

Global magazine publishing market, segmented by forecast rate of growth and scale, 2013–2018

Emerging middle classes in large-scale markets such as China and Brazil to drive growth in magazine publishing revenues

Higher-growth, larger-scale markets

Markets such as **France** and **Switzerland**, with strong advertising revenues, are classified as higher-growth and larger-scale. Alongside them are countries such as **Brazil**, **Russia** and **South Africa**, where emerging middle classes have been able to increase discretionary spending and drive magazine sales. The Brazilian magazine market, for instance, will stand at US\$3.1bn in 2018, having increased at a CAGR of 4.8% over the forecast period. **France**, meanwhile, will see growth of 0.7% with print revenue being replaced by digital growth.

Lower-growth, larger-scale markets

The eight lower-growth, larger-scale countries are largely from Western Europe and have established print publishing sectors. **Canada**, **Australia** and **Japan** also feature, with **Japan** suffering the sharpest fall in total magazine revenue at a -4.0% CAGR to 2018. All the countries in this segment are in decline, however, as publishers struggle to replace falling print revenue with digital revenue.

Higher-growth, smaller-scale markets

Countries from Latin America and Asia Pacific feature as higher-growth and smaller-scale, alongside **Poland**, **Turkey**, **Nigeria** and **Kenya**. These countries comprise a mix of relatively mature markets which will see a return to growth, such as **Poland** and **New Zealand**, and underdeveloped markets which are seeing growth due to booming economies.

Lower-growth, smaller-scale markets

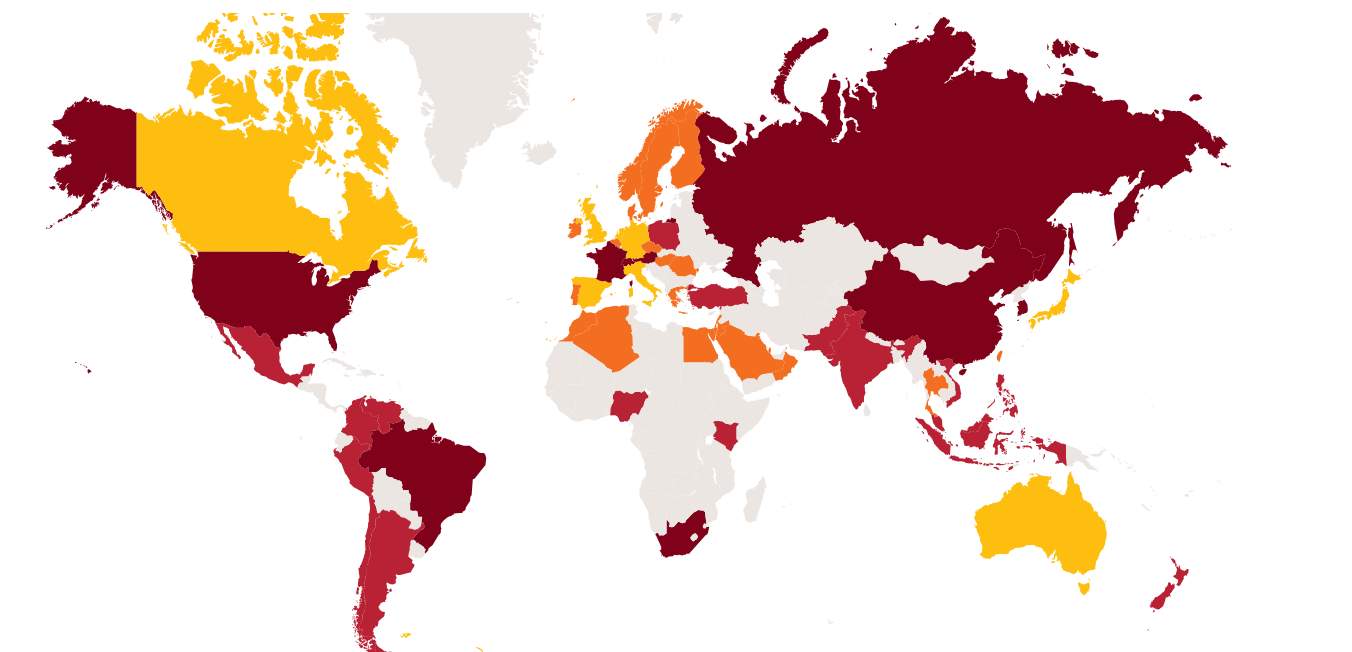
Less populous countries from Western Europe and Central and Eastern Europe form the bulk of the lower-growth, smaller-scale markets, joined by countries from Middle East and Africa and Asia Pacific. **Egypt's** total magazine revenue will decline faster than most other markets, with ongoing unrest contributing to a -7.3% CAGR decline to US\$18mn in 2018. **Finland** will see a -1% CAGR decline as, despite having a sizeable magazine market, growth in digital revenue fails to mitigate falls in print.

 **Lower-growth, larger-scale markets**
Worth more than US\$1bn and less than 0% CAGR to 2018
North America: Canada **APAC:** Australia, Japan
EMEA: Germany, Italy, Netherlands, Spain, UK

 **Lower-growth, smaller-scale markets**
Worth less than US\$1bn in 2018 and less than 0% CAGR to 2018
APAC: Singapore, Taiwan, Thailand **EMEA:** Belgium, Denmark, Finland, Greece, Ireland, Norway, Portugal, Sweden, Czech Republic, Hungary, Israel, Romania, Egypt, Saudi Arabia, UAE, Rest of MENA

 **Higher-growth, larger-scale markets**
Worth more than US\$1bn in 2018 and 0% or more CAGR to 2018
North America: US **APAC:** China, Hong Kong, South Korea **EMEA:** Austria, France, Switzerland, Russia, South Africa **Latin America:** Brazil

 **Higher-growth, smaller-scale markets**
Worth less than US\$1bn in 2018 and 0% or more CAGR to 2018
APAC: India, Indonesia, Malaysia, New Zealand, Pakistan, Philippines, Vietnam **EMEA:** Poland, Turkey, Kenya, Nigeria **Latin America:** Argentina, Chile, Colombia, Mexico, Peru, Venezuela



Source: *Global entertainment and media outlook 2014–2018*, PwC, Informa Telecoms & Media

Methodology note: Each market's location within the quadrant is calculated by assessing their average growth rate in magazine publishing revenue between 2013 and 2018, then dividing the markets in terms of overall scale.