

Magazine publishing

Key insights at a glance

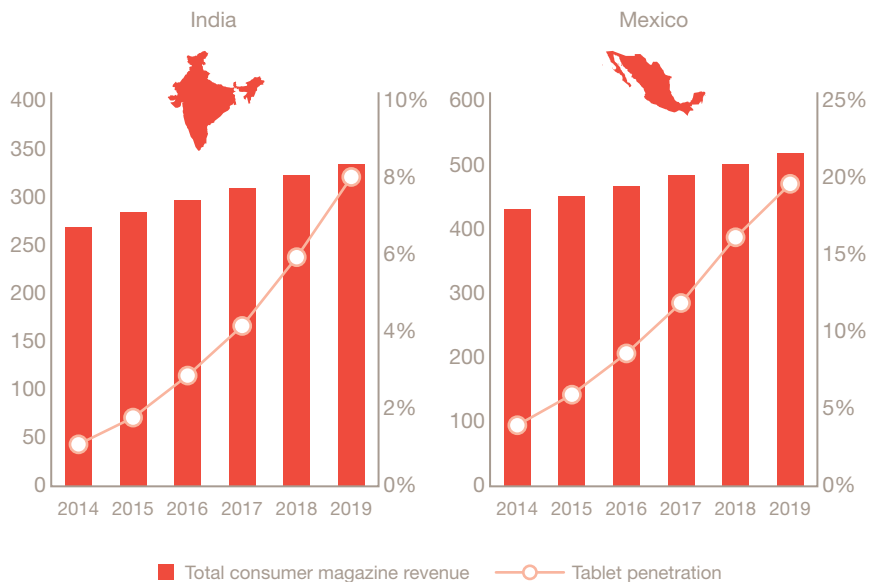


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Growing middle classes will drive consumer magazine revenue. Countries such as India and Mexico are seeing growth in their middle classes spurring total consumer magazine revenue, with forecast CAGRs of 4.5% and 3.8%, respectively. Importantly, these countries are still seeing growth in print as the emerging consumer classes buy lifestyle magazines and those focussed on luxury goods.

Fig. 3: The emerging consumer classes will drive growth in consumer magazines and increasingly own tablets

Total consumer magazine revenue (US\$m) and tablet penetration (%), India and Mexico, 2014–2019



Source: Global entertainment and media outlook 2015–2019, PwC, Ovum

Outlook insights: an analysis of the Global entertainment and media outlook 2015–2019

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