

Global Live Streaming Supply, Demand and Key Producers, 2023-2029

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Abstracts

The global Live Streaming market size is expected to reach \$ 94380 million by 2029, rising at a market growth of 10.4% CAGR during the forecast period (2023-2029).

The main companies providing live streaming globally are ByteDance, Kuaishou, Twitch, Tencent Music Entertainment Group, Bigo, YouTube, Huya, Bilibili, YY, Douyu and Hello Group (MOMO), etc. The top five producers occupy more than 50% of the market share in total, of which the largest producer is ByteDance with a market share of 24.22%. The global live streaming platform provides regions mainly distributed in China, the United States, Japan, South Korea and so on. In terms of their product categories, music, dance and talk shows have the highest market share at 44.84%, followed by games at 31.74%. In terms of its revenue sources, donations and virtual gifts hold a larger market share at 62.78%, followed by advertising and subscriptions.

Livestreaming is streaming media simultaneously recorded and broadcast in real-time over the internet. It is often referred to simply as streaming. Non-live media such as video-on-demand, vlogs, and YouTube videos are technically streamed, but not live-streamed. A live streaming platform is a website, application or software that allows you to broadcast live videos. When you upload a video to the platform, viewers can watch it in real time. Livestream services encompass a wide variety of topics, from social media to video games to professional sports.

This report studies the global Live Streaming demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Live Streaming, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2022 as the base year. This report explores demand trends and

competition, as well as details the characteristics of Live Streaming that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Live Streaming total market, 2018-2029, (USD Million)

Global Live Streaming total market by region & country, CAGR, 2018-2029, (USD Million)

U.S. VS China: Live Streaming total market, key domestic companies and share, (USD Million)

Global Live Streaming revenue by player and market share 2018-2023, (USD Million)

Global Live Streaming total market by Type, CAGR, 2018-2029, (USD Million)

Global Live Streaming total market by Revenue Source, CAGR, 2018-2029, (USD Million)

This reports profiles major players in the global Live Streaming market based on the following parameters – company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include ByteDance, Kuaishou, Twitch, Tencent Music Entertainment (TME), Bigo, YouTube, Huya, Bilibili and YY, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals, COVID-19 and Russia-Ukraine War Influence.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Live Streaming market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Revenue Source. Data is given for the years 2018-2029 by year with 2022 as the base year, 2023 as the estimate year, and 2024-2029 as the forecast year.

Global Live Streaming Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Live Streaming Market, Segmentation by Type

Music, Dancing and Talk Shows

Game

Dating Shows

Outdoor Activities and Sports

Others

Global Live Streaming Market, Segmentation by Revenue Source

Advertising

Subscriptions

Donations & Virtual Gifts

Others

Companies Profiled:

ByteDance

Kuaishou

Twitch

Tencent Music Entertainment (TME)

Bigo

YouTube

Huya

Bilibili

YY

Douyu

Hello Group (MOMO)

17LIVE

HuaFang Group (Huajiao)

Facebook Live

Instagram Live

Uplive

Afreeca TV

DeNA (Pococha and Showroom)

Inke

LiveMe

Vimeo (Livestream)

ShareChat

Key Questions Answered

1. How big is the global Live Streaming market?
2. What is the demand of the global Live Streaming market?
3. What is the year over year growth of the global Live Streaming market?
4. What is the total value of the global Live Streaming market?
5. Who are the major players in the global Live Streaming market?
6. What are the growth factors driving the market demand?

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