

Subscription Video On Demand Market Size, Share & Trends Analysis Report By Content Type (Movies, TV Shows, Documentaries), By Device Type (Tablets, Laptops, Smart TVs), By Revenue Model, By End-use (Individual, Commercial), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Market Size & Trends

The global subscription video on demand market size was estimated at USD 95.50 billion in 2024 and is expected to grow at a CAGR of 9.6% from 2025 to 2030. The growing influence of social media is driving significant changes in the subscription video-on-demand (SVOD) industry.

Streaming platforms are leveraging social media to spotlight trending content, share exclusive behind-the-scenes insights, and engage directly with audiences in real time. This real-time interaction is crucial for staying relevant, sparking conversations, and building deeper connections with viewers. By increasing content visibility and creating buzz via social media platforms, SVOD providers are enhancing user engagement and loyalty, establishing social media as a crucial growth driver for the market.

The integration of subscription video on demand services with smart TVs, streaming devices, and voice assistants is becoming increasingly seamless, significantly enhancing the user experience. This frictionless connectivity allows consumers to access content effortlessly across multiple platforms, aligning with the growing

expectation for consistent performance and usability. Consequently, the subscription video on demand industry is expanding its reach by catering to a broader, tech-savvy audience. This trend is a key enabler of the market growth, as convenience and accessibility drive higher engagement and subscriber acquisition.

The rising global appetite for animated content is emerging as a key growth catalyst within the subscription video on demand industry, appealing to both younger audiences and adults. SVOD platforms are strategically investing in premium animated series and films that address diverse age groups, including family-friendly titles and more sophisticated animated offerings. As animation gains recognition as a genre with wide-ranging appeal, it is strengthening viewer engagement and retention. This dynamic is accelerating the expansion of the SVOD market by tapping into a versatile content segment with cross-generational relevance.

In emerging regions such as Asia-Pacific and Latin America, increasing demand for on-demand content is serving as a major growth driver for the market. Improved internet infrastructure, the affordability of mobile devices, and greater access to digital payment solutions are transforming content consumption patterns in these markets. In response, SVOD platforms are rolling out localized content strategies and flexible pricing models tailored to regional preferences. This evolution is fueling rapid growth in the subscription video on demand market, positioning these developing economies as critical engines of global industry expansion.

The demand for exclusive, high-quality programming continues to be a major force propelling the subscription video on demand industry forward. Leading providers are prioritizing investment in original content and region-specific productions to differentiate their platforms and foster stronger viewer loyalty. These efforts enhance brand positioning and cater to evolving consumer expectations for culturally relevant and engaging entertainment. Consequently, the creation of original and localized content remains a central growth driver in the SVOD market, helping platforms retain competitive advantage in a crowded digital media landscape.

Global Subscription Video On Demand Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest technological trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the subscription video on demand market report based on content type, device type, revenue model, end-use, and region:

Content Type Outlook (Revenue, USD Billion, 2018 - 2030)

Movies

TV Shows

Documentaries

Others

Device Type Outlook (Revenue, USD Billion, 2018 - 2030)

Smartphones

Tablets

Laptops

Smart TVs

Others

Revenue Model Outlook (Revenue, USD Billion, 2018 - 2030)

Subscription-based

Advertisement-Based

Hybrid

End-use Outlook (Revenue, USD Billion, 2018 - 2030)

Individual

Commercial

Regional Outlook (Revenue, USD Billion, 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

China

Japan

India

South Korea

Australia

Latin America

Brazil

Middle East & Africa

Saudi Arabia

South Africa

UAE

Companies Mentioned

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Apple TV+

DAZN

Discovery+

Disney+

HBO Max

Hulu

Netflix

Paramount+

Peacock

Sony Crackle

YouTube Premium

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