

Global Video on Demand (VOD) Service Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Video on Demand (VOD) Service market size is predicted to grow from US\$ million in 2025 to US\$ million in 2032; it is expected to grow at a CAGR of % from 2026 to 2032.

Video on Demand (VOD) is a service that allows users to select and watch video content when they choose, rather than having to watch at a specific broadcast time. VOD services can be accessed via various platforms, including televisions, computers, tablets, and smartphones, and typically offer a wide range of content, including movies, TV shows, documentaries, and more.

United States market for Video on Demand (VOD) Service is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Video on Demand (VOD) Service is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Video on Demand (VOD) Service is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Video on Demand (VOD) Service players cover Netflix, Amazon Prime Video, Disney+, Hulu, HBO Max, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the "Video on Demand (VOD) Service Industry Forecast" looks at past sales and reviews total world Video on Demand (VOD) Service sales in 2025, providing a comprehensive analysis by region and market sector

of projected Video on Demand (VOD) Service sales for 2026 through 2032. With Video on Demand (VOD) Service sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Video on Demand (VOD) Service industry.

This Insight Report provides a comprehensive analysis of the global Video on Demand (VOD) Service landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Video on Demand (VOD) Service portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Video on Demand (VOD) Service market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Video on Demand (VOD) Service and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Video on Demand (VOD) Service.

This report presents a comprehensive overview, market shares, and growth opportunities of Video on Demand (VOD) Service market by product type, application, key players and key regions and countries.

Segmentation by Type:

Subscription Video On Demand (SVOD)

Advertising Video On Demand (AVOD)

Transactional Video On Demand (TVOD)

Others

Segmentation by Application:

Smartphones/Tablets

Smart T.V

Laptops/PCs

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Netflix

Amazon Prime Video

Disney+

Hulu

HBO Max

Apple TV+

YouTube Premium

Peacock

Paramount+

Rakuten TV

Sony Crackle

Tencent Video (including WeTV)

iQIYI

Sling TV

FuboTV

Tubi

Vudu

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview

- 2.1.1 Global Video on Demand (VOD) Service Market Size (2021-2032)
- 2.1.2 Video on Demand (VOD) Service Market Size CAGR by Region (2021 VS 2025 VS 2032)
- 2.1.3 World Current & Future Analysis for Video on Demand (VOD) Service by Country/Region (2021, 2025 & 2032)

2.2 Video on Demand (VOD) Service Segment by Type

- 2.2.1 Subscription Video On Demand (SVOD)
- 2.2.2 Advertising Video On Demand (AVOD)
- 2.2.3 Transactional Video On Demand (TVOD)
- 2.2.4 Others
- 2.2.5 Video on Demand (VOD) Service Market Size by Type
 - 2.2.5.1 Video on Demand (VOD) Service Market Size CAGR by Type (2021 VS 2025 VS 2032)
 - 2.2.5.2 Global Video on Demand (VOD) Service Market Size Market Share by Type (2021-2026)

2.3 Video on Demand (VOD) Service Segment by Application

- 2.3.1 Smartphones/Tablets
- 2.3.2 Smart T.V
- 2.3.3 Laptops/PCs
- 2.3.4 Video on Demand (VOD) Service Market Size by Application
 - 2.3.4.1 Video on Demand (VOD) Service Market Size CAGR by Application (2021 VS 2025 VS 2032)
 - 2.3.4.2 Global Video on Demand (VOD) Service Market Size Market Share by

Application (2021-2026)

3 VIDEO ON DEMAND (VOD) SERVICE MARKET SIZE BY PLAYER

3.1 Video on Demand (VOD) Service Market Size Market Share by Player

3.1.1 Global Video on Demand (VOD) Service Revenue by Player (2021-2026)

3.1.2 Global Video on Demand (VOD) Service Revenue Market Share by Player (2021-2026)

3.2 Global Video on Demand (VOD) Service Key Players Head office and Products Offered

3.3 Market Concentration Rate Analysis

3.3.1 Competition Landscape Analysis

3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

4 VIDEO ON DEMAND (VOD) SERVICE BY REGION

4.1 Video on Demand (VOD) Service Market Size by Region (2021-2026)

4.2 Global Video on Demand (VOD) Service Annual Revenue by Country/Region (2021-2026)

4.3 Americas Video on Demand (VOD) Service Market Size Growth (2021-2026)

4.4 APAC Video on Demand (VOD) Service Market Size Growth (2021-2026)

4.5 Europe Video on Demand (VOD) Service Market Size Growth (2021-2026)

4.6 Middle East & Africa Video on Demand (VOD) Service Market Size Growth (2021-2026)

5 AMERICAS

5.1 Americas Video on Demand (VOD) Service Market Size by Country (2021-2026)

5.2 Americas Video on Demand (VOD) Service Market Size by Type (2021-2026)

5.3 Americas Video on Demand (VOD) Service Market Size by Application (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

- 6.1 APAC Video on Demand (VOD) Service Market Size by Region (2021-2026)
- 6.2 APAC Video on Demand (VOD) Service Market Size by Type (2021-2026)
- 6.3 APAC Video on Demand (VOD) Service Market Size by Application (2021-2026)
- 6.4 China
- 6.5 Japan
- 6.6 South Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia

7 EUROPE

- 7.1 Europe Video on Demand (VOD) Service Market Size by Country (2021-2026)
- 7.2 Europe Video on Demand (VOD) Service Market Size by Type (2021-2026)
- 7.3 Europe Video on Demand (VOD) Service Market Size by Application (2021-2026)
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia

8 MIDDLE EAST & AFRICA

- 8.1 Middle East & Africa Video on Demand (VOD) Service by Region (2021-2026)
- 8.2 Middle East & Africa Video on Demand (VOD) Service Market Size by Type (2021-2026)
- 8.3 Middle East & Africa Video on Demand (VOD) Service Market Size by Application (2021-2026)
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

- 9.1 Market Drivers & Growth Opportunities
- 9.2 Market Challenges & Risks
- 9.3 Industry Trends

10 GLOBAL VIDEO ON DEMAND (VOD) SERVICE MARKET FORECAST

- 10.1 Global Video on Demand (VOD) Service Forecast by Region (2027-2032)
 - 10.1.1 Global Video on Demand (VOD) Service Forecast by Region (2027-2032)
 - 10.1.2 Americas Video on Demand (VOD) Service Forecast
 - 10.1.3 APAC Video on Demand (VOD) Service Forecast
 - 10.1.4 Europe Video on Demand (VOD) Service Forecast
 - 10.1.5 Middle East & Africa Video on Demand (VOD) Service Forecast
- 10.2 Americas Video on Demand (VOD) Service Forecast by Country (2027-2032)
 - 10.2.1 United States Market Video on Demand (VOD) Service Forecast
 - 10.2.2 Canada Market Video on Demand (VOD) Service Forecast
 - 10.2.3 Mexico Market Video on Demand (VOD) Service Forecast
 - 10.2.4 Brazil Market Video on Demand (VOD) Service Forecast
- 10.3 APAC Video on Demand (VOD) Service Forecast by Region (2027-2032)
 - 10.3.1 China Video on Demand (VOD) Service Market Forecast
 - 10.3.2 Japan Market Video on Demand (VOD) Service Forecast
 - 10.3.3 Korea Market Video on Demand (VOD) Service Forecast
 - 10.3.4 Southeast Asia Market Video on Demand (VOD) Service Forecast
 - 10.3.5 India Market Video on Demand (VOD) Service Forecast
 - 10.3.6 Australia Market Video on Demand (VOD) Service Forecast
- 10.4 Europe Video on Demand (VOD) Service Forecast by Country (2027-2032)
 - 10.4.1 Germany Market Video on Demand (VOD) Service Forecast
 - 10.4.2 France Market Video on Demand (VOD) Service Forecast
 - 10.4.3 UK Market Video on Demand (VOD) Service Forecast
 - 10.4.4 Italy Market Video on Demand (VOD) Service Forecast
 - 10.4.5 Russia Market Video on Demand (VOD) Service Forecast
- 10.5 Middle East & Africa Video on Demand (VOD) Service Forecast by Region (2027-2032)
 - 10.5.1 Egypt Market Video on Demand (VOD) Service Forecast
 - 10.5.2 South Africa Market Video on Demand (VOD) Service Forecast
 - 10.5.3 Israel Market Video on Demand (VOD) Service Forecast
 - 10.5.4 Turkey Market Video on Demand (VOD) Service Forecast
- 10.6 Global Video on Demand (VOD) Service Forecast by Type (2027-2032)
- 10.7 Global Video on Demand (VOD) Service Forecast by Application (2027-2032)
 - 10.7.1 GCC Countries Market Video on Demand (VOD) Service Forecast

11 KEY PLAYERS ANALYSIS

11.1 Netflix

11.1.1 Netflix Company Information

11.1.2 Netflix Video on Demand (VOD) Service Product Offered

11.1.3 Netflix Video on Demand (VOD) Service Revenue, Gross Margin and Market Share (2021-2026)

11.1.4 Netflix Main Business Overview

11.1.5 Netflix Latest Developments

11.2 Amazon Prime Video

11.2.1 Amazon Prime Video Company Information

11.2.2 Amazon Prime Video Video on Demand (VOD) Service Product Offered

11.2.3 Amazon Prime Video Video on Demand (VOD) Service Revenue, Gross Margin and Market Share (2021-2026)

11.2.4 Amazon Prime Video Main Business Overview

11.2.5 Amazon Prime Video Latest Developments

11.3 Disney+

11.3.1 Disney+ Company Information

11.3.2 Disney+ Video on Demand (VOD) Service Product Offered

11.3.3 Disney+ Video on Demand (VOD) Service Revenue, Gross Margin and Market Share (2021-2026)

11.3.4 Disney+ Main Business Overview

11.3.5 Disney+ Latest Developments

11.4 Hulu

11.4.1 Hulu Company Information

11.4.2 Hulu Video on Demand (VOD) Service Product Offered

11.4.3 Hulu Video on Demand (VOD) Service Revenue, Gross Margin and Market Share (2021-2026)

11.4.4 Hulu Main Business Overview

11.4.5 Hulu Latest Developments

11.5 HBO Max

11.5.1 HBO Max Company Information

11.5.2 HBO Max Video on Demand (VOD) Service Product Offered

11.5.3 HBO Max Video on Demand (VOD) Service Revenue, Gross Margin and Market Share (2021-2026)

11.5.4 HBO Max Main Business Overview

11.5.5 HBO Max Latest Developments

11.6 Apple TV+

11.6.1 Apple TV+ Company Information

11.6.2 Apple TV+ Video on Demand (VOD) Service Product Offered

11.6.3 Apple TV+ Video on Demand (VOD) Service Revenue, Gross Margin and

Market Share (2021-2026)

11.6.4 Apple TV+ Main Business Overview

11.6.5 Apple TV+ Latest Developments

11.7 YouTube Premium

11.7.1 YouTube Premium Company Information

11.7.2 YouTube Premium Video on Demand (VOD) Service Product Offered

11.7.3 YouTube Premium Video on Demand (VOD) Service Revenue, Gross Margin and Market Share (2021-2026)

11.7.4 YouTube Premium Main Business Overview

11.7.5 YouTube Premium Latest Developments

11.8 Peacock

11.8.1 Peacock Company Information

11.8.2 Peacock Video on Demand (VOD) Service Product Offered

11.8.3 Peacock Video on Demand (VOD) Service Revenue, Gross Margin and Market Share (2021-2026)

11.8.4 Peacock Main Business Overview

11.8.5 Peacock Latest Developments

11.9 Paramount+

11.9.1 Paramount+ Company Information

11.9.2 Paramount+ Video on Demand (VOD) Service Product Offered

11.9.3 Paramount+ Video on Demand (VOD) Service Revenue, Gross Margin and Market Share (2021-2026)

11.9.4 Paramount+ Main Business Overview

11.9.5 Paramount+ Latest Developments

11.10 Rakuten TV

11.10.1 Rakuten TV Company Information

11.10.2 Rakuten TV Video on Demand (VOD) Service Product Offered

11.10.3 Rakuten TV Video on Demand (VOD) Service Revenue, Gross Margin and Market Share (2021-2026)

11.10.4 Rakuten TV Main Business Overview

11.10.5 Rakuten TV Latest Developments

11.11 Sony Crackle

11.11.1 Sony Crackle Company Information

11.11.2 Sony Crackle Video on Demand (VOD) Service Product Offered

11.11.3 Sony Crackle Video on Demand (VOD) Service Revenue, Gross Margin and Market Share (2021-2026)

11.11.4 Sony Crackle Main Business Overview

11.11.5 Sony Crackle Latest Developments

11.12 Tencent Video (including WeTV)

- 11.12.1 Tencent Video (including WeTV) Company Information
- 11.12.2 Tencent Video (including WeTV) Video on Demand (VOD) Service Product Offered
- 11.12.3 Tencent Video (including WeTV) Video on Demand (VOD) Service Revenue, Gross Margin and Market Share (2021-2026)
- 11.12.4 Tencent Video (including WeTV) Main Business Overview
- 11.12.5 Tencent Video (including WeTV) Latest Developments
- 11.13 iQIYI
 - 11.13.1 iQIYI Company Information
 - 11.13.2 iQIYI Video on Demand (VOD) Service Product Offered
 - 11.13.3 iQIYI Video on Demand (VOD) Service Revenue, Gross Margin and Market Share (2021-2026)
 - 11.13.4 iQIYI Main Business Overview
 - 11.13.5 iQIYI Latest Developments
- 11.14 Sling TV
 - 11.14.1 Sling TV Company Information
 - 11.14.2 Sling TV Video on Demand (VOD) Service Product Offered
 - 11.14.3 Sling TV Video on Demand (VOD) Service Revenue, Gross Margin and Market Share (2021-2026)
 - 11.14.4 Sling TV Main Business Overview
 - 11.14.5 Sling TV Latest Developments
- 11.15 FuboTV
 - 11.15.1 FuboTV Company Information
 - 11.15.2 FuboTV Video on Demand (VOD) Service Product Offered
 - 11.15.3 FuboTV Video on Demand (VOD) Service Revenue, Gross Margin and Market Share (2021-2026)
 - 11.15.4 FuboTV Main Business Overview
 - 11.15.5 FuboTV Latest Developments
- 11.16 Tubi
 - 11.16.1 Tubi Company Information
 - 11.16.2 Tubi Video on Demand (VOD) Service Product Offered
 - 11.16.3 Tubi Video on Demand (VOD) Service Revenue, Gross Margin and Market Share (2021-2026)
 - 11.16.4 Tubi Main Business Overview
 - 11.16.5 Tubi Latest Developments
- 11.17 Vudu
 - 11.17.1 Vudu Company Information
 - 11.17.2 Vudu Video on Demand (VOD) Service Product Offered
 - 11.17.3 Vudu Video on Demand (VOD) Service Revenue, Gross Margin and Market

Share (2021-2026)

11.17.4 Vudu Main Business Overview

11.17.5 Vudu Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Video on Demand (VOD) Service Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)

Table 2. Video on Demand (VOD) Service Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Subscription Video On Demand (SVOD)

Table 4. Major Players of Advertising Video On Demand (AVOD)

Table 5. Major Players of Transactional Video On Demand (TVOD)

Table 6. Major Players of Others

Table 7. Video on Demand (VOD) Service Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)

Table 8. Global Video on Demand (VOD) Service Market Size by Type (2021-2026) & (\$ millions)

Table 9. Global Video on Demand (VOD) Service Market Size Market Share by Type (2021-2026)

Table 10. Video on Demand (VOD) Service Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)

Table 11. Global Video on Demand (VOD) Service Market Size by Application (2021-2026) & (\$ millions)

Table 12. Global Video on Demand (VOD) Service Market Size Market Share by Application (2021-2026)

Table 13. Global Video on Demand (VOD) Service Revenue by Player (2021-2026) & (\$ millions)

Table 14. Global Video on Demand (VOD) Service Revenue Market Share by Player (2021-2026)

Table 15. Video on Demand (VOD) Service Key Players Head office and Products Offered

Table 16. Video on Demand (VOD) Service Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 17. New Products and Potential Entrants

Table 18. Mergers & Acquisitions, Expansion

Table 19. Global Video on Demand (VOD) Service Market Size by Region (2021-2026) & (\$ millions)

Table 20. Global Video on Demand (VOD) Service Market Size Market Share by Region (2021-2026)

Table 21. Global Video on Demand (VOD) Service Revenue by Country/Region

(2021-2026) & (\$ millions)

Table 22. Global Video on Demand (VOD) Service Revenue Market Share by Country/Region (2021-2026)

Table 23. Americas Video on Demand (VOD) Service Market Size by Country (2021-2026) & (\$ millions)

Table 24. Americas Video on Demand (VOD) Service Market Size Market Share by Country (2021-2026)

Table 25. Americas Video on Demand (VOD) Service Market Size by Type (2021-2026) & (\$ millions)

Table 26. Americas Video on Demand (VOD) Service Market Size Market Share by Type (2021-2026)

Table 27. Americas Video on Demand (VOD) Service Market Size by Application (2021-2026) & (\$ millions)

Table 28. Americas Video on Demand (VOD) Service Market Size Market Share by Application (2021-2026)

Table 29. APAC Video on Demand (VOD) Service Market Size by Region (2021-2026) & (\$ millions)

Table 30. APAC Video on Demand (VOD) Service Market Size Market Share by Region (2021-2026)

Table 31. APAC Video on Demand (VOD) Service Market Size by Type (2021-2026) & (\$ millions)

Table 32. APAC Video on Demand (VOD) Service Market Size by Application (2021-2026) & (\$ millions)

Table 33. Europe Video on Demand (VOD) Service Market Size by Country (2021-2026) & (\$ millions)

Table 34. Europe Video on Demand (VOD) Service Market Size Market Share by Country (2021-2026)

Table 35. Europe Video on Demand (VOD) Service Market Size by Type (2021-2026) & (\$ millions)

Table 36. Europe Video on Demand (VOD) Service Market Size by Application (2021-2026) & (\$ millions)

Table 37. Middle East & Africa Video on Demand (VOD) Service Market Size by Region (2021-2026) & (\$ millions)

Table 38. Middle East & Africa Video on Demand (VOD) Service Market Size by Type (2021-2026) & (\$ millions)

Table 39. Middle East & Africa Video on Demand (VOD) Service Market Size by Application (2021-2026) & (\$ millions)

Table 40. Key Market Drivers & Growth Opportunities of Video on Demand (VOD) Service

Table 41. Key Market Challenges & Risks of Video on Demand (VOD) Service
Table 42. Key Industry Trends of Video on Demand (VOD) Service
Table 43. Global Video on Demand (VOD) Service Market Size Forecast by Region (2027-2032) & (\$ millions)
Table 44. Global Video on Demand (VOD) Service Market Size Market Share Forecast by Region (2027-2032)
Table 45. Global Video on Demand (VOD) Service Market Size Forecast by Type (2027-2032) & (\$ millions)
Table 46. Global Video on Demand (VOD) Service Market Size Forecast by Application (2027-2032) & (\$ millions)
Table 47. Netflix Details, Company Type, Video on Demand (VOD) Service Area Served and Its Competitors
Table 48. Netflix Video on Demand (VOD) Service Product Offered
Table 49. Netflix Video on Demand (VOD) Service Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 50. Netflix Main Business
Table 51. Netflix Latest Developments
Table 52. Amazon Prime Video Details, Company Type, Video on Demand (VOD) Service Area Served and Its Competitors
Table 53. Amazon Prime Video Video on Demand (VOD) Service Product Offered
Table 54. Amazon Prime Video Video on Demand (VOD) Service Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 55. Amazon Prime Video Main Business
Table 56. Amazon Prime Video Latest Developments
Table 57. Disney+ Details, Company Type, Video on Demand (VOD) Service Area Served and Its Competitors
Table 58. Disney+ Video on Demand (VOD) Service Product Offered
Table 59. Disney+ Video on Demand (VOD) Service Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 60. Disney+ Main Business
Table 61. Disney+ Latest Developments
Table 62. Hulu Details, Company Type, Video on Demand (VOD) Service Area Served and Its Competitors
Table 63. Hulu Video on Demand (VOD) Service Product Offered
Table 64. Hulu Video on Demand (VOD) Service Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 65. Hulu Main Business
Table 66. Hulu Latest Developments
Table 67. HBO Max Details, Company Type, Video on Demand (VOD) Service Area

Served and Its Competitors

Table 68. HBO Max Video on Demand (VOD) Service Product Offered

Table 69. HBO Max Video on Demand (VOD) Service Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 70. HBO Max Main Business

Table 71. HBO Max Latest Developments

Table 72. Apple TV+ Details, Company Type, Video on Demand (VOD) Service Area Served and Its Competitors

Table 73. Apple TV+ Video on Demand (VOD) Service Product Offered

Table 74. Apple TV+ Video on Demand (VOD) Service Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 75. Apple TV+ Main Business

Table 76. Apple TV+ Latest Developments

Table 77. YouTube Premium Details, Company Type, Video on Demand (VOD) Service Area Served and Its Competitors

Table 78. YouTube Premium Video on Demand (VOD) Service Product Offered

Table 79. YouTube Premium Video on Demand (VOD) Service Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 80. YouTube Premium Main Business

Table 81. YouTube Premium Latest Developments

Table 82. Peacock Details, Company Type, Video on Demand (VOD) Service Area Served and Its Competitors

Table 83. Peacock Video on Demand (VOD) Service Product Offered

Table 84. Peacock Video on Demand (VOD) Service Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 85. Peacock Main Business

Table 86. Peacock Latest Developments

Table 87. Paramount+ Details, Company Type, Video on Demand (VOD) Service Area Served and Its Competitors

Table 88. Paramount+ Video on Demand (VOD) Service Product Offered

Table 89. Paramount+ Video on Demand (VOD) Service Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 90. Paramount+ Main Business

Table 91. Paramount+ Latest Developments

Table 92. Rakuten TV Details, Company Type, Video on Demand (VOD) Service Area Served and Its Competitors

Table 93. Rakuten TV Video on Demand (VOD) Service Product Offered

Table 94. Rakuten TV Video on Demand (VOD) Service Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 95. Rakuten TV Main Business

Table 96. Rakuten TV Latest Developments

Table 97. Sony Crackle Details, Company Type, Video on Demand (VOD) Service Area Served and Its Competitors

Table 98. Sony Crackle Video on Demand (VOD) Service Product Offered

Table 99. Sony Crackle Video on Demand (VOD) Service Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 100. Sony Crackle Main Business

Table 101. Sony Crackle Latest Developments

Table 102. Tencent Video (including WeTV) Details, Company Type, Video on Demand (VOD) Service Area Served and Its Competitors

Table 103. Tencent Video (including WeTV) Video on Demand (VOD) Service Product Offered

Table 104. Tencent Video (including WeTV) Video on Demand (VOD) Service Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 105. Tencent Video (including WeTV) Main Business

Table 106. Tencent Video (including WeTV) Latest Developments

Table 107. iQIYI Details, Company Type, Video on Demand (VOD) Service Area Served and Its Competitors

Table 108. iQIYI Video on Demand (VOD) Service Product Offered

Table 109. iQIYI Video on Demand (VOD) Service Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 110. iQIYI Main Business

Table 111. iQIYI Latest Developments

Table 112. Sling TV Details, Company Type, Video on Demand (VOD) Service Area Served and Its Competitors

Table 113. Sling TV Video on Demand (VOD) Service Product Offered

Table 114. Sling TV Video on Demand (VOD) Service Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 115. Sling TV Main Business

Table 116. Sling TV Latest Developments

Table 117. FuboTV Details, Company Type, Video on Demand (VOD) Service Area Served and Its Competitors

Table 118. FuboTV Video on Demand (VOD) Service Product Offered

Table 119. FuboTV Video on Demand (VOD) Service Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 120. FuboTV Main Business

Table 121. FuboTV Latest Developments

Table 122. Tubi Details, Company Type, Video on Demand (VOD) Service Area Served

and Its Competitors

Table 123. Tubi Video on Demand (VOD) Service Product Offered

Table 124. Tubi Video on Demand (VOD) Service Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 125. Tubi Main Business

Table 126. Tubi Latest Developments

Table 127. Vudu Details, Company Type, Video on Demand (VOD) Service Area Served and Its Competitors

Table 128. Vudu Video on Demand (VOD) Service Product Offered

Table 129. Vudu Video on Demand (VOD) Service Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 130. Vudu Main Business

Table 131. Vudu Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. Video on Demand (VOD) Service Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Video on Demand (VOD) Service Market Size Growth Rate (2021-2032) (\$ millions)

Figure 6. Video on Demand (VOD) Service Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Figure 7. Video on Demand (VOD) Service Sales Market Share by Country/Region (2025)

Figure 8. Video on Demand (VOD) Service Sales Market Share by Country/Region (2021, 2025 & 2032)

Figure 9. Global Video on Demand (VOD) Service Market Size Market Share by Type in 2025

Figure 10. Video on Demand (VOD) Service in Smartphones/Tablets

Figure 11. Global Video on Demand (VOD) Service Market: Smartphones/Tablets (2021-2026) & (\$ millions)

Figure 12. Video on Demand (VOD) Service in Smart T.V

Figure 13. Global Video on Demand (VOD) Service Market: Smart T.V (2021-2026) & (\$ millions)

Figure 14. Video on Demand (VOD) Service in Laptops/PCs

Figure 15. Global Video on Demand (VOD) Service Market: Laptops/PCs (2021-2026) & (\$ millions)

Figure 16. Global Video on Demand (VOD) Service Market Size Market Share by Application in 2025

Figure 17. Global Video on Demand (VOD) Service Revenue Market Share by Player in 2025

Figure 18. Global Video on Demand (VOD) Service Market Size Market Share by Region (2021-2026)

Figure 19. Americas Video on Demand (VOD) Service Market Size 2021-2026 (\$ millions)

Figure 20. APAC Video on Demand (VOD) Service Market Size 2021-2026 (\$ millions)

Figure 21. Europe Video on Demand (VOD) Service Market Size 2021-2026 (\$ millions)

Figure 22. Middle East & Africa Video on Demand (VOD) Service Market Size 2021-2026 (\$ millions)

Figure 23. Americas Video on Demand (VOD) Service Value Market Share by Country in 2025

Figure 24. United States Video on Demand (VOD) Service Market Size Growth 2021-2026 (\$ millions)

Figure 25. Canada Video on Demand (VOD) Service Market Size Growth 2021-2026 (\$ millions)

Figure 26. Mexico Video on Demand (VOD) Service Market Size Growth 2021-2026 (\$ millions)

Figure 27. Brazil Video on Demand (VOD) Service Market Size Growth 2021-2026 (\$ millions)

Figure 28. APAC Video on Demand (VOD) Service Market Size Market Share by Region in 2025

Figure 29. APAC Video on Demand (VOD) Service Market Size Market Share by Type (2021-2026)

Figure 30. APAC Video on Demand (VOD) Service Market Size Market Share by Application (2021-2026)

Figure 31. China Video on Demand (VOD) Service Market Size Growth 2021-2026 (\$ millions)

Figure 32. Japan Video on Demand (VOD) Service Market Size Growth 2021-2026 (\$ millions)

Figure 33. South Korea Video on Demand (VOD) Service Market Size Growth 2021-2026 (\$ millions)

Figure 34. Southeast Asia Video on Demand (VOD) Service Market Size Growth 2021-2026 (\$ millions)

Figure 35. India Video on Demand (VOD) Service Market Size Growth 2021-2026 (\$ millions)

Figure 36. Australia Video on Demand (VOD) Service Market Size Growth 2021-2026 (\$ millions)

Figure 37. Europe Video on Demand (VOD) Service Market Size Market Share by Country in 2025

Figure 38. Europe Video on Demand (VOD) Service Market Size Market Share by Type (2021-2026)

Figure 39. Europe Video on Demand (VOD) Service Market Size Market Share by Application (2021-2026)

Figure 40. Germany Video on Demand (VOD) Service Market Size Growth 2021-2026 (\$ millions)

Figure 41. France Video on Demand (VOD) Service Market Size Growth 2021-2026 (\$ millions)

Figure 42. UK Video on Demand (VOD) Service Market Size Growth 2021-2026 (\$

millions)

Figure 43. Italy Video on Demand (VOD) Service Market Size Growth 2021-2026 (\$ millions)

Figure 44. Russia Video on Demand (VOD) Service Market Size Growth 2021-2026 (\$ millions)

Figure 45. Middle East & Africa Video on Demand (VOD) Service Market Size Market Share by Region (2021-2026)

Figure 46. Middle East & Africa Video on Demand (VOD) Service Market Size Market Share by Type (2021-2026)

Figure 47. Middle East & Africa Video on Demand (VOD) Service Market Size Market Share by Application (2021-2026)

Figure 48. Egypt Video on Demand (VOD) Service Market Size Growth 2021-2026 (\$ millions)

Figure 49. South Africa Video on Demand (VOD) Service Market Size Growth 2021-2026 (\$ millions)

Figure 50. Israel Video on Demand (VOD) Service Market Size Growth 2021-2026 (\$ millions)

Figure 51. Turkey Video on Demand (VOD) Service Market Size Growth 2021-2026 (\$ millions)

Figure 52. GCC Countries Video on Demand (VOD) Service Market Size Growth 2021-2026 (\$ millions)

Figure 53. Americas Video on Demand (VOD) Service Market Size 2027-2032 (\$ millions)

Figure 54. APAC Video on Demand (VOD) Service Market Size 2027-2032 (\$ millions)

Figure 55. Europe Video on Demand (VOD) Service Market Size 2027-2032 (\$ millions)

Figure 56. Middle East & Africa Video on Demand (VOD) Service Market Size 2027-2032 (\$ millions)

Figure 57. United States Video on Demand (VOD) Service Market Size 2027-2032 (\$ millions)

Figure 58. Canada Video on Demand (VOD) Service Market Size 2027-2032 (\$ millions)

Figure 59. Mexico Video on Demand (VOD) Service Market Size 2027-2032 (\$ millions)

Figure 60. Brazil Video on Demand (VOD) Service Market Size 2027-2032 (\$ millions)

Figure 61. China Video on Demand (VOD) Service Market Size 2027-2032 (\$ millions)

Figure 62. Japan Video on Demand (VOD) Service Market Size 2027-2032 (\$ millions)

Figure 63. Korea Video on Demand (VOD) Service Market Size 2027-2032 (\$ millions)

Figure 64. Southeast Asia Video on Demand (VOD) Service Market Size 2027-2032 (\$ millions)

Figure 65. India Video on Demand (VOD) Service Market Size 2027-2032 (\$ millions)

Figure 66. Australia Video on Demand (VOD) Service Market Size 2027-2032 (\$ millions)

Figure 67. Germany Video on Demand (VOD) Service Market Size 2027-2032 (\$ millions)

Figure 68. France Video on Demand (VOD) Service Market Size 2027-2032 (\$ millions)

Figure 69. UK Video on Demand (VOD) Service Market Size 2027-2032 (\$ millions)

Figure 70. Italy Video on Demand (VOD) Service Market Size 2027-2032 (\$ millions)

Figure 71. Russia Video on Demand (VOD) Service Market Size 2027-2032 (\$ millions)

Figure 72. Egypt Video on Demand (VOD) Service Market Size 2027-2032 (\$ millions)

Figure 73. South Africa Video on Demand (VOD) Service Market Size 2027-2032 (\$ millions)

Figure 74. Israel Video on Demand (VOD) Service Market Size 2027-2032 (\$ millions)

Figure 75. Turkey Video on Demand (VOD) Service Market Size 2027-2032 (\$ millions)

Figure 76. Global Video on Demand (VOD) Service Market Size Market Share Forecast by Type (2027-2032)

Figure 77. Global Video on Demand (VOD) Service Market Size Market Share Forecast by Application (2027-2032)

Figure 78. GCC Countries Video on Demand (VOD) Service Market Size 2027-2032 (\$ millions)

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