

China Media Market Summary and Forecast

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Abstracts

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Summary

Media in China industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

The media industry is segmented into advertising, broadcasting & cable TV, publishing, and movies & entertainment markets.

The Chinese media industry had total revenues of \$226.2 billion in 2022, representing a compound annual growth rate (CAGR) of 1.8% between 2017 and 2022.

The advertising segment accounted for the industry's largest proportion in 2022, with total revenues of \$103.8 billion, equivalent to 45.9% of the industry's overall value.

The performance of the industry is forecast to accelerate, with an anticipated CAGR of 2.6% over 2022–27, which is expected to drive the industry to a value of \$257.5 billion by the end of 2027.

Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the media market in China

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the media market in China

Leading company profiles reveal details of key media market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the China media market with five year forecasts by both value and volume

Reasons to Buy

What was the size of the China media market by value in 2022?

What will be the size of the China media market in 2027?

What factors are affecting the strength of competition in the China media market?

How has the market performed over the last five years?

Who are the top competitors in China's media market?

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