

# Digital Media in Germany - Market Summary, Competitive Analysis and Forecast to 2025

<https://marketpublishers.com/r/DC52CBA68819EN.html>

Date: April 2021

Pages: 53

Price: US\$ 350.00 (Single User License)

ID: DC52CBA68819EN

## Abstracts

Digital Media in Germany - Market @Summary, Competitive Analysis and Forecast to 2025

### SUMMARY

Digital Media in Germany industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The digital media market consists of revenues generated by legal downloads or streaming of media content, including music, video, and books.

The German digital media market had total revenues of \$3.8bn in 2020, representing a compound annual growth rate (CAGR) of 19% between 2016 and 2020.

The Digital Video segment was the market's most lucrative in 2020, with total revenues of \$2.0bn, equivalent to 51.3% of the market's overall value.

The German digital media market's value grew by 6.1% in 2020, remaining on its strong growth trajectory of recent years, with demand for SVoD subscriptions also surging as a result of COVID-19 pandemic.

## SCOPE

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

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

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

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

## REASONS TO BUY

What was the size of the Germany digital media market by value in 2020?

What will be the size of the Germany digital media market in 2025?

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

How has the market performed over the last five years?

How large is Germany's digital media market in relation to its regional counterparts?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

### **7 COMPETITIVE LANDSCAPE**

- 7.1. Who are the leading players?
- 7.2. What strategies do the leading players follow?
- 7.3. What are the leading players' competitive advantages?
- 7.4. Which are the biggest disruptors of competition?

## **8 COMPANY PROFILES**

- 8.1. Apple Inc
- 8.2. Alphabet Inc
- 8.3. Spotify AB
- 8.4. Amazon.com, Inc.
- 8.5. Netflix Inc.

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Germany digital media market value: \$ million, 2016-20
- Table 2: Germany digital media market category segmentation: \$ million, 2020
- Table 3: Germany digital media market geography segmentation: \$ million, 2020
- Table 4: Germany digital media market value forecast: \$ million, 2020-25
- Table 5: Apple Inc: key facts
- Table 6: Apple Inc: Annual Financial Ratios
- Table 7: Apple Inc: Key Employees
- Table 8: Apple Inc: Key Employees Continued
- Table 9: Alphabet Inc: key facts
- Table 10: Alphabet Inc: Annual Financial Ratios
- Table 11: Alphabet Inc: Key Employees
- Table 12: Spotify AB: key facts
- Table 13: Spotify AB: Key Employees
- Table 14: Amazon.com, Inc.: key facts
- Table 15: Amazon.com, Inc.: Annual Financial Ratios
- Table 16: Amazon.com, Inc.: Key Employees
- Table 17: Amazon.com, Inc.: Key Employees Continued
- Table 18: Netflix Inc.: key facts
- Table 19: Netflix Inc.: Annual Financial Ratios
- Table 20: Netflix Inc.: Key Employees
- Table 21: Netflix Inc.: Key Employees Continued
- Table 22: Germany size of population (million), 2016-20
- Table 23: Germany gdp (constant 2005 prices, \$ billion), 2016-20
- Table 24: Germany gdp (current prices, \$ billion), 2016-20
- Table 25: Germany inflation, 2016-20
- Table 26: Germany consumer price index (absolute), 2016-20
- Table 27: Germany exchange rate, 2016-20

## List Of Figures

### LIST OF FIGURES

- Figure 1: Germany digital media market value: \$ million, 2016-20
- Figure 2: Germany digital media market category segmentation: % share, by value, 2020
- Figure 3: Germany digital media market geography segmentation: % share, by value, 2020
- Figure 4: Germany digital media market value forecast: \$ million, 2020-25
- Figure 5: Forces driving competition in the digital media market in Germany, 2020
- Figure 6: Drivers of buyer power in the digital media market in Germany, 2020
- Figure 7: Drivers of supplier power in the digital media market in Germany, 2020
- Figure 8: Factors influencing the likelihood of new entrants in the digital media market in Germany, 2020
- Figure 9: Factors influencing the threat of substitutes in the digital media market in Germany, 2020
- Figure 10: Drivers of degree of rivalry in the digital media market in Germany, 2020

## I would like to order

Product name: Digital Media in Germany - Market Summary, Competitive Analysis and Forecast to 2025

Product link: <https://marketpublishers.com/r/DC52CBA68819EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/DC52CBA68819EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970