

# Digital Media in Germany

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## Abstracts

Digital Media in Germany industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2019-24, and forecast to 2029). 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 is segmented into digital music, digital video, and digital books. The market value refers to the revenue generated by market players in a specific year.

The German digital media market recorded revenues of \$8 billion in 2024, representing a compound annual growth rate (CAGR) of 12.2% between 2019 and 2024.

The digital video segment accounted for the market's largest proportion in 2024, with total revenues of \$5.2 billion, equivalent to 64.9% of the market's overall value.

In 2024, the German digital media market experienced an annual growth of 7.7%. The market's strong growth is driven by the increased number of internet users. According to the World Bank, in 2024, the number of internet users in Germany reached 80.1 million, up 1.5% from 2023.

### Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, 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 2024?

What will be the size of the Germany digital media market in 2029?

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

How has the market performed over the last five years?

Who are the top competitors in Germany's digital media market?

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