

Germany Online Music Streaming - Market Summary, Competitive Analysis and Forecast, 2017-2026

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Abstracts

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SUMMARY

Online Music Streaming in Germany industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The online music streaming market consists of revenues generated from music and music video streaming. Revenues are made up from subscription service charges and ad-supported streams. All market data and forecasts are represented in nominal terms (i.e. without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2021 annual average exchange rates.

The German online music streaming market had total revenues of \$1.6bn in 2021, representing a compound annual growth rate (CAGR) of 23.8% between 2016 and 2021.

The subscription services segment was the market's most lucrative in 2021, with total revenues of \$1.5bn, equivalent to 96.2% of the market's overall value.

Growth in the market can be attributed to the continued expansion of digital infrastructure and increasing prevalence of mobile internet technologies. Additionally lockdown measures throughout Europe meant online music streaming was often the only way fans could enjoy artists' music, which led to increased streaming and subscriber numbers.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online music streaming market in Germany

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online music streaming market in Germany

Leading company profiles reveal details of key online music streaming market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Germany online music streaming market with five year forecasts

REASONS TO BUY

What was the size of the Germany online music streaming market by value in 2021?

What will be the size of the Germany online music streaming market in 2026?

What factors are affecting the strength of competition in the Germany online music streaming market?

How has the market performed over the last five years?

What are the main segments that make up Germany's online music streaming market?

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