

# Global Online Music Streaming - Market Summary, Competitive Analysis and Forecast to 2025

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## Abstracts

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### SUMMARY

Global Online Music Streaming 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 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 currency conversions are carried out at constant annual average 2020 exchange rates.

The global online music streaming market had total revenues of \$11.8bn in 2020, representing a compound annual growth rate (CAGR) of 30.8% between 2016 and 2020.

The subscription services segment was the market's most lucrative in 2020, with total revenues of \$10.5bn, equivalent to 89.4% of the market's overall value.

Competition in the market has also been a key factor that has driven strong growth; though Spotify remains the market leader, other service providers such

as Apple Music, Amazon Music Unlimited, and Pandora have also made huge progress.

## SCOPE

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

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

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 Global online music streaming market with five year forecasts by both value and volume

## REASONS TO BUY

What was the size of the Global online music streaming market by value in 2020?

What will be the size of the Global online music streaming market in 2025?

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

How has the market performed over the last five years?

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