

North America (NAFTA) Media Market Summary, Competitive Analysis and Forecast, 2017-2026

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Abstracts

North America (NAFTA) Media Market @Summary, Competitive Analysis and Forecast, 2017-2026

SUMMARY

The NAFTA Media industry profile provides top-line qualitative and quantitative summary information including: industry size (value 2018-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the industry.

KEY HIGHLIGHTS

The North American Free Trade Agreement (NAFTA) is a trade agreement between the countries in North America: the US, Canada and Mexico. The media industry within the NAFTA countries had a total market value of \$460.0 billion in 2021. The US was the fastest growing country, with a CAGR of -0.3% over the 2017-21 period.

Within the media industry, the US is the leading country among the NAFTA bloc, with market revenues of \$435.0 billion in 2021. This was followed by Canada and Mexico, with a value of \$16.3 and \$8.6 billion, respectively.

The US is expected to lead the media industry in the NAFTA bloc, with a value of \$501.3 billion in 2026, followed by Canada and Mexico with expected values of \$18.6 and \$10.5 billion, respectively.

SCOPE

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the NAFTA media industry

Leading company profiles reveal details of key media industry players' NAFTA operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the NAFTA media industry with five year forecasts

Compares data from the US, Canada and Mexico, alongside individual chapters on each country

REASONS TO BUY

What was the size of the NAFTA media industry by value in 2022?

What will be the size of the NAFTA media industry in 2027?

What factors are affecting the strength of competition in the NAFTA media industry?

How has the industry performed over the last five years?

What are the main segments that make up the NAFTA media industry?

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