

Scandinavia Media Market Summary, Competitive Analysis and Forecast to 2027

<https://marketpublishers.com/r/SB7DB526F4EDEN.html>

Date: February 2023

Pages: 66

Price: US\$ 350.00 (Single User License)

ID: SB7DB526F4EDEN

Abstracts

Scandinavia Media Market @Summary, Competitive Analysis and Forecast to 2027

SUMMARY

Media in Scandinavia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The media industry consists of the advertising, broadcasting & cable TV, publishing, and movies & entertainment markets.

The Scandinavian media industry had total revenues of \$22.4 billion in 2021, representing a compound annual growth rate (CAGR) of 0% between 2016 and 2021.

The Advertising segment accounted for industry's the largest proportion in 2021, with total revenues of \$9.1 billion, equivalent to 40.5% of the industry's overall value.

The movie and entertainment segment in Scandinavian market remained at a downward trajectory in 2021 as box office revenues continued to decline, although at a weaker rate compared to 2020 – down by 27.3%.

SCOPE

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

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

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

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

REASONS TO BUY

What was the size of the Scandinavia media market by value in 2022?

What will be the size of the Scandinavia media market in 2027?

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

How has the market performed over the last five years?

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. How is technology being used in the leading players' strategies?
- 7.3. Which companies offer substitutes to the main industry?
- 7.4. How has COVID-19 affected this industry's segments in 2020?

8 COMPANY PROFILES

- 8.1. Omnicom Group, Inc.
- 8.2. Modern Times Group MTG AB
- 8.3. Bonnier AB
- 8.4. Publicis Groupe SA
- 8.5. The Walt Disney Company
- 8.6. Schibsted ASA
- 8.7. Comcast Corporation

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: Scandinavia media industry value: \$ billion, 2017-22(e)
- Table 2: Scandinavia media industry category segmentation: % share, by value, 2017–2022(e)
- Table 3: Scandinavia media industry category segmentation: \$ billion, 2017-2022
- Table 4: Scandinavia media industry geography segmentation: \$ billion, 2022(e)
- Table 5: Scandinavia media industry value forecast: \$ billion, 2022-27
- Table 6: Omnicom Group, Inc.: key facts
- Table 7: Omnicom Group, Inc.: Annual Financial Ratios
- Table 8: Omnicom Group, Inc.: Key Employees
- Table 9: Omnicom Group, Inc.: Key Employees Continued
- Table 10: Modern Times Group MTG AB: key facts
- Table 11: Modern Times Group MTG AB: Annual Financial Ratios
- Table 12: Modern Times Group MTG AB: Key Employees
- Table 15: Bonnier AB: key facts
- Table 16: Bonnier AB: Key Employees
- Table 17: Publicis Groupe SA: key facts
- Table 18: Publicis Groupe SA: Annual Financial Ratios
- Table 19: Publicis Groupe SA: Key Employees
- Table 20: Publicis Groupe SA: Key Employees Continued
- Table 21: Publicis Groupe SA: Key Employees Continued
- Table 22: Publicis Groupe SA: Key Employees Continued
- Table 23: The Walt Disney Company: key facts
- Table 24: The Walt Disney Company: Annual Financial Ratios
- Table 25: The Walt Disney Company: Key Employees
- Table 26: The Walt Disney Company: Key Employees Continued
- Table 27: Schibsted ASA: key facts
- Table 28: Schibsted ASA: Annual Financial Ratios
- Table 29: Schibsted ASA: Key Employees
- Table 30: Schibsted ASA: Key Employees Continued
- Table 31: Comcast Corporation: key facts
- Table 32: Comcast Corporation: Annual Financial Ratios
- Table 33: Comcast Corporation: Key Employees
- Table 34: Comcast Corporation: Key Employees Continued
- Table 35: Comcast Corporation: Key Employees Continued
- Table 36: Comcast Corporation: Key Employees Continued

Table 37: Scandinavia exchange rate, 2017–21

List Of Figures

LIST OF FIGURES

- Figure 1: Scandinavia media industry value: \$ billion, 2017-22(e)
- Figure 2: Scandinavia media industry category segmentation: \$ billion, 2017-2022
- Figure 3: Scandinavia media industry geography segmentation: % share, by value, 2022(e)
- Figure 4: Scandinavia media industry value forecast: \$ billion, 2022-27
- Figure 5: Forces driving competition in the media industry in Scandinavia, 2022
- Figure 6: Drivers of buyer power in the media industry in Scandinavia, 2022
- Figure 7: Drivers of supplier power in the media industry in Scandinavia, 2022
- Figure 8: Factors influencing the likelihood of new entrants in the media industry in Scandinavia, 2022
- Figure 9: Factors influencing the threat of substitutes in the media industry in Scandinavia, 2022
- Figure 10: Drivers of degree of rivalry in the media industry in Scandinavia, 2022

I would like to order

Product name: Scandinavia Media Market Summary, Competitive Analysis and Forecast to 2027

Product link: <https://marketpublishers.com/r/SB7DB526F4EDEN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SB7DB526F4EDEN.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