

Scandinavia Media Market Summary and Forecast

<https://marketpublishers.com/r/SB5EBA5B9F03EN.html>

Date: December 2023

Pages: 48

Price: US\$ 350.00 (Single User License)

ID: SB5EBA5B9F03EN

Abstracts

Scandinavia Media Market Summary and Forecast

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 is segmented into advertising, broadcasting & cable TV, publishing, and movies & entertainment markets.

The Scandinavian media industry had total revenues of \$23.2 billion in 2022, representing a compound annual growth rate (CAGR) of 0.7% between 2017 and 2022.

The advertising segment accounted for the industry's largest proportion in 2022, with total revenues of \$9.1 billion, equivalent to 39.1% of the industry's overall value.

Scandinavia accounted for a share of 7.0% in the European media industry in 2022.

Scope

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

What are the main segments that make up Scandinavia's media market?

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. What strategies do the leading players follow?
- 7.3. Which companies offer substitutes for the main industry?

8 COMPANY PROFILES

- 8.1. Publicis Groupe SA
- 8.2. Bonnier Group AB
- 8.3. Schibsted ASA
- 8.4. The Walt Disney Company

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

Table 2: Scandinavia media industry category segmentation: % share, by value, 2017–2022

Table 3: Scandinavia media industry category segmentation: \$ billion, 2017-2022

Table 4: Scandinavia media industry geography segmentation: \$ billion, 2022

Table 5: Scandinavia media industry value forecast: \$ billion, 2022–27

Table 6: Publicis Groupe SA: key facts

Table 7: Publicis Groupe SA: Annual Financial Ratios

Table 8: Publicis Groupe SA: Key Employees

Table 9: Publicis Groupe SA: Key Employees Continued

Table 10: Publicis Groupe SA: Key Employees Continued

Table 11: Publicis Groupe SA: Key Employees Continued

Table 12: Bonnier Group AB: key facts

Table 13: Bonnier Group AB: Key Employees

Table 14: Schibsted ASA: key facts

Table 15: Schibsted ASA: Annual Financial Ratios

Table 16: Schibsted ASA: Key Employees

Table 17: The Walt Disney Company: key facts

Table 18: The Walt Disney Company: Annual Financial Ratios

Table 19: The Walt Disney Company: Key Employees

Table 20: The Walt Disney Company: Key Employees Continued

Table 21: The Walt Disney Company: Key Employees Continued

Table 22: Scandinavia exchange rate, 2018–22

List Of Figures

LIST OF FIGURES

Figure 1: Scandinavia media industry value: \$ billion, 2017–22

Figure 2: Scandinavia media industry category segmentation: \$ billion, 2017-2022

Figure 3: Scandinavia media industry geography segmentation: % share, by value, 2022

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 and Forecast

Product link: <https://marketpublishers.com/r/SB5EBA5B9F03EN.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/SB5EBA5B9F03EN.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