

Singapore Media Market Summary, Competitive Analysis and Forecast to 2027

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Abstracts

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SUMMARY

Media in Singapore industry profile provides top-line qualitative and quantitative summary information including: market share, 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 Singaporean media industry had total revenues of \$2.8 billion in 2021, representing a compound annual growth rate (CAGR) of -2.5% between 2016 and 2021.

The advertising segment accounted for industry's the largest proportion in 2021, with total revenues of \$1.9 billion, equivalent to 68% of the industry's overall value.

Owing to uncertainty due to COVID-19 and a loss of consumer confidence, household consumption expenditure contracted by 7.1% and real GDP shrunk by 5.4% in 2020. However, the consumer spending increased by 9.16% in 2021 as compared to 2020..

SCOPE

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

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

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 Singapore media market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Singapore's media market?

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