

United States of America (USA) Online Music Streaming - Market Summary, Competitive Analysis and Forecast, 2017-2026

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Abstracts

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SUMMARY

Online Music Streaming in the United States industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-21, and forecast to 2026). 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 market data and forecasts are represented in nominal terms (i.e. without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2021 annual average exchange rates.

The US online music streaming market had total revenues of \$10.6bn in 2021, representing a compound annual growth rate (CAGR) of 27.4% between 2016 and 2021.

The subscription services segment was the market's most lucrative in 2021, with total revenues of \$8.8bn, equivalent to 82.7% of the market's overall value.

In 2021, users of online music streaming services were more likely to subscribe to the premium tiers offered by platforms such as Spotify, Apple Music, and YouTube Music, with revenues of paid services rising by 18.5%.

SCOPE

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online music streaming market in the United States

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 United States online music streaming market with five year forecasts

REASONS TO BUY

What was the size of the United States online music streaming market by value in 2021?

What will be the size of the United States online music streaming market in 2026?

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

How has the market performed over the last five years?

What are the main segments that make up the United States's online music streaming market?

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