

B2C Live Streaming Video Platform Market - Global Outlook and Forecast 2022-2028

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Abstracts

Live streaming refers to online streaming media simultaneously recorded and broadcast in real time. Live Streaming Video Platform is a place where people can share their own videos to others. In this report, we only focus platforms for consumers.

This report contains market size and forecasts of B2C Live Streaming Video Platform in Global, including the following market information:

Global B2C Live Streaming Video Platform Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global B2C Live Streaming Video Platform market was valued at 39200 million in 2021 and is projected to reach US\$ 128400 million by 2028, at a CAGR of 18.5% during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Advertising Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of B2C Live Streaming Video Platform include Kuaishou, ByteDance, Twitch, YouTube, Tencent Music Entertainment (TME), Bigo, YY, Huya and Douyu, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the B2C Live Streaming Video Platform companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global B2C Live Streaming Video Platform Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global B2C Live Streaming Video Platform Market Segment Percentages, by Type, 2021 (%)

Advertising

Subscriptions

Donations & Virtual Gifts

On-line Event

Global B2C Live Streaming Video Platform Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global B2C Live Streaming Video Platform Market Segment Percentages, by Application, 2021 (%)

Network Education

Shopping or Marketing

Entertainment

Global B2C Live Streaming Video Platform Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global B2C Live Streaming Video Platform Market Segment Percentages, By Region

and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies B2C Live Streaming Video Platform revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies B2C Live Streaming Video Platform revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

Kuaishou

ByteDance

Twitch

YouTube

Tencent Music Entertainment (TME)

Bigo

YY

Huya

Douyu

Hello Group Inc.

Huajiao

Inke

Twitter (Periscope)

Uplive

Mixer

Facebook

Yizhibo (Weibo)

Instagram

Snapchat

Vimeo (Livestream)

Bilibili

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