

# **Europe SVOD (Subscription Video on Demand) Market: Insights & Forecast with Potential Impact of COVID-19 (2022-2026)**

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## **Abstracts**

European SVOD market is expected to record a value of US\$19.92 billion in 2026, rising at a CAGR of 10.84%, for the period spanning 2022-2026. The factors such as growth in video streaming, rising use of social media, upsurge in tablet users and rapid urbanization would drive the growth of the market. However, the market growth would be challenged by presence of numerable OTT platforms, challenge of content piracy and problems associated with customer retention. A few notable trends may include rising adoption of artificial intelligence, reducing cost of connectivity and rising role of cloud services.

In 2021, the SVOD industry in Europe has witnessed a remarkable surge, with the increase in the number of subscribers. The free trial proposition during the pandemic has represented a major incentive to familiarize with the SVOD services. As a result, on-demand services have experienced greater popularity, extending their influence on all Western Europe households, reaching the mass market in many countries.

Based on country, the U.K. had the fastest growing market in Europe and would continue to dominate in coming years, due to the presence of a vast population that supports online video streaming services. Companies in the SVOD space would enable better delivery of video streaming services; helping to drive OTT video services adoption across the region. Further, competition among streaming services providers would also ramp up as more services become available to consumers in Europe.

Scope of the report:

The report provides a comprehensive analysis of the Europe SVOD

(Subscription Video on Demand) market.

The market dynamics such as growth drivers, market trends and challenges are analyzed in-depth.

The competitive landscape of the market, along with the company profiles of leading players (Amazon.com, Inc., Apple Inc., The Walt Disney Company, Netflix Inc., Warner Media and DAZN Group) are also presented in detail.

Key Target Audience:

Video Streaming Service Providers

OTT (Over-the-Counter) Platforms

End Users (Potential Viewers, Advertising Agencies and Media Industry)

Network Providers

Consulting Firms

Investment Banks

Government Bodies & Regulating Authorities

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