



Orion Market Research



Global Video Streaming Market Share, Trends, Size, Research and Forecast 2019-2025

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The global video streaming Industry is estimated to register lucrative growth over the forecast period 2019-2025. The growth of the market is attributed due to various supporting factors at the regional level. Rising internet penetration and rising demand for online and on-demand videos owing to considerable adoption of smartphones and tablets are some crucial factors boosting the growth of the market. As video streaming apps and platforms are heavily dependent on the internet, the growth in penetration of internet services is estimated to be one of the factors contributing to driving market growth. Moreover, amidst the recent outbreak of COVID-19, where other industry verticals are facing serious crises, the video streaming industry is likely to garner significant revenue.

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The report analyzes the global video streaming market on the basis of streaming type and geography. Based on the streaming type, the market is segmented into live streaming and on-demand streaming. On-demand streaming held the largest share in the market in 2018 owing to significant demand for Netflix and Amazon Prime on-demand services. Video streaming companies are continuously entering into partnerships for increasing their on-demand as well as live content. For instance, Hulu is adding free, live news stream over its apps for customers. In March 2020, Hulu has partnered with ABC News Live to broadcast live news 24/7 to Hulu on-demand subscribers as part of their existing subscribers.

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The global video streaming market is analyzed on the basis of the geographical regions that are contributing significantly towards the growth of the market. The market has been segmented into North America, Europe, Asia Pacific and Rest of the World (RoW). North America is estimated to be the major region in the global video streaming market owing to a significant presence of major players, such as Netflix, Inc., Amazon Web Services, Inc., and Microsoft Corp. in the region. High penetration of the internet across the region is further contributing to the growth of the market. Asia-Pacific is estimated to be the fastest-growing region in the global video streaming market. The growth of the market in the region is attributed to the rapidly developing telecommunication infrastructure.

Moreover, the companies are expanding the availability of their video streaming platforms in India owing to the increasing demand for online streaming services in the region. Several online platforms have been launched in India, which include Netflix, Hotstar, Voot, and TVFPlay. These platforms are gaining significance among video streaming users in the region. Moreover, the recent spread of deadliest COVID-19 has forced the government to mandate the shelter-in-place at home for its population which is fueling the viewership pool of these video streaming companies. Some video streaming services in India such as Netflix, Amazon Prime Video, and Hotstar have already seen nearly a 20% rise in viewership since the beginning of March 2020.

Global Video Streaming Market Segmentation

By Streaming Type

- On-Demand
- Live

Regional Analysis

North America

- United States
- Canada

Europe

- UK
- Germany
- Italy
- Spain
- France
- Rest of Europe

Asia-Pacific

- China
- India
- Japan
- Rest of Asia-Pacific

Rest of the World

Companies Studied

- Google LLC (YouTube)
- Amazon, Inc. (Amazon Prime Video)
- Facebook Group (Fubo TV)
- Home Box Office, Inc. (HBO)
- Hulu
- Netflix, Inc.
- Sling TV LLC
- Sony Pictures Television Inc.

- Sony LIV ViacomCBS Inc.
- ViacomCBS Inc.
- The Walt Disney Co. (Disney +, Hulu)

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