

North America (NAFTA) Media Market Summary, Competitive Analysis and Forecast, 2017-2026

Industry Report | 2023-03-01 | 119 pages | MarketLine

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Report description:

North America (NAFTA) Media Market Summary, Competitive Analysis and Forecast, 2017-2026

Summary

The NAFTA Media industry profile provides top-line qualitative and quantitative summary information including: industry 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 industry.

Key Highlights

- The North American Free Trade Agreement (NAFTA) is a trade agreement between the countries in North America: the US, Canada and Mexico. The media industry within the NAFTA countries had a total market value of \$460.0 billion in 2021. The US was the fastest growing country, with a CAGR of -0.3% over the 2017-21 period.
- Within the media industry, the US is the leading country among the NAFTA bloc, with market revenues of \$435.0 billion in 2021. This was followed by Canada and Mexico, with a value of \$16.3 and \$8.6 billion, respectively.
- The US is expected to lead the media industry in the NAFTA bloc, with a value of \$501.3 billion in 2026, followed by Canada and Mexico with expected values of \$18.6 and \$10.5 billion, respectively.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the NAFTA media industry
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the NAFTA media industry

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- Leading company profiles reveal details of key media industry players' NAFTA operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the NAFTA media industry with five year forecasts
- Compares data from the US, Canada and Mexico, alongside individual chapters on each country

Reasons to Buy

- What was the size of the NAFTA media industry by value in 2021?
- What will be the size of the NAFTA media industry in 2026?
- What factors are affecting the strength of competition in the NAFTA media industry?
- How has the industry performed over the last five years?
- What are the main segments that make up the NAFTA media industry?

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