

BRIC Countries (Brazil, Russia, India, China) Media Market Summary, Competitive Analysis and Forecast, 2017-2026

Industry Report | 2023-03-01 | 157 pages | MarketLine

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Report description:

BRIC Countries (Brazil, Russia, India, China) Media Market Summary, Competitive Analysis and Forecast, 2017-2026

Summary

The BRIC 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

- Brazil, Russian Federation, India and China (BRIC) are the emerging and fast growing countries within the media industry and had a total market value of \$247.9 billion in 2021. China was the fastest growing country with a CAGR of 5.4% over the 2017-21 period.
- Within the media industry, China is the leading country among the BRIC nations with market revenues of \$203.7 billion in 2021. This was followed by India, Brazil and Russia with a value of \$18.7, \$15.5, and \$10.0 billion, respectively.
- China is expected to lead the media industry in the BRIC nations with a value of \$260.8 billion in 2026, followed by India, Brazil, Russia with expected values of \$25.3, \$18.6 and \$12.7 billion, respectively.

Scope

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

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

Reasons to Buy

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

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