

## **Japan Media Market Summary, Competitive Analysis and Forecast to 2027**

Industry Report | 2023-02-02 | 59 pages | MarketLine

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### **Report description:**

Japan Media Market Summary, Competitive Analysis and Forecast to 2027

#### Summary

Media in Japan industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The media industry consists of the advertising, broadcasting & cable TV, publishing, and movies & entertainment markets.
- The Japanese media industry had total revenues of \$107.6 billion in 2021, representing a compound annual growth rate (CAGR) of -1% between 2016 and 2021.
- The Advertising segment accounted for industry's the largest proportion in 2021, with total revenues of \$59.9 billion, equivalent to 55.6% of the industry's overall value.
- In 2021, the slow rollout of vaccines and new COVID-19 infections, capital expenditure also fell unexpectedly. Domestic demand stood at 1.1% of GDP while net exports shaved off 0.2 point.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the media market in Japan
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the media market in Japan
- Leading company profiles reveal details of key media market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Japan media market with five year

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forecasts by both value and volume

## Reasons to Buy

- What was the size of the Japan media market by value in 2022?
- What will be the size of the Japan media market in 2027?
- What factors are affecting the strength of competition in the Japan media market?
- How has the market performed over the last five years?
- Who are the top competitors in Japan's media market?

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