

## **Mexico Media Market Summary and Forecast**

Industry Report | 2023-12-29 | 48 pages | MarketLine

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### **Report description:**

Mexico Media Market Summary and Forecast

#### Summary

Media in Mexico 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 is segmented into advertising, broadcasting & cable TV, publishing, and movies & entertainment markets.
- The Mexican media industry had total revenues of \$13.3 billion in 2022, representing a compound annual growth rate (CAGR) of 0.4% between 2017 and 2022.
- The advertising segment accounted for the industry's largest proportion in 2022, with total revenues of \$6.2 billion, equivalent to 46.7% of the industry's overall value.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the media market in Mexico
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the media market in Mexico
- 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 Mexico media market with five year forecasts by both value and volume

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## Reasons to Buy

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

## Table of Contents:

- Table of Contents
- 1 Executive Summary
  - 1.1. Market value
  - 1.2. Market value forecast
  - 1.3. Category segmentation
  - 1.4. Geography segmentation
  - 1.5. Market rivalry
  - 1.6. Competitive landscape
- 2 Market Overview
  - 2.1. Market definition
  - 2.2. Market analysis
- 3 Market Data
  - 3.1. Market value
- 4 Market Segmentation
  - 4.1. Category segmentation
  - 4.2. Geography segmentation
- 5 Market Outlook
  - 5.1. Market value forecast
- 6 Five Forces Analysis
  - 6.1. Summary
  - 6.2. Buyer power
  - 6.3. Supplier power
  - 6.4. New entrants
  - 6.5. Threat of substitutes
  - 6.6. Degree of rivalry
- 7 Competitive Landscape
  - 7.1. Who are the leading players?
  - 7.2. What strategies do the leading players follow?
  - 7.3. Which companies offer substitutes for the main industry?
- 8 Company Profiles
  - 8.1. WPP plc
  - 8.2. Grupo Televisa S.A.B.
  - 8.3. Planeta Corporacion SRL
  - 8.4. The Walt Disney Company
- 9 Macroeconomic Indicators
  - 9.1. Country data
- 10 Appendix
  - 10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

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