

Podcasting Market Trends 2022 | Industry Size, Growth, Opportunity, Key Players and Forecast Analysis

SHERIDAN, WY, USA, August 1, 2022 /EINPresswire.com/ -- According to IMARC Group's latest report, titled "[Podcasting Market](#): Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027," the global podcasting market is expected to exhibit a CAGR of 27.12% during 2022-2027. Podcasting refers to the distribution and preparation of digital audio files that a user can either stream online on a subscription basis or download directly to personal devices for listening. It covers



numerous topics that engage the audience through entertainment, knowledge, and information, such as sports updates, comedy, culture, society, politics, news, and auditory case studies. Podcasting can be hosted by groups or individuals, such as educators, anchors, motivational speakers, athletes, artists, and scientists. As compared to videos, podcasts are easier to create, more convenient, highly engaging, and aid in building a personal connection and improving conversation skills.

COVID-19 Impact:

We are regularly tracking the direct effect of COVID-19 on the market, along with the indirect influence of associated industries. These observations will be integrated into the report.

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Podcasting Market Trends:

The global podcasting market is primarily being driven by growing dependence on smartphones. Podcasts are easily accessible on such devices and offer flexible listening while performing

numerous activities, such as walking, exercising, cleaning, and gardening, among others. Additionally, the integration of the Internet of Things (IoT), artificial intelligence (AI), and autonomous sensory meridian response (ASMR) technologies that allow advertisers to hyper-contextualizing information while ensuring that the relevant content reaches the target audience are providing an impetus to market growth. Furthermore, the increasing product adoption in teaching and [educational learning](#) as it offers an effortless delivery of audio learning resources on a broad array of subject matters is favoring the market growth. Other factors, including widespread product utilization in banking, financial services, and [insurance](#) (BFSI) sectors, the growing popularity of smart speakers, rapid digitization, and increasing internet penetration, are anticipated to drive the market toward growth.

Podcasting Market 2022-2027 Competitive Analysis and Segmentation:

Competitive Landscape With Key Players:

The competitive landscape of the global podcasting market has been studied in the report with the detailed profiles of the key players operating in the market.

Some of these key players include:

- Amazon.com Inc.
- Apple Inc.
- Entercom Communications Corp.
- HeartMedia Inc.
- Liberated Syndication Inc.
- Pandora Media LLC (Sirius XM Holdings Inc.)
- Podbean Tech LLC
- SoundCloud Ltd.
- Spotify AB
- TuneIn Inc.

Key Market Segmentation:

The report has segmented the global podcasting market on the basis of genre, format and region.

Breakup by Genre:

- News and Politics
- Society and Culture
- Comedy
- Sports
- Others

Breakup by Format:

- Interviews
- Panels
- Solo
- Repurposed Content
- Conversational
- Others

Breakup by Region:

- North America
- Asia-Pacific
- Europe
- Latin America
- Middle East and Africa

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Key Highlights of the Report:

- Market Performance (2016-2021)
- Market Outlook (2022-2027)
- Market Trends
- Market Drivers and Success Factors
- Impact of COVID-19
- Value Chain Analysis
- Comprehensive mapping of the competitive landscape

If you need specific information that is not currently within the scope of the report, we will provide it to you as a part of the customization.

About Us

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IMARC's information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials,

pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

Our offerings include comprehensive market intelligence in the form of research reports, production cost reports, feasibility studies, and consulting services. Our team, which includes experienced researchers and analysts from various industries, is dedicated to providing high-quality data and insights to our clientele, ranging from small and medium businesses to Fortune 1000 corporations.

Elena Anderson
IMARC Services Private Limited
+1 6317911145
[email us here](#)

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