

Global Live Streaming Market Set to Reach \$3.21 Billion by 2027

The Business Research Company's Live Streaming Global Market Report 2023 – Market Size, Trends, And Global Forecast 2023-2032

LONDON, GREATER LONDON, UK,
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EINPresswire.com/ -- The global [live streaming market](#) is projected to

experience substantial growth,

expanding from \$1.24 billion in 2022 to \$1.49 billion in 2023, at a notable Compound Annual Growth Rate (CAGR) of 20.6%. Despite facing hurdles from the Russia-Ukraine conflict and the ongoing pandemic, the market is poised to scale up to \$3.21 billion by 2027.



The Business
Research Company

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The market size of global live streaming market is expected to grow to \$3.21 billion in 2027 at a CAGR of 21.2%.”

*The Business Research
Company*

Increasing Penetration of Mobile Devices and Internet Users Drives Market Growth

The surge in the use of mobile devices and the internet is a significant catalyst for the live streaming market's expansion. With the gradual rise in online activities, including video calls, live music streaming, and various live shows, the demand for live streaming services has experienced a substantial uptick. According to data from the telecom regulatory authority of India, the broadband Internet subscriber base witnessed a 1.57% increase from

687.44 million at the end of March-20 to 698.23 million at the end of June-20. This trend underscores the significant role of mobile devices and internet usage in propelling the growth of the live streaming market.

Explore the global live streaming market with a detailed sample report:

<https://www.thebusinessresearchcompany.com/sample.aspx?id=6621&type=smp>

Key Players and Market Trends

Several key players such as AfreecaTV Co. Ltd., Amazon, and Google LLC, among others, have been instrumental in shaping the live streaming market, leveraging technological innovations

and new product launches. Notably, Clicktivated, a US-based shoppable video platform company, unveiled a groundbreaking live streaming shoppable video technology in 2020, enhancing the interactive shopping experience for viewers.

[Live Streaming Market Segments:](#)

- Component: Platform, Service
- Model: Business-to-Business (B2B), Business-to-Consumer (B2C)
- End-user: Media And Entertainment, Education, Esports, Events, Government, Retail

Geographical Insights: Asia-Pacific Emerges as Market Leader

With its robust market presence in 2022, Asia-Pacific emerged as the dominant region in the live streaming market. However, North America is anticipated to exhibit the fastest growth in the forecast period. The comprehensive report delves into regional dynamics, market trends, and growth prospects.

Access the complete report for an in-depth analysis of the global live streaming market:

<https://www.thebusinessresearchcompany.com/report/live-streaming-global-market-report>

Live Streaming Global Market Report 2023 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Live Streaming Global Market Report 2023 by The Business Research Company is the most comprehensive report that provides insights on live streaming market size, live streaming market drivers and trends, market major players, competitors' revenues, market positioning, and market growth across geographies. The live streaming market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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[About The Business Research Company](#)

The Business Research Company has published over 3000+ detailed industry reports, spanning over 3000+ market segments and 60 geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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