Streaming Video - US - 2022

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This report looks at the following areas:

- **The market for streaming video and growth trajectory**
- **What factors impact the streaming video market, key players in SVoDs and strategies for growth**
- **How streaming video use compares to other video entertainment options**
- **Use of streaming platforms and how this has shifted from pre-pandemic**
- **Satisfaction with top SVoDs, key drivers of satisfaction and how pricing is perceived**
- **Attitudes and behaviors toward streaming video**

While streaming video accounts for not quite one third of consumer spending on video entertainment in 2022, unlike cable, satellite and other live television services spending, streaming video continues its strong growth trajectory. Mintel forecasts spending on streaming video to more than double from 2022-27, as it's now the norm for users to have access to three or more services and streaming platforms invest in original content and expand into new areas such as live sports – one of the main reasons that traditional media users have kept their live TV services. While growth is expected, the category is not without challenges, namely competition for consumers' limited time and attention from lower-cost new entrants that offer ad-supported viewing as well as other digital entertainment such as video on social media, video games and live streaming. The current economic climate also causes some concern as services look not only to grow and retain subscribers but also to grow revenue.

"As more consumers continue to cut the cord on traditional media, they have added more streaming services. However, as costs increase and services compete for finite time and household entertainment budgets, consumers may take a second look at the value their subscriptions deliver and opt to make cuts."
– Fiona O'Donnell, Senior Director – US Reports

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