

Content Creation: A Market on the Move

OVERALL MARKET VALUE

The total market saw

2019

over

50%

growth

2021

Total Market
Value in 2023

Following inevitable declines and readjustment
at its newfound levels, the market now sits at:

\$1.6Bn+ in 2023

The overall value of the content
creator market accounts for

~**24%**

of the total pro
audio market

Audio creator population +40 Million



Video creator population 90 Million +

The most popular content creation platforms by size (2024)



10 million+ Artists



40 million+ Artists



65 million+ Channels



8.3 million+ Streamers

Trends to watch....

2.4GHz Compact wireless solutions are continuing to be a growing area of opportunity, particularly with the prevalence of outdoor video content and smartphone creators, where many new and existing brands are diversifying in this space.

The cross over of audio and video equipment ownership has seen particular growth as users continue improving and diversifying their content, investing to improving their quality across both audio and visual elements.

Younger, more digitally literate generations, like Gen Z and Alpha, are providing key opportunities and investment for the market longer term as they start to undertake and invest in content creation.

With the continuing strength of e-commerce platforms, Chinese suppliers and consumer brands are continuing to play a key role in dominating the lower end, somewhat limiting the opportunity of the professional equipment markets.



The cycle of content creation market drivers ...

MARKET ENABLERS



Time



Quality



Learning & Investment

DISCOVERY FACTORS



Inspiration



Consumption



Audience & Distribution

PULL FACTORS



Popularity & Fame



Expression



Income

INHIBITORY FACTORS



Saturation



Burnout



Instability

Future optimism



The whole market has a forecasted CAGR of 3.8% (2023-2028), where over 3 in 5 audio/video creators anticipate their time creating content to increase over the next 12 months



Despite continuing declines in the home studio with the market restabilising at its newfound rate, the combined home & professional markets value remain nearly 20% above pre pandemic levels (2019)



The home studio market value remains nearly 30% higher than pre pandemic levels (2019) and remains the strong element of the market, where it will account for over 60% of the total market in 2024

Content Creator Survey and Sizing Report



The study surveyed over 16,000 end users across the USA, UK, Germany, France, Spain, Brazil, China and India, helping determine purchasing, usage habits and more.

Gain valuable insights into the dynamic world of audio and video content creation, with key trends, market opportunities and future projections explored in our latest study.

The report covers survey insights, creator population sizing, and data for pro audio equipment across interfaces, mixing consoles, studio headphones, microphones and studio monitors within professional studio/broadcast and home studio applications.

Want to find out more?
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About Futuresource:

Futuresource is a global technology consultancy delivering end-to-end, 360° market intelligence. We have supported the technology sector through its rapid evolution, consistently provided strategic insights to empower innovative brands and drive excellence in our clients' markets.



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