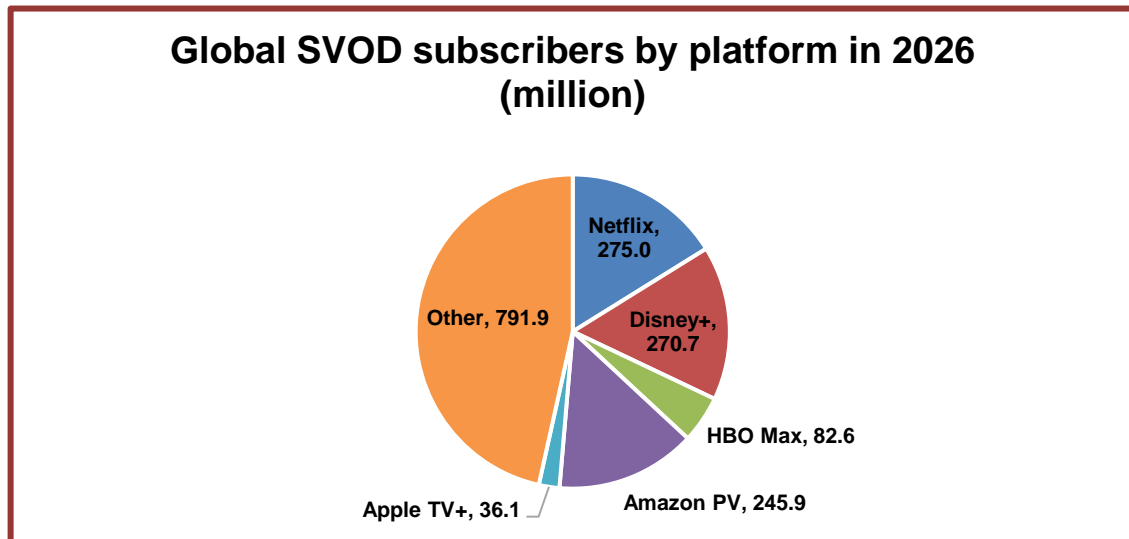


Disney+ subscribers to exceed Netflix in 2027

Five major US-based platforms will control 53% of the world's 1.7 billion SVOD subscriptions by 2026. That equates to a collective 910 million subscriptions by 2026; up from 585 million in 2021.



Netflix will remain the largest player, adding 53 million subscribers to reach 275 million subs by 2026.

Simon Murray, Principal Analyst at Digital TV Research, said: “Our previous forecasts based on June 2021 results estimated that Disney+ would overtake Netflix in 2025. However, based on the September 2021 results, we now expect that this will happen in 2027.”

Disney+ will be the biggest winner, adding 140 million subscribers between 2021 and 2026 to take its total to 271 million. About 102 million of Disney+' subscribers (38% of the total) in 2026 will be in the 13 Asian countries under the Hotstar brand.

Murray continued: “Disney+ only started in six new countries during 2021. Delayed from 2021, the Eastern Europe launches will take place in 2022. This is likely to push back the remaining Asian launches until 2023.”

HBO Max will have 83 million subscribers by 2026, up from 29 million by end-2021. Future launches include territories where it has pay TV operations: Eastern Europe in 2022 and the rest of Asia (probably in 2023).

[SVOD Platform Forecasts](#)

Table of Contents

Published in November 2021 and based on September results, this 40-page PDF and excel report contains extensive coverage of the main global SVOD platforms. The report comprises two parts:

- 28-page PDF containing profiles of the global SVOD platforms, including Netflix, Amazon Prime Video, Discovery+, Disney+, Apple TV+, HBO Max, Peacock and Paramount+/ViacomCBS.
- Excel workbook for Netflix, Amazon Prime Video, Disney+, Apple TV+ and HBO Max; providing subscriber and revenue forecasts for every year for each of 138 countries from 2010 to 2026

The report costs £800/€880/\$960 for a 1-5 user license.

For more information, [please click here](#) or contact lydia@digitaltvresearch.com

SAMPLE: Disney+ subscriber forecasts (000)

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Albania																	
Algeria																	
Angola																	
Argentina																	
Armenia																	
Australia																	
Austria																	
Azerbaijan																	
Bahrain																	
Bangladesh																	
Belarus																	
Belgium																	
Benin																	
Bolivia																	
Bosnia																	
Botswana																	
Brazil																	
Bulgaria																	
Burkina Faso																	
Burundi																	
Cambodia																	
Cameroon																	
Canada																	
Central African Rep.																	
Chad																	
Chile																	
China																	
Colombia																	
Congo DR																	
Congo Rep																	
Costa Rica																	
Cote d'Ivoire																	
Croatia																	
Cyprus																	
Czech Republic																	
Denmark																	
Dominican Rep																	
Ecuador																	
Egypt																	
El Salvador																	
Eq. Guinea																	
Estonia																	
Ethiopia																	
Finland																	
France																	



SAMPLE: Disney+ subscriber forecasts (000)

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Gabon																	
Gambia																	
Georgia																	
Germany																	
Ghana																	
Greece																	
Guatemala																	
Guinea																	
Honduras																	
Hong Kong																	
Hungary																	
Iceland																	
India																	
Indonesia																	
Ireland																	
Israel																	
Italy																	
Japan																	
Jordan																	
Kazakhstan																	
Kenya																	
Kuwait																	
Laos																	
Latvia																	
Lebanon																	
Liberia																	
Lithuania																	
Luxembourg																	
Macedonia																	
Madagascar																	
Malawi																	
Malaysia																	
Mali																	
Malta																	
Mexico																	
Moldova																	
Mongolia																	
Montenegro																	
Morocco																	
Mozambique																	
Myanmar																	
Namibia																	
Nepal																	
Netherlands																	
New Zealand																	



SAMPLE: Disney+ subscriber forecasts (000)

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Nicaragua																	
Niger																	
Nigeria																	
Norway																	
Oman																	
Pakistan																	
Panama																	
Paraguay																	
Peru																	
Philippines																	
Poland																	
Portugal																	
Puerto Rico																	
Qatar																	
Romania																	
Russia																	
Rwanda																	
Saudi Arabia																	
Senegal																	
Serbia																	
Sierra Leone																	
Singapore																	
Slovakia																	
Slovenia																	
South Africa																	
South Korea																	
Spain																	
Sri Lanka																	
Sweden																	
Switzerland																	
Syria																	
Taiwan																	
Tanzania																	
Thailand																	
Togo																	
Tunisia																	
Turkey																	
UAE																	
Uganda																	
Ukraine																	
United Kingdom																	
Uruguay																	
USA																	
Uzbekistan																	
Venezuela																	



SAMPLE: Disney+ subscriber forecasts (000)

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Vietnam																	
Zambia																	
Zimbabwe																	
Global																	
Asia Pacific																	
Eastern Europe																	
Latin America																	
MENA																	
North America																	
Sub-Saharan Africa																	
Western Europe																	

Digital TV Research publication schedule for 2021

	Title	Publication	Price
1	Africa Pay TV Forecasts	January	£1200/€1320/\$1440
2	Africa OTT TV and Video Forecasts	January	£1200/€1320/\$1440
3	Middle East & North Africa Pay TV Forecasts	January	£1200/€1320/\$1440
4	Middle East & North Africa OTT TV and Video Forecasts	February	£1200/€1320/\$1440
5	SVOD Platform Forecasts Update	February	£800/€880/\$960
6	North America Pay TV Forecasts	February	£600/€660/\$720
7	North America OTT TV and Video Forecasts	February	£600/€660/\$720
8	Latin America Pay TV Forecasts	March	£1200/€1320/\$1440
9	Latin America OTT TV and Video Forecasts	March	£1200/€1320/\$1440
10	Asia Pacific Pay TV Forecasts	March	£1200/€1320/\$1440
11	Asia Pacific OTT TV and Video Forecasts	March	£1200/€1320/\$1440
12	Eastern Europe Pay TV Forecasts	April	£1200/€1320/\$1440
13	Eastern Europe OTT TV and Video Forecasts	April	£1200/€1320/\$1440
14	Western Europe Pay TV Forecasts	April	£1200/€1320/\$1440
15	Western Europe OTT TV and Video Forecasts	April	£1200/€1320/\$1440
16	Global OTT TV & Video Forecasts	May	£1800/€1980/\$2160
17	Global SVOD Forecasts	May	£1600/€1760/\$1920
18	Global Pay TV Subscriber Forecasts	May	£1600/€1760/\$1920
19	Global Pay TV Revenue Forecasts	May	£1600/€1760/\$1920
20	Global Pay TV Operator Forecasts	May	£1600/€1760/\$1920
21	Global AVOD Forecasts	June	£1600/€1760/\$1920
22	European Football TV Revenues	June	£800/€880/\$960
23	Africa SVOD Forecasts	August	£1000/€1200/\$1300
24	Middle East & North Africa SVOD Forecasts	August	£1000/€1200/\$1300
25	Asia Pacific SVOD Forecasts	August	£1000/€1200/\$1300
26	Latin America SVOD Forecasts	September	£1000/€1200/\$1300
27	North America SVOD Forecasts	September	£500/€600/\$650
28	Eastern Europe SVOD Forecasts	September	£1000/€1200/\$1300
29	Western Europe SVOD Forecasts	September	£1000/€1200/\$1300
30	SVOD Forecasts Update	October	£1600/€1760/\$1920
31	Pay TV Forecasts Update	November	£1600/€1760/\$1920
32	SVOD Platform Forecasts	December	£800/€880/\$960

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For more information, please contact lydia@digitaltvresearch.com



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