

# **Cloud Video Conferencing Market By Type (Telepresence, Integrated, Software-as-a-Service (SaaS) , On-Premise) , By Application (Corporate, Government and Defense, Education, Healthcare, Media and Entertainment, Others) By Deployment (On-Premises, Cloud) By End-User (Small and Medium Enterprises (SMEs) , Large Enterprises) : Global Opportunity Analysis and Industry Forecast, 2024-2032**

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## **Abstracts**

### Cloud Video Conferencing Market

The cloud video conferencing market was valued at \$8.7 billion in 2023 and is projected to reach \$21.0 billion by 2032, growing at a CAGR of 10.3% from 2024 to 2032.

Cloud video conferencing is a technology that utilizes cloud computing instead of on-premises hardware to establish real-time video communication. This technology has become an essential tool for different sectors, including businesses, educational institutions, and healthcare providers to ensure global collaboration and online learning. The key features of cloud video conferencing are its scalability and flexibility, which allow users to conduct varying-sized meetings from any internet-enabled device, from anywhere and at any time.

Rise in the remote work culture and surge in global collaboration among businesses are the key drivers of the cloud video conferencing market. In addition, the ability of this technology to reduce different expenditures associated with travel and accommodation

for business purposes propels the development of the market. To offer an immersive experience to the participants, the integration of virtual reality is becoming a prominent trend in the market. This synergy is expected to enhance team collaboration in virtual environments by simulating in-person interactions, manipulating virtual objects, and enabling engagement in hands-on activities.

Despite the robust regulatory security measures of cloud video conferencing solutions, industries with high regulations face challenges in ensuring that the solutions cater to their specific compliance requirements. These challenges limit the adoption of cloud video conferencing and hamper the development of the market. On the contrary, rise in the use of cloud video conferencing solutions in the field of healthcare to facilitate telemedicine services is projected to present remunerative opportunities for the market. An American management consulting firm, McKinsey conducted a survey to discover the opinion of individuals regarding telehealth, in which approximately 76% of respondents showed interest in availing digital healthcare facilities in the near future. Therefore, the upsurge of telehealth is poised to elevate the usage of video conferencing solutions to expand access to healthcare for individuals.

## Segment Review

The cloud video conferencing market is segmented into type, application, deployment, end user, and region. On the basis of type, the market is divided into telepresence, integrated, software-as-a-service (SaaS), and on-premise. According to application, it is classified into corporate, government & defense, education, healthcare, media & entertainment, and others. According to deployment, it is bifurcated into on-premises and cloud. Depending on end user, it is categorized into small & medium enterprises (SMEs) and large enterprises. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

## Key Findings

On the basis of type, the software-as-a-service (SaaS) segment held a high share of the market in 2023.

According to application, the corporate segment dominated the market in 2023.

According to deployment, the cloud segment was the highest shareholder in 2023.

Depending on end user, the large enterprises segment acquired a notable stake in the

market in 2023.

Region wise, North America was the highest revenue generator in 2023.

### Competition Analysis

The major players in the global cloud video conferencing market include Cisco Systems, Inc., Microsoft Corporation, Keadacom, Zoom, BlueJeans, Vidyo, Arkadin, Avaya, NEC Corporation, ZTE Corporation, and Enghouse Video. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to strengthen their foothold in the competitive market.

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End user preferences and pain points

Industry life cycle assessment, by region

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Product Life Cycles

Scenario Analysis & Growth Trend Comparison

Technology Trend Analysis

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Additional country or region analysis- market size and forecast

Brands Share Analysis

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SWOT Analysis

Key Market Segments

By Type

Telepresence

Integrated

Software-as-a-Service (SaaS)

On-Premise

By Application

Corporate

Government and Defense

Education

Healthcare

Media and Entertainment

Others

By Deployment

On-Premises

Cloud

## By End-User

Small and Medium Enterprises (SMEs)

Large Enterprises

## By Region

North America

U.S.

Canada

Europe

France

Germany

Italy

Spain

UK

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

Key Market Players

Cisco Systems, Inc.

Microsoft Corporation

Kedacom

Zoom

BlueJeans

Vidyo

Arkadin

Avaya

NEC Corporation

ZTE Corporation.

Enghouse Video.

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