

Image Recognition Market by Deployment Mode (On-Premise and Cloud), Component (Hardware, Software, and Services, Industry Vertical (IT & Telecom, BFSI, Healthcare, Retail, Government, Media & Entertainment, Transportation & Logistics, Manufacturing, and Others), Technology (Object Detection, QR/Barcode Recognition, Facial Recognition, Pattern Recognition, and Optical Character Recognition), and Application (Scanning & Imaging, Security & Surveillance, Image Search, Augmented Reality, Marketing & Advertising): Global Opportunity Analysis and Industry Forecast, 2018 - 2025

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## **Abstracts**

Image Recognition Market Overview:

Image recognition technology detects and identifies objects and features in a digital image and works with the help of various types of algorithms, such as pattern matching and gradient matching, optical character recognition, and face recognition. It has numerous applications such as publishing, traffic management, advertising, ecommerce, and security. Image recognition system uses the data shared by users through various platforms such as social networks, apps, and websites. It uses a technology that detects places, people, items, buildings, logos, and various variables in image with the help of artificial intelligence. Companies are using huge digital data to



bring better and niftier facilities to customers. Image recognition is used to perform several machine-based visual tasks, which include performing image content search and guiding autonomous robots, labeling the content of images with meta-tags, self-driving cars, and accident avoidance systems, and others.

The market is driven by factors such as ongoing technological advancements in image recognition and rise in demand for image recognition applications in media, retail, and marketing. However, high product cost coupled with image recognition system act as major deterrents to the market growth. Furthermore, surge in need for using data analytics is believed to create significant demand for the image recognition market. Besides, rise in adoption of facial recognition access systems as compared to card systems in residences and industries provide opportunities for the growth of the market.

The global image recognition market is segmented based on deployment mode, component, industry verticals, technology, applications, and regions. Based on deployment mode, the market is bifurcated into cloud and on premise. In terms of component, the market is categorized into hardware, software, and service. In terms of industry vertical, the market is classified into IT & telecom, BFSI, healthcare, retail, government, media & entertainment, transportation & logistics, manufacturing, and others. Based on technology, the market is segmented into object detection, QR/barcode recognition, facial recognition, pattern recognition, and optical character recognition. Based on application, scanning & imaging, security & surveillance, image search, augmented reality, marketing & advertisement. Based on the region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The global image recognition market is dominated by the key players such as IBM Corporation, Imagga Technologies Ltd., Amazon Web Services, Inc., Qualcomm Incorporated, Google LLC, Microsoft Corporation, NEC Corporation, LTU technologies, Catchoom Technologies S.L., and Intel Corporation.

Key Benefits for Image Recognition Market:

The study provides an in-depth analysis of the global image recognition market and current & future trends to elucidate the imminent investment pockets.

Information about key drivers, restraints, and opportunities and their impact analyses on the market is provided.

Porter's five forces analysis illustrates the potency of buyers and suppliers



operating in the global image recognition industry.

The quantitative analysis of the global image recognition market from 2017 to 2025 is provided to determine the market potential.





	Manufacturing			
	Others			
By Technology				
•				
	Object Detection			
	QR/Barcode Recognition			
	Facial Recognition			
	Pattern Recognition			
	Optical Character Recognition			
By Application				
	Scanning & Imaging			
	Security & Surveillance			
	Image Search			
	Augmented Reality			
	Marketing & Advertising			
By Region				
	North America			
	U.S.			

Canada



	Mexico			
Europe				
	UK			
	Germany			
	France			
	Italy			
	Russia			
	Rest of Europe			
Asia-Pacific				
	China			
	India			
	Japan			
	Singapore			
	Australia			
	South Korea			
	Rest of APAC			
LAMEA				
	Latin America			
	Middle East			



#### Africa

**Key Market Players** 

**IBM** Corporation

Imagga Technologies Ltd.

Amazon Web Services, Inc.

Qualcomm Incorporated

Google LLC

Microsoft Corporation

**NEC Corporation** 

LTU technologies

Catchoom Technologies S.L.

**Intel Corporation** 



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