

Short Video Platforms Market By Type (Live Video, Video Posts) , By Deployment (Application-based, Website-based) By Platform (Android, iOS, Windows) By End Use (Education, Media & Entertainment, Live Commerce, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2032

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Abstracts

Short Video Platforms Market

The short video platforms market was valued at \$1.6 billion in 2023 and is projected to reach \$3.3 billion by 2032, growing at a CAGR of 8.1% from 2024 to 2032.

A short video platform is an online forum that allows users to create, share, and explore video content on diverse topics. The duration of these videos typically ranges from a few seconds to a few minutes. The key features of short video platforms include user-friendly interface, in-built creativity tools, live streaming feature, monetization options, and community interaction. Some popular platforms installed by users across the globe are YouTube Shorts, Instagram Reels, TikTok, and Facebook Watch.

Exponential increase in the usage of smartphones and social media is a key driver of the short video platforms market. Users are widely using these platforms to explore & share information on diverse topics such as education, creativity, entertainment, finance, and motivation. In addition, availability of lucrative earning opportunities through content creation inclines several users toward such platforms, propelling the development of the market. To enhance the trust of audience upon their content, the trend of sharing user-generated content (UGC) is acquiring traction. The UGC approach is majorly being adopted by brands and businesses striving to build their credibility

among customers.

However, rise in the generation of fake and misleading content using AI is deterring several individuals from the use of short video platforms, hampering the development of the market. Furthermore, challenges associated with intellectual property rights such as use of copyrighted music or other data complicate the process of content creation, restraining the development of the market. On the contrary, integration of innovative features to enhance interaction of viewers with the video content is poised to present lucrative opportunities for the market. According to Forbes, optimistic human interactions in videos fuel the user response and engagement by 40%. Therefore, advancements in user-centric interaction features are poised to open new avenues for the short video platforms market.

Segment Review

The short video platforms market is segmented into type, deployment, platform, end use, and region. On the basis of type, the market is bifurcated into live video and video posts. Depending on deployment, it is divided into application-based and website-based. As per platform, it is classified into android, iOS, and windows. According to end use, it is categorized into education, media & entertainment, live commerce, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, Latin America, and MEA.

Key Findings

On the basis of type, the video posts segment held a high share of the market in 2023.

Depending on deployment, the application-based segment dominated the market share in 2023.

As per platform, the iOS segment acquired a high stake in the market in 2023.

According to end use, the media & entertainment segment accounted for a high market share in 2023.

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

Competition Analysis

The leading players operating in the global short video platforms market include Beijing Wei Ran Internet Technology, ByteDance Ltd. (Toutiao), Doupai, Facebook, Kuaishou Technology, Meipai, Snap Inc., Snow Corp., Tencent Holdings Ltd., Vimeo, Inc., and Yixia Technology. 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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Supply Chain Analysis & Vendor Margins

Technology Trend Analysis

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SWOT Analysis

Key Market Segments

By Type

Live Video

Video Posts

By Deployment

Application-based

Website-based

By Platform

Android

iOS

Windows

By End Use

Education

Media Entertainment

Live Commerce

Others

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

Latin America

Brazil

Colombia

Argentina

Rest of Latin America

MEA

Saudi Arabia

South Africa

UAE

Rest of MEA

Key Market Players

Beijing Wei Ran Internet Technology

ByteDance Ltd. (Toutiao)

Doupai

Facebook

Kuaishou Technology

Meipai

Snap Inc.

Snow Corp.

Tencent Holdings Ltd.

Vimeo, Inc.

Yixia Technology

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