

Video Conferencing Solutions Market By Deployment Mode (On-premise, Cloud) , By Enterprise Size (Large Enterprises, Small Medium-sized Enterprises) By Industry Vertical (BFSI, IT and Telecom, Healthcare, Education, Media and Entertainment, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2032

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Abstracts

Video Conferencing Solutions Market

The video conferencing solutions market was valued at \$15.3 billion in 2023 and is projected to reach \$49.7 billion by 2032, growing at a CAGR of 13.7% from 2024 to 2032.

Video conferencing solutions comprise of hardware and software systems that facilitate face-to-face interaction between individuals in diverse locations. The hardware required for video conferencing includes a camera, microphone, speakers, and a screen. A digital video conferencing platform is the software interface that serves as the platform to conduct meetings.

Widespread expansion of the remote work culture and surge in globalization of business are the key drivers of the video conferencing solutions market. In addition, the solutions witness a high adoption owing to their cost efficiency. Video conferencing eliminates the need to travel for meetings, hence preventing the associated expenses. Furthermore, rise in the popularity of webinars and online training sessions augments the growth of the market. An emerging trend poised to dominate the market in the future is the integration of gamification technology into video conferencing solutions. This involves

the usage of augmented reality & virtual reality technologies to offer an immersive experience to the users and enhance engagement.

However, issues pertaining to unreliable internet connectivity and bandwidth restrictions hamper the development of the video conferencing solutions market. Moreover, the threat of unauthorized access and data breaches deters several organizations from relying on the technology, restraining the market growth. On the contrary, the adoption of video conferencing solutions in the healthcare sector is presenting lucrative opportunities for the market. Rise in the popularity of telehealth for medical consultations and remote care post the COVID-19 pandemic is boosting the demand for reliable video conferencing platforms. 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 future. Therefore, the upsurge of telehealth is poised to open new avenues for the video conferencing solutions market.

Segment Review

The video conferencing solutions market is segmented into deployment mode, enterprise size, industry vertical, and region. On the basis of deployment mode, the market is bifurcated into on-premise and cloud. Depending on enterprise size, it is divided into large enterprises and small- & medium-sized enterprises. As per industry vertical, it is classified into BFSI, IT & telecom, healthcare, education, media & entertainment, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

On the basis of deployment mode, the cloud segment held a high share of the market in 2023.

Depending on enterprise size, the large enterprises segment dominated the market in 2023.

As per industry vertical, the IT & telecom segment acquired a high stake in the market in 2023.

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

Competition Analysis

The leading players operating in the global video conferencing solutions market include Zoom Communications Inc., Microsoft Corporation, Cisco Systems, Inc., GoTo, Alphabet (Google Inc.), Dialpad Inc, TeamViewer, LifeSize, and Zoho Corporation Pvt Ltd. 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

Product Benchmarking / Product specification and applications

Product Life Cycles

Scenario Analysis & Growth Trend Comparison

Supply Chain Analysis & Vendor Margins

Technology Trend Analysis

Go To Market Strategy

Market share analysis of players by products/segments

New Product Development/ Product Matrix of Key Players

Pain Point Analysis

Regulatory Guidelines

Strategic Recommendations

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Criss-cross segment analysis- market size and forecast

Expanded list for Company Profiles

Historic market data

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

SWOT Analysis

Key Market Segments

By Deployment Mode

On-premise

Cloud

By Enterprise Size

Large Enterprises

Small Medium-sized Enterprises

By Industry Vertical

BFSI

IT and Telecom

Healthcare

Education

Media and Entertainment

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

LAMEA

Latin America

Middle East

Africa

Key Market Players

Zoom Communications Inc.

Microsoft Corporation

Cisco Systems, Inc.

GoTo

Alphabet (Google Inc.)

Dialpad Inc

TeamViewer

LifeSize

Zoho Corporation Pvt Ltd

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