

Global Video as a Service Market Size study, by Vertical (Banking, financial services and insurance, IT and ITES, Healthcare and life sciences, Education, Media and Entertainment, Government and public sector, Retail and Consumer goods), by Cloud Deployment (Public cloud, Private cloud, Hybrid cloud), by Application (Corporate communication, training and development, Marketing and client engagement), and Regional Forecasts 2021-2027

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Abstracts

Global Video as a Service Market is valued approximately at USD 3.8 Billion in 2020 and is anticipated to grow with a healthy growth rate of more than 8.8% over the forecast period 2021-2027. Video as a Service (VaaS) refers to delivery of multiparty or point-to-point video conferencing capabilities through an IP network that are managed by the network service provider. The global Video as a Service market is being driven by growing demand for real-time and remote access video services, increasing number of internet users around the world and adoption of cloud-based services by enterprises. Furthermore, the rise of 5G to boost adoption of cloud services, and high adoption of Video as a Service among SMEs will provide new opportunities for the global Video as a Service industry. For instance, according to the data of Statista, the enterprise spending on cloud infrastructures services has been increasing year by year in year 2019, the spending stands at USD 96 billion which jumps to USD 129.5 billion in year 2020. As a result, increased enterprise spending on cloud-based services will serve as a catalyst for the Video as a Service industry in the future. However, rising concern related to Data security and privacy as well as 3.1.2.2. Network connectivity and infrastructure issues impede market growth over the forecast period of 2021-2027.

Asia Pacific, North America, Europe, Latin America, and Rest of the World are the key regions considered for the regional analysis of global Video as a Service market. The rising government initiatives to promote the digital infrastructure makes the Asia Pacific the leading region across the world in terms of market share. Whereas Asia Pacific is also anticipated to exhibit the highest growth rate over the forecast period 2021-2027, due to the partnerships between several technological service providers and other solution providers in order to enhance and provide customized offerings as per the business requirements of local clients in the region.

Major market players included in this report are:

Microsoft
Zoom video communications
Cisco
Adobe
Avaya
Google
AWS
Poly
LogMeIn
RingCentral

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained below:

By Vertical:

Banking, financial services and insurance
IT and ITES
Healthcare and life sciences
Education
Media and Entertainment
Government and public sector
Retail and Consumer goods

By Cloud Deployment:

Public cloud
Private cloud
Hybrid cloud

By Application:

Corporate communication
Training and development
Marketing and client engagement

By Region:

North America
U.S.
Canada
Europe
UK
Germany
France
Spain
Italy
ROE

Asia Pacific

China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027.

Target Audience of the Global Video as a Service Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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