

# Global Volumetric Video Market to Reach USD 21.16 Billion by 2032

<https://marketpublishers.com/r/GE4EBEB60607EN.html>

Date: March 2025

Pages: 285

Price: US\$ 3,218.00 (Single User License)

ID: GE4EBEB60607EN

## Abstracts

The Global Volumetric Video Market was valued at approximately USD 2.2 billion in 2023 and is anticipated to expand at a remarkable CAGR of 28.60% over the forecast period 2024-2032. With the rising demand for immersive and interactive content across industries, volumetric video technology is gaining traction as a transformative tool for content creation, marketing, and training applications. By leveraging depth-sensing cameras and advanced processing techniques, volumetric video captures 3D spaces, allowing users to experience lifelike digital environments in real-time. The proliferation of augmented reality (AR), virtual reality (VR), and mixed reality (MR) applications is further driving the adoption of volumetric video solutions across various sectors.

The increasing investments in sports, entertainment, and media industries have propelled the adoption of volumetric video to enhance fan experiences and live broadcasting. With the shift toward virtual production and digital content creation, media houses and production studios are leveraging volumetric capture technology to create hyper-realistic 3D avatars and immersive environments. Additionally, advancements in cloud computing and AI-driven rendering technologies are accelerating the scalability of volumetric video platforms, reducing processing times and enhancing content realism. The medical sector is also witnessing substantial growth in the adoption of volumetric video for surgical simulations, medical training, and patient education, significantly improving healthcare outcomes.

Despite the strong market growth, challenges such as high initial deployment costs, significant storage requirements, and bandwidth limitations pose hurdles to widespread adoption. The complexity of capturing and processing volumetric content demands high computational power and specialized hardware, making large-scale implementation challenging for smaller enterprises. Additionally, the lack of standardization in volumetric

video formats across platforms could create compatibility issues. However, ongoing research and technological advancements in data compression, edge computing, and 5G connectivity are expected to mitigate these challenges, fostering market expansion.

From a regional perspective, North America dominates the market, driven by the presence of key technology giants, extensive R&D investments, and widespread adoption of AR/VR applications in gaming, entertainment, and enterprise training. The European market is witnessing significant growth, bolstered by strong government support for innovation and increasing demand for volumetric video in education and medical applications. Meanwhile, Asia-Pacific (APAC) is anticipated to be the fastest-growing region, fueled by rapid advancements in smartphone technology, 5G network expansion, and rising investments in immersive entertainment platforms in countries like China, Japan, and South Korea. Latin America and the Middle East & Africa are also poised for growth as digital transformation initiatives gain momentum.

#### Major Market Players Included in This Report:

Microsoft Corporation

Intel Corporation

Google LLC

Facebook Technologies, LLC (Meta)

Sony Group Corporation

8i Ltd.

Voxelight

Scatter, Inc.

Unity Technologies

Evercoast

Arcturus Studios Holdings Inc.

Dimension Studio

RealView Imaging Ltd.

HoloCap

DGene Inc.

The Detailed Segments and Sub-Segments of the Market Are Explained Below:

By Volumetric Capture:

Hardware

Software

Service

By Content Delivery:

Cloud-Based

On-Premises

By Application:

Sports

Events & Entertainment

Medical

Education & Training

Signage & Advertisement

## By Region:

### North America:

U.S.

Canada

### Europe:

UK

Germany

France

Spain

Italy

Rest of Europe

### Asia Pacific:

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

#### Latin America:

Brazil

Mexico

Rest of Latin America

#### Middle East & Africa:

Saudi Arabia

South Africa

Rest of MEA

#### Years Considered for the Study:

Historical Year – 2022

Base Year – 2023

Forecast Period – 2024 to 2032

#### Key Takeaways:

Market estimates & forecasts for 10 years (2022-2032)

Annualized revenue projections and regional-level analysis for each market segment

In-depth examination of the geographical landscape with country-level insights into major regions

Competitive landscape assessment with intelligence on key market players and their strategies

Analysis of industry drivers, restraints, opportunities, and challenges affecting market growth

Demand-side and supply-side analysis of the volumetric video ecosystem

## Contents

### **CHAPTER 1. GLOBAL VOLUMETRIC VIDEO MARKET EXECUTIVE SUMMARY**

- 1.1. Global Volumetric Video Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
  - 1.3.1. By Volumetric Capture (Hardware, Software, Service)
  - 1.3.2. By Content Delivery (Cloud-Based, On-Premises)
  - 1.3.3. By Application (Sports, Events & Entertainment, Medical, Education & Training, Signage & Advertisement)
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

### **CHAPTER 2. GLOBAL VOLUMETRIC VIDEO MARKET DEFINITION AND RESEARCH ASSUMPTIONS**

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
  - 2.3.1. Inclusion & Exclusion
  - 2.3.2. Limitations
  - 2.3.3. Supply Side Analysis
    - 2.3.3.1. Availability
    - 2.3.3.2. Infrastructure
    - 2.3.3.3. Regulatory Environment
    - 2.3.3.4. Market Competition
    - 2.3.3.5. Economic Viability (Consumer's Perspective)
  - 2.3.4. Demand Side Analysis
    - 2.3.4.1. Regulatory Frameworks
    - 2.3.4.2. Technological Advancements
    - 2.3.4.3. Environmental Considerations
    - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

### **CHAPTER 3. GLOBAL VOLUMETRIC VIDEO MARKET DYNAMICS**

### 3.1. Market Drivers

- 3.1.1. Rising Demand for Immersive Content
- 3.1.2. Advancements in AR/VR/MR, Cloud Computing & AI
- 3.1.3. Increased Investments in Sports, Entertainment, and Medical Sectors

### 3.2. Market Challenges

- 3.2.1. High Deployment Costs & Storage Requirements
- 3.2.2. Bandwidth and Processing Constraints
- 3.2.3. Lack of Standardization in Volumetric Formats

### 3.3. Market Opportunities

- 3.3.1. Advancements in Data Compression and Edge Computing
- 3.3.2. Expansion of 5G Connectivity and Cloud Integration
- 3.3.3. Exploration of New Application Areas and Digital Transformation

## **CHAPTER 4. GLOBAL VOLUMETRIC VIDEO MARKET INDUSTRY ANALYSIS**

### 4.1. Porter's 5 Force Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model
- 4.1.7. Porter's 5 Force Impact Analysis

### 4.2. PESTEL Analysis

- 4.2.1. Political
- 4.2.2. Economical
- 4.2.3. Social
- 4.2.4. Technological
- 4.2.5. Environmental
- 4.2.6. Legal

### 4.3. Top Investment Opportunity

### 4.4. Top Winning Strategies

### 4.5. Disruptive Trends

### 4.6. Industry Expert Perspective

### 4.7. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL VOLUMETRIC VIDEO MARKET SIZE & FORECASTS BY VOLUMETRIC CAPTURE 2022-2032**



### 5.1. Segment Dashboard

### 5.2. Global Volumetric Video Market: By Volumetric Capture Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

#### 5.2.1. Hardware

#### 5.2.2. Software

#### 5.2.3. Service

## **CHAPTER 6. GLOBAL VOLUMETRIC VIDEO MARKET SIZE & FORECASTS BY CONTENT DELIVERY 2022-2032**

### 6.1. Segment Dashboard

### 6.2. Global Volumetric Video Market: By Content Delivery Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

#### 6.2.1. Cloud-Based

#### 6.2.2. On-Premises

## **CHAPTER 7. GLOBAL VOLUMETRIC VIDEO MARKET SIZE & FORECASTS BY APPLICATION 2022-2032**

### 7.1. Segment Dashboard

### 7.2. Global Volumetric Video Market: By Application Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

#### 7.2.1. Sports

#### 7.2.2. Events & Entertainment

#### 7.2.3. Medical

#### 7.2.4. Education & Training

#### 7.2.5. Signage & Advertisement

## **CHAPTER 8. GLOBAL VOLUMETRIC VIDEO MARKET SIZE & FORECASTS BY REGION 2022-2032**

### 8.1. North America

#### 8.1.1. U.S.

#### 8.1.2. Canada

### 8.2. Europe

#### 8.2.1. U.K.

#### 8.2.2. Germany

#### 8.2.3. France

- 8.2.4. Spain
- 8.2.5. Italy
- 8.2.6. Rest of Europe
- 8.3. Asia-Pacific
  - 8.3.1. China
  - 8.3.2. India
  - 8.3.3. Japan
  - 8.3.4. Australia
  - 8.3.5. South Korea
  - 8.3.6. Rest of Asia-Pacific
- 8.4. Latin America
  - 8.4.1. Brazil
  - 8.4.2. Mexico
  - 8.4.3. Rest of Latin America
- 8.5. Middle East & Africa
  - 8.5.1. Saudi Arabia
  - 8.5.2. South Africa
  - 8.5.3. Rest of MEA

## **CHAPTER 9. COMPETITIVE INTELLIGENCE**

- 9.1. Key Company SWOT Analysis
  - 9.1.1. Microsoft Corporation
  - 9.1.2. Intel Corporation
  - 9.1.3. Google LLC
- 9.2. Top Market Strategies
- 9.3. Company Profiles
  - 9.3.1. Microsoft Corporation
    - 9.3.1.1. Key Information
    - 9.3.1.2. Overview
    - 9.3.1.3. Financial (Subject to Data Availability)
    - 9.3.1.4. Product Summary
    - 9.3.1.5. Market Strategies
  - 9.3.2. Intel Corporation
  - 9.3.3. Google LLC
  - 9.3.4. Facebook Technologies, LLC (Meta)
  - 9.3.5. Sony Group Corporation
  - 9.3.6. 8i Ltd.
  - 9.3.7. Voxelight

- 9.3.8. Scatter, Inc.
- 9.3.9. Unity Technologies
- 9.3.10. Evercoast
- 9.3.11. Arcturus Studios Holdings Inc.
- 9.3.12. Dimension Studio
- 9.3.13. RealView Imaging Ltd.
- 9.3.14. HoloCap
- 9.3.15. DGene Inc.

## **CHAPTER 10. RESEARCH PROCESS**

- 10.1. Research Process
  - 10.1.1. Data Mining
  - 10.1.2. Analysis
  - 10.1.3. Market Estimation
  - 10.1.4. Validation
  - 10.1.5. Publishing
- 10.2. Research Attributes

## I would like to order

Product name: Global Volumetric Video Market to Reach USD 21.16 Billion by 2032

Product link: <https://marketpublishers.com/r/GE4EBEB60607EN.html>

Price: US\$ 3,218.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GE4EBEB60607EN.html>