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Global Video Conferencing Market with Focus on VCaaS and Huddle Room Market: Size, Trends and Forecasts (2019-2023)

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Abstracts

SCOPE OF THE REPORT

The report titled “Global Video Conferencing Market with Focus on VCaaS and Huddle Room Market: Size, Trends and Forecasts (2019-2023)”, provides an in-depth analysis of the global video conferencing market by value, by deployment type, by meeting room, etc. The report provides a detailed analysis of the VCaaS market by value, by practice, by region, etc., and huddle room market by value, by penetration, by shipments, etc. The report also provides a regional analysis of the VCaaS market, including the following regions: North America, Europe, Middle East & Africa (EMEA), Asia Pacific and Rest of World.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global video conferencing market has also been forecasted for the period 2019-2023, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The global video conferencing market with focus on VCaaS and huddle room is dominated with few major market players operating worldwide. The vendors of video conferencing provide conferencing solutions with different features and for different applications. Further, key players of the video conferencing market with focus on VCaaS and huddle room are Cisco Systems, Inc., Microsoft Corporation, LogMeIn, Inc., Zoom Video Communications, Inc. are also profiled with their financial information and respective business strategies.

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Country Coverage

North America

Europe, Middle East & Africa (EMEA)

Asia Pacific

Rest of World

Company Coverage

Cisco Systems, Inc. Microsoft Corporation

LogMeIn, Inc.

Zoom Video Communications, Inc.

EXECUTIVE SUMMARY

Video conferencing refers to a technology that conducts a live and visual communication session between two or more users residing in different geographic locations. In other words, video conferencing provides simultaneous transmission of images, texts, video and audio between two locations.

Video conferencing is important as it provides an improved way of communicating and interacting with employees, colleagues, customers and students. Video conferencing can be segmented on the basis of deployment type (Cloud-based and On-premise), and meeting room (Huddle Room and Mid-sized and Large Conference Room). Cloud-based video conferencing is also known as video conferencing-as-a-service (VCaaS).

VCaaS technology is delivered from the cloud, and allows multiple participants to meet face-to-face through instant HD video without any major investment in hardware, infrastructure, and network. The use of VCaaS is to conduct meetings, webinars and training.

Huddle room is a small meeting space and conference area, replacing specialized VC

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gear with low-cost video camera, LCD screen and digital whiteboard hardware. A typical huddle room accommodates upto 4-6 people.

The global video conferencing market has increased at a significant CAGR during the years 2015-2018 and projections are made that the market would rise in the next four years i.e. 2019-2023 tremendously. The video conferencing market with focus on VCaaS and huddle room is expected to increase due to rise in the number of mobile workers, integration of huddle room with video, increase in access to high quality internet connection, growing millennials' comfort with VCaaS technology, surging bring your own device (BYOD) trend in organizations, etc. Yet the market faces some challenges such as security issues, use of pirated video conferencing software, etc.

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