

Global Video Anonymization Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Video Anonymization market size is expected to reach \$ 4797 million by 2032, rising at a market growth of 15.4% CAGR during the forecast period (2026-2032).

Video anonymization refers to the set of technologies and processes used to obscure or remove personally identifiable information (PII) from video footage, including faces, license plates, and other identifiers, to protect individual privacy while retaining the utility of the video for analysis and operational purposes. This technology has become essential as organizations navigate the complex intersection of ubiquitous video surveillance, stringent data privacy regulations, and the growing demand for video analytics.

The video anonymization market is experiencing explosive growth, driven by the convergence of three powerful forces: proliferation of video surveillance systems, enactment of strict data privacy laws such as GDPR, CCPA, and emerging AI regulations, and advancements in AI-powered anonymization techniques that enable real-time, accurate processing at scale.

The global video anonymization market is positioned at the convergence of several transformative forces: proliferation of video surveillance systems, stringent data privacy regulations, AI-powered anonymization technologies enabling real-time processing, smart city digital transformation, and growing public awareness of video privacy risks.

North America is currently in a leading position, driven by CCPA, FOIA compliance, and early surveillance adoption. Europe follows closely, with GDPR enforcement and the EU AI Act shaping privacy-by-design requirements; in Germany, authorities are moving away from identification-focused surveillance toward anonymized pattern recognition .

However, Asia-Pacific represents the most significant growth opportunity, rapid urbanization, and expanding surveillance infrastructure.

The market is undergoing fundamental technical transformation. Real-time edge anonymization is becoming standard, ensuring that unanonymized footage is never stored or transmitted. AI and deep learning have dramatically improved detection accuracy and processing speed. Agentic AI is automating complex redaction workflows. Privacy-by-design architecture is being embedded as a default setting in new deployments.

The market faces significant challenges?balancing anonymization with data utility, regulatory fragmentation, real-time processing technical hurdles, high implementation costs, and AI accuracy concerns. However, the convergence of enabling technologies (AI, edge computing, cloud platforms) with compelling market drivers (regulatory pressure, surveillance expansion, smart city investment, privacy awareness) creates a robust growth trajectory.

This report studies the global Video Anonymization demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Video Anonymization, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Video Anonymization that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Video Anonymization total market, 2021-2032, (USD Million)

Global Video Anonymization total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Video Anonymization total market, key domestic companies, and share, (USD Million)

Global Video Anonymization revenue by player, revenue and market share 2021-2026, (USD Million)

Global Video Anonymization total market by Type, CAGR, 2021-2032, (USD Million)

Global Video Anonymization total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Video Anonymization market based on

the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Celantur, Secure Redact, Sightengine, Facit Data Systems, brighter AI, Gallio.pro, GyruS, KineMaster, PutMask, Folio3 AI, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Video Anonymization market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Video Anonymization Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Video Anonymization Market, Segmentation by Type:

Software

Service

Hardware

Global Video Anonymization Market, Segmentation by Deployment Mode:

Cloud-Based

On-premise

Global Video Anonymization Market, Segmentation by Downstream Application:

Surveillance and Security

Healthcare

Automotive

Retail

Law Enforcement

Media and Entertainment

Global Video Anonymization Market, Segmentation by Application:

Personal Information

Corporate Information

Vehicle Information

Other

Companies Profiled:

Celantur

Secure Redact

Sightengine

Facit Data Systems

brighter AI

Gallio.pro

Gyrus

KineMaster

PutMask

Folio3 AI

Privacera

Anonymisation.ai

Anonymazing

Ikara

Komply

D-ID

Eyedeas

Dedomena AI

Truata

Genetec

Visti Tech

Blurlt

Vector Informatik GmbH

Hongke Electronics

Key Questions Answered

1. How big is the global Video Anonymization market?
2. What is the demand of the global Video Anonymization market?
3. What is the year over year growth of the global Video Anonymization market?
4. What is the total value of the global Video Anonymization market?
5. Who are the Major Players in the global Video Anonymization market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Video Anonymization Introduction
- 1.2 World Video Anonymization Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World Video Anonymization Total Market by Region (by Headquarter Location)
 - 1.3.1 World Video Anonymization Market Size by Region (2021-2032), (by Headquarter Location)
 - 1.3.2 United States Based Company Video Anonymization Revenue (2021-2032)
 - 1.3.3 China Based Company Video Anonymization Revenue (2021-2032)
 - 1.3.4 Europe Based Company Video Anonymization Revenue (2021-2032)
 - 1.3.5 Japan Based Company Video Anonymization Revenue (2021-2032)
 - 1.3.6 South Korea Based Company Video Anonymization Revenue (2021-2032)
 - 1.3.7 ASEAN Based Company Video Anonymization Revenue (2021-2032)
 - 1.3.8 India Based Company Video Anonymization Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Video Anonymization Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Video Anonymization Consumption Value (2021-2032)
- 2.2 World Video Anonymization Consumption Value by Region
 - 2.2.1 World Video Anonymization Consumption Value by Region (2021-2026)
 - 2.2.2 World Video Anonymization Consumption Value Forecast by Region (2027-2032)
- 2.3 United States Video Anonymization Consumption Value (2021-2032)
- 2.4 China Video Anonymization Consumption Value (2021-2032)
- 2.5 Europe Video Anonymization Consumption Value (2021-2032)
- 2.6 Japan Video Anonymization Consumption Value (2021-2032)
- 2.7 South Korea Video Anonymization Consumption Value (2021-2032)
- 2.8 ASEAN Video Anonymization Consumption Value (2021-2032)
- 2.9 India Video Anonymization Consumption Value (2021-2032)

3 WORLD VIDEO ANONYMIZATION COMPANIES COMPETITIVE ANALYSIS

- 3.1 World Video Anonymization Revenue by Player (2021-2026)

3.2 Industry Rank and Concentration Rate (CR)

3.2.1 Global Video Anonymization Industry Rank of Major Players

3.2.2 Global Concentration Ratios (CR4) for Video Anonymization in 2025

3.2.3 Global Concentration Ratios (CR8) for Video Anonymization in 2025

3.3 Video Anonymization Company Evaluation Quadrant

3.4 Video Anonymization Market: Overall Company Footprint Analysis

3.4.1 Video Anonymization Market: Region Footprint

3.4.2 Video Anonymization Market: Company Product Type Footprint

3.4.3 Video Anonymization Market: Company Product Application Footprint

3.5 Competitive Environment

3.5.1 Historical Structure of the Industry

3.5.2 Barriers of Market Entry

3.5.3 Factors of Competition

3.6 Mergers & Acquisitions Activity

4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)

4.1 United States VS China: Video Anonymization Revenue Comparison (by Headquarter Location)

4.1.1 United States VS China: Video Anonymization Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)

4.1.2 United States VS China: Video Anonymization Revenue Market Share Comparison (2021 & 2025 & 2032)

4.2 United States Based Companies VS China Based Companies: Video Anonymization Consumption Value Comparison

4.2.1 United States VS China: Video Anonymization Consumption Value Comparison (2021 & 2025 & 2032)

4.2.2 United States VS China: Video Anonymization Consumption Value Market Share Comparison (2021 & 2025 & 2032)

4.3 United States Based Video Anonymization Companies and Market Share, 2021-2026

4.3.1 United States Based Video Anonymization Companies, Headquarters (States, Country)

4.3.2 United States Based Companies Video Anonymization Revenue, (2021-2026)

4.4 China Based Companies Video Anonymization Revenue and Market Share, 2021-2026

4.4.1 China Based Video Anonymization Companies, Company Headquarters (Province, Country)

4.4.2 China Based Companies Video Anonymization Revenue, (2021-2026)
4.5 Rest of World Based Video Anonymization Companies and Market Share, 2021-2026

4.5.1 Rest of World Based Video Anonymization Companies, Headquarters (Province, Country)

4.5.2 Rest of World Based Companies Video Anonymization Revenue (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Video Anonymization Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Software

5.2.2 Service

5.2.3 Hardware

5.3 Market Segment by Type

5.3.1 World Video Anonymization Market Size by Type (2021-2026)

5.3.2 World Video Anonymization Market Size by Type (2027-2032)

5.3.3 World Video Anonymization Market Size Market Share by Type (2027-2032)

6 MARKET ANALYSIS BY DEPLOYMENT MODE

6.1 World Video Anonymization Market Size Overview by Deployment Mode: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Deployment Mode

6.2.1 Cloud-Based

6.2.2 On-premise

6.3 Market Segment by Deployment Mode

6.3.1 World Video Anonymization Market Size by Deployment Mode (2021-2026)

6.3.2 World Video Anonymization Market Size by Deployment Mode (2027-2032)

6.3.3 World Video Anonymization Market Size Market Share by Deployment Mode (2027-2032)

7 MARKET ANALYSIS BY DOWNSTREAM APPLICATION

7.1 World Video Anonymization Market Size Overview by Downstream Application: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Downstream Application

7.2.1 Surveillance and Security

7.2.2 Healthcare

7.2.3 Automotive

7.2.4 Retail

7.2.5 Law Enforcement

7.2.6 Media and Entertainment

7.3 Market Segment by Downstream Application

7.3.1 World Video Anonymization Market Size by Downstream Application (2021-2026)

7.3.2 World Video Anonymization Market Size by Downstream Application (2027-2032)

7.3.3 World Video Anonymization Market Size Market Share by Downstream Application (2027-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Video Anonymization Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Personal Information

8.2.2 Corporate Information

8.2.3 Vehicle Information

8.2.4 Other

8.3 Market Segment by Application

8.3.1 World Video Anonymization Market Size by Application (2021-2026)

8.3.2 World Video Anonymization Market Size by Application (2027-2032)

8.3.3 World Video Anonymization Market Size Market Share by Application (2021-2032)

9 COMPANY PROFILES

9.1 Celantur

9.1.1 Celantur Details

9.1.2 Celantur Major Business

9.1.3 Celantur Video Anonymization Product and Services

9.1.4 Celantur Video Anonymization Revenue, Gross Margin and Market Share (2021-2026)

9.1.5 Celantur Recent Developments/Updates

9.1.6 Celantur Competitive Strengths & Weaknesses

9.2 Secure Redact

9.2.1 Secure Redact Details

- 9.2.2 Secure Redact Major Business
- 9.2.3 Secure Redact Video Anonymization Product and Services
- 9.2.4 Secure Redact Video Anonymization Revenue, Gross Margin and Market Share (2021-2026)
- 9.2.5 Secure Redact Recent Developments/Updates
- 9.2.6 Secure Redact Competitive Strengths & Weaknesses
- 9.3 Sightengine
 - 9.3.1 Sightengine Details
 - 9.3.2 Sightengine Major Business
 - 9.3.3 Sightengine Video Anonymization Product and Services
 - 9.3.4 Sightengine Video Anonymization Revenue, Gross Margin and Market Share (2021-2026)
 - 9.3.5 Sightengine Recent Developments/Updates
 - 9.3.6 Sightengine Competitive Strengths & Weaknesses
- 9.4 Facit Data Systems
 - 9.4.1 Facit Data Systems Details
 - 9.4.2 Facit Data Systems Major Business
 - 9.4.3 Facit Data Systems Video Anonymization Product and Services
 - 9.4.4 Facit Data Systems Video Anonymization Revenue, Gross Margin and Market Share (2021-2026)
 - 9.4.5 Facit Data Systems Recent Developments/Updates
 - 9.4.6 Facit Data Systems Competitive Strengths & Weaknesses
- 9.5 brighter AI
 - 9.5.1 brighter AI Details
 - 9.5.2 brighter AI Major Business
 - 9.5.3 brighter AI Video Anonymization Product and Services
 - 9.5.4 brighter AI Video Anonymization Revenue, Gross Margin and Market Share (2021-2026)
 - 9.5.5 brighter AI Recent Developments/Updates
 - 9.5.6 brighter AI Competitive Strengths & Weaknesses
- 9.6 Gallio.pro
 - 9.6.1 Gallio.pro Details
 - 9.6.2 Gallio.pro Major Business
 - 9.6.3 Gallio.pro Video Anonymization Product and Services
 - 9.6.4 Gallio.pro Video Anonymization Revenue, Gross Margin and Market Share (2021-2026)
 - 9.6.5 Gallio.pro Recent Developments/Updates
 - 9.6.6 Gallio.pro Competitive Strengths & Weaknesses
- 9.7 Gyrus

- 9.7.1 Gyrus Details
- 9.7.2 Gyrus Major Business
- 9.7.3 Gyrus Video Anonymization Product and Services
- 9.7.4 Gyrus Video Anonymization Revenue, Gross Margin and Market Share
(2021-2026)
- 9.7.5 Gyrus Recent Developments/Updates
- 9.7.6 Gyrus Competitive Strengths & Weaknesses
- 9.8 KineMaster
 - 9.8.1 KineMaster Details
 - 9.8.2 KineMaster Major Business
 - 9.8.3 KineMaster Video Anonymization Product and Services
 - 9.8.4 KineMaster Video Anonymization Revenue, Gross Margin and Market Share
(2021-2026)
 - 9.8.5 KineMaster Recent Developments/Updates
 - 9.8.6 KineMaster Competitive Strengths & Weaknesses
- 9.9 PutMask
 - 9.9.1 PutMask Details
 - 9.9.2 PutMask Major Business
 - 9.9.3 PutMask Video Anonymization Product and Services
 - 9.9.4 PutMask Video Anonymization Revenue, Gross Margin and Market Share
(2021-2026)
 - 9.9.5 PutMask Recent Developments/Updates
 - 9.9.6 PutMask Competitive Strengths & Weaknesses
- 9.10 Folio3 AI
 - 9.10.1 Folio3 AI Details
 - 9.10.2 Folio3 AI Major Business
 - 9.10.3 Folio3 AI Video Anonymization Product and Services
 - 9.10.4 Folio3 AI Video Anonymization Revenue, Gross Margin and Market Share
(2021-2026)
 - 9.10.5 Folio3 AI Recent Developments/Updates
 - 9.10.6 Folio3 AI Competitive Strengths & Weaknesses
- 9.11 Privacera
 - 9.11.1 Privacera Details
 - 9.11.2 Privacera Major Business
 - 9.11.3 Privacera Video Anonymization Product and Services
 - 9.11.4 Privacera Video Anonymization Revenue, Gross Margin and Market Share
(2021-2026)
 - 9.11.5 Privacera Recent Developments/Updates
 - 9.11.6 Privacera Competitive Strengths & Weaknesses

9.12 Anonymisation.ai

9.12.1 Anonymisation.ai Details

9.12.2 Anonymisation.ai Major Business

9.12.3 Anonymisation.ai Video Anonymization Product and Services

9.12.4 Anonymisation.ai Video Anonymization Revenue, Gross Margin and Market Share (2021-2026)

9.12.5 Anonymisation.ai Recent Developments/Updates

9.12.6 Anonymisation.ai Competitive Strengths & Weaknesses

9.13 Anonymazing

9.13.1 Anonymazing Details

9.13.2 Anonymazing Major Business

9.13.3 Anonymazing Video Anonymization Product and Services

9.13.4 Anonymazing Video Anonymization Revenue, Gross Margin and Market Share (2021-2026)

9.13.5 Anonymazing Recent Developments/Updates

9.13.6 Anonymazing Competitive Strengths & Weaknesses

9.14 Ikara

9.14.1 Ikara Details

9.14.2 Ikara Major Business

9.14.3 Ikara Video Anonymization Product and Services

9.14.4 Ikara Video Anonymization Revenue, Gross Margin and Market Share (2021-2026)

9.14.5 Ikara Recent Developments/Updates

9.14.6 Ikara Competitive Strengths & Weaknesses

9.15 Komply

9.15.1 Komply Details

9.15.2 Komply Major Business

9.15.3 Komply Video Anonymization Product and Services

9.15.4 Komply Video Anonymization Revenue, Gross Margin and Market Share (2021-2026)

9.15.5 Komply Recent Developments/Updates

9.15.6 Komply Competitive Strengths & Weaknesses

9.16 D-ID

9.16.1 D-ID Details

9.16.2 D-ID Major Business

9.16.3 D-ID Video Anonymization Product and Services

9.16.4 D-ID Video Anonymization Revenue, Gross Margin and Market Share (2021-2026)

9.16.5 D-ID Recent Developments/Updates

- 9.16.6 D-ID Competitive Strengths & Weaknesses
- 9.17 Eyedea
 - 9.17.1 Eyedea Details
 - 9.17.2 Eyedea Major Business
 - 9.17.3 Eyedea Video Anonymization Product and Services
 - 9.17.4 Eyedea Video Anonymization Revenue, Gross Margin and Market Share (2021-2026)
 - 9.17.5 Eyedea Recent Developments/Updates
 - 9.17.6 Eyedea Competitive Strengths & Weaknesses
- 9.18 Dedomena AI
 - 9.18.1 Dedomena AI Details
 - 9.18.2 Dedomena AI Major Business
 - 9.18.3 Dedomena AI Video Anonymization Product and Services
 - 9.18.4 Dedomena AI Video Anonymization Revenue, Gross Margin and Market Share (2021-2026)
 - 9.18.5 Dedomena AI Recent Developments/Updates
 - 9.18.6 Dedomena AI Competitive Strengths & Weaknesses
- 9.19 Truata
 - 9.19.1 Truata Details
 - 9.19.2 Truata Major Business
 - 9.19.3 Truata Video Anonymization Product and Services
 - 9.19.4 Truata Video Anonymization Revenue, Gross Margin and Market Share (2021-2026)
 - 9.19.5 Truata Recent Developments/Updates
 - 9.19.6 Truata Competitive Strengths & Weaknesses
- 9.20 Genetec
 - 9.20.1 Genetec Details
 - 9.20.2 Genetec Major Business
 - 9.20.3 Genetec Video Anonymization Product and Services
 - 9.20.4 Genetec Video Anonymization Revenue, Gross Margin and Market Share (2021-2026)
 - 9.20.5 Genetec Recent Developments/Updates
 - 9.20.6 Genetec Competitive Strengths & Weaknesses
- 9.21 Visti Tech
 - 9.21.1 Visti Tech Details
 - 9.21.2 Visti Tech Major Business
 - 9.21.3 Visti Tech Video Anonymization Product and Services
 - 9.21.4 Visti Tech Video Anonymization Revenue, Gross Margin and Market Share (2021-2026)

- 9.21.5 Visti Tech Recent Developments/Updates
- 9.21.6 Visti Tech Competitive Strengths & Weaknesses
- 9.22 Blurlt
 - 9.22.1 Blurlt Details
 - 9.22.2 Blurlt Major Business
 - 9.22.3 Blurlt Video Anonymization Product and Services
 - 9.22.4 Blurlt Video Anonymization Revenue, Gross Margin and Market Share (2021-2026)
 - 9.22.5 Blurlt Recent Developments/Updates
 - 9.22.6 Blurlt Competitive Strengths & Weaknesses
- 9.23 Vector Informatik GmbH
 - 9.23.1 Vector Informatik GmbH Details
 - 9.23.2 Vector Informatik GmbH Major Business
 - 9.23.3 Vector Informatik GmbH Video Anonymization Product and Services
 - 9.23.4 Vector Informatik GmbH Video Anonymization Revenue, Gross Margin and Market Share (2021-2026)
 - 9.23.5 Vector Informatik GmbH Recent Developments/Updates
 - 9.23.6 Vector Informatik GmbH Competitive Strengths & Weaknesses
- 9.24 Hongke Electronics
 - 9.24.1 Hongke Electronics Details
 - 9.24.2 Hongke Electronics Major Business
 - 9.24.3 Hongke Electronics Video Anonymization Product and Services
 - 9.24.4 Hongke Electronics Video Anonymization Revenue, Gross Margin and Market Share (2021-2026)
 - 9.24.5 Hongke Electronics Recent Developments/Updates
 - 9.24.6 Hongke Electronics Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

- 10.1 Video Anonymization Industry Chain
- 10.2 Video Anonymization Upstream Analysis
- 10.3 Video Anonymization Midstream Analysis
- 10.4 Video Anonymization Downstream Analysis

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

- 12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Video Anonymization Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Table 2. World Video Anonymization Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)

Table 3. World Video Anonymization Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)

Table 4. World Video Anonymization Revenue Market Share by Region (2021-2026), (by Headquarter Location)

Table 5. World Video Anonymization Revenue Market Share by Region (2027-2032), (by Headquarter Location)

Table 6. Major Market Trends

Table 7. World Video Anonymization Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)

Table 8. World Video Anonymization Consumption Value by Region (2021-2026) & (USD Million)

Table 9. World Video Anonymization Consumption Value Forecast by Region (2027-2032) & (USD Million)

Table 10. World Video Anonymization Revenue by Player (2021-2026) & (USD Million)

Table 11. Revenue Market Share of Key Video Anonymization Players in 2025

Table 12. World Video Anonymization Industry Rank of Major Player, Based on Revenue in 2025

Table 13. Global Video Anonymization Company Evaluation Quadrant

Table 14. Head Office of Key Video Anonymization Players

Table 15. Video Anonymization Market: Company Product Type Footprint

Table 16. Video Anonymization Market: Company Product Application Footprint

Table 17. Video Anonymization Mergers & Acquisitions Activity

Table 18. United States VS China Video Anonymization Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 19. United States VS China Video Anonymization Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 20. United States Based Video Anonymization Companies, Headquarters (States, Country)

Table 21. United States Based Companies Video Anonymization Revenue, (2021-2026) & (USD Million)

Table 22. United States Based Companies Video Anonymization Revenue Market

Share (2021-2026)

Table 23. China Based Video Anonymization Companies, Headquarters (Province, Country)

Table 24. China Based Companies Video Anonymization Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies Video Anonymization Revenue Market Share (2021-2026)

Table 26. Rest of World Based Video Anonymization Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies Video Anonymization Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies Video Anonymization Revenue Market Share (2021-2026)

Table 29. World Video Anonymization Market Size by Type, (USD Million), 2021 & 2025 & 2032

Table 30. World Video Anonymization Market Size Value by Type (2021-2026) & (USD Million)

Table 31. World Video Anonymization Market Size by Type (2027-2032) & (USD Million)

Table 32. World Video Anonymization Market Size by Deployment Mode, (USD Million), 2021 & 2025 & 2032

Table 33. World Video Anonymization Market Size Value by Deployment Mode (2021-2026) & (USD Million)

Table 34. World Video Anonymization Market Size by Deployment Mode (2027-2032) & (USD Million)

Table 35. World Video Anonymization Market Size by Downstream Application, (USD Million), 2021 & 2025 & 2032

Table 36. World Video Anonymization Market Size Value by Downstream Application (2021-2026) & (USD Million)

Table 37. World Video Anonymization Market Size by Downstream Application (2027-2032) & (USD Million)

Table 38. World Video Anonymization Market Size by Application, (USD Million), 2021 & 2025 & 2032

Table 39. World Video Anonymization Market Size by Application (2021-2026) & (USD Million)

Table 40. World Video Anonymization Market Size by Application (2027-2032) & (USD Million)

Table 41. Celantur Basic Information, Manufacturing Base and Competitors

Table 42. Celantur Major Business

Table 43. Celantur Video Anonymization Product and Services

Table 44. Celantur Video Anonymization Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 45. Celantur Recent Developments/Updates

Table 46. Celantur Competitive Strengths & Weaknesses

Table 47. Secure Redact Basic Information, Manufacturing Base and Competitors

Table 48. Secure Redact Major Business

Table 49. Secure Redact Video Anonymization Product and Services

Table 50. Secure Redact Video Anonymization Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 51. Secure Redact Recent Developments/Updates

Table 52. Secure Redact Competitive Strengths & Weaknesses

Table 53. Sightengine Basic Information, Manufacturing Base and Competitors

Table 54. Sightengine Major Business

Table 55. Sightengine Video Anonymization Product and Services

Table 56. Sightengine Video Anonymization Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 57. Sightengine Recent Developments/Updates

Table 58. Sightengine Competitive Strengths & Weaknesses

Table 59. Facit Data Systems Basic Information, Manufacturing Base and Competitors

Table 60. Facit Data Systems Major Business

Table 61. Facit Data Systems Video Anonymization Product and Services

Table 62. Facit Data Systems Video Anonymization Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 63. Facit Data Systems Recent Developments/Updates

Table 64. Facit Data Systems Competitive Strengths & Weaknesses

Table 65. brighter AI Basic Information, Manufacturing Base and Competitors

Table 66. brighter AI Major Business

Table 67. brighter AI Video Anonymization Product and Services

Table 68. brighter AI Video Anonymization Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 69. brighter AI Recent Developments/Updates

Table 70. brighter AI Competitive Strengths & Weaknesses

Table 71. Gallio.pro Basic Information, Manufacturing Base and Competitors

Table 72. Gallio.pro Major Business

Table 73. Gallio.pro Video Anonymization Product and Services

Table 74. Gallio.pro Video Anonymization Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 75. Gallio.pro Recent Developments/Updates

Table 76. Gallio.pro Competitive Strengths & Weaknesses

- Table 77. Gyrus Basic Information, Manufacturing Base and Competitors
- Table 78. Gyrus Major Business
- Table 79. Gyrus Video Anonymization Product and Services
- Table 80. Gyrus Video Anonymization Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 81. Gyrus Recent Developments/Updates
- Table 82. Gyrus Competitive Strengths & Weaknesses
- Table 83. KineMaster Basic Information, Manufacturing Base and Competitors
- Table 84. KineMaster Major Business
- Table 85. KineMaster Video Anonymization Product and Services
- Table 86. KineMaster Video Anonymization Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 87. KineMaster Recent Developments/Updates
- Table 88. KineMaster Competitive Strengths & Weaknesses
- Table 89. PutMask Basic Information, Manufacturing Base and Competitors
- Table 90. PutMask Major Business
- Table 91. PutMask Video Anonymization Product and Services
- Table 92. PutMask Video Anonymization Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 93. PutMask Recent Developments/Updates
- Table 94. PutMask Competitive Strengths & Weaknesses
- Table 95. Folio3 AI Basic Information, Manufacturing Base and Competitors
- Table 96. Folio3 AI Major Business
- Table 97. Folio3 AI Video Anonymization Product and Services
- Table 98. Folio3 AI Video Anonymization Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 99. Folio3 AI Recent Developments/Updates
- Table 100. Folio3 AI Competitive Strengths & Weaknesses
- Table 101. Privacera Basic Information, Manufacturing Base and Competitors
- Table 102. Privacera Major Business
- Table 103. Privacera Video Anonymization Product and Services
- Table 104. Privacera Video Anonymization Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 105. Privacera Recent Developments/Updates
- Table 106. Privacera Competitive Strengths & Weaknesses
- Table 107. Anonymisation.ai Basic Information, Manufacturing Base and Competitors
- Table 108. Anonymisation.ai Major Business
- Table 109. Anonymisation.ai Video Anonymization Product and Services
- Table 110. Anonymisation.ai Video Anonymization Revenue, Gross Margin and Market

Share (2021-2026) & (USD Million)

Table 111. Anonymisation.ai Recent Developments/Updates

Table 112. Anonymisation.ai Competitive Strengths & Weaknesses

Table 113. Anonymazing Basic Information, Manufacturing Base and Competitors

Table 114. Anonymazing Major Business

Table 115. Anonymazing Video Anonymization Product and Services

Table 116. Anonymazing Video Anonymization Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 117. Anonymazing Recent Developments/Updates

Table 118. Anonymazing Competitive Strengths & Weaknesses

Table 119. Ikara Basic Information, Manufacturing Base and Competitors

Table 120. Ikara Major Business

Table 121. Ikara Video Anonymization Product and Services

Table 122. Ikara Video Anonymization Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 123. Ikara Recent Developments/Updates

Table 124. Ikara Competitive Strengths & Weaknesses

Table 125. Komply Basic Information, Manufacturing Base and Competitors

Table 126. Komply Major Business

Table 127. Komply Video Anonymization Product and Services

Table 128. Komply Video Anonymization Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 129. Komply Recent Developments/Updates

Table 130. Komply Competitive Strengths & Weaknesses

Table 131. D-ID Basic Information, Manufacturing Base and Competitors

Table 132. D-ID Major Business

Table 133. D-ID Video Anonymization Product and Services

Table 134. D-ID Video Anonymization Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 135. D-ID Recent Developments/Updates

Table 136. D-ID Competitive Strengths & Weaknesses

Table 137. Eyedea Basic Information, Manufacturing Base and Competitors

Table 138. Eyedea Major Business

Table 139. Eyedea Video Anonymization Product and Services

Table 140. Eyedea Video Anonymization Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 141. Eyedea Recent Developments/Updates

Table 142. Eyedea Competitive Strengths & Weaknesses

Table 143. Dedomena AI Basic Information, Manufacturing Base and Competitors

- Table 144. Dedomena AI Major Business
- Table 145. Dedomena AI Video Anonymization Product and Services
- Table 146. Dedomena AI Video Anonymization Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 147. Dedomena AI Recent Developments/Updates
- Table 148. Dedomena AI Competitive Strengths & Weaknesses
- Table 149. Truata Basic Information, Manufacturing Base and Competitors
- Table 150. Truata Major Business
- Table 151. Truata Video Anonymization Product and Services
- Table 152. Truata Video Anonymization Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 153. Truata Recent Developments/Updates
- Table 154. Truata Competitive Strengths & Weaknesses
- Table 155. Genetec Basic Information, Manufacturing Base and Competitors
- Table 156. Genetec Major Business
- Table 157. Genetec Video Anonymization Product and Services
- Table 158. Genetec Video Anonymization Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 159. Genetec Recent Developments/Updates
- Table 160. Genetec Competitive Strengths & Weaknesses
- Table 161. Visti Tech Basic Information, Manufacturing Base and Competitors
- Table 162. Visti Tech Major Business
- Table 163. Visti Tech Video Anonymization Product and Services
- Table 164. Visti Tech Video Anonymization Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 165. Visti Tech Recent Developments/Updates
- Table 166. Visti Tech Competitive Strengths & Weaknesses
- Table 167. BlurIt Basic Information, Manufacturing Base and Competitors
- Table 168. BlurIt Major Business
- Table 169. BlurIt Video Anonymization Product and Services
- Table 170. BlurIt Video Anonymization Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 171. BlurIt Recent Developments/Updates
- Table 172. BlurIt Competitive Strengths & Weaknesses
- Table 173. Vector Informatik GmbH Basic Information, Manufacturing Base and Competitors
- Table 174. Vector Informatik GmbH Major Business
- Table 175. Vector Informatik GmbH Video Anonymization Product and Services
- Table 176. Vector Informatik GmbH Video Anonymization Revenue, Gross Margin and

Market Share (2021-2026) & (USD Million)

Table 177. Vector Informatik GmbH Recent Developments/Updates

Table 178. Vector Informatik GmbH Competitive Strengths & Weaknesses

Table 179. Hongke Electronics Basic Information, Manufacturing Base and Competitors

Table 180. Hongke Electronics Major Business

Table 181. Hongke Electronics Video Anonymization Product and Services

Table 182. Hongke Electronics Video Anonymization Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 183. Hongke Electronics Recent Developments/Updates

Table 184. Hongke Electronics Competitive Strengths & Weaknesses

Table 185. Global Key Players of Video Anonymization Upstream (Raw Materials)

Table 186. Global Video Anonymization Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Video Anonymization Picture

Figure 2. World Video Anonymization Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Video Anonymization Total Revenue (2021-2032) & (USD Million)

Figure 4. World Video Anonymization Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Figure 5. World Video Anonymization Revenue Market Share by Region (2021-2032), (by Headquarter Location)

Figure 6. United States Based Company Video Anonymization Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company Video Anonymization Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company Video Anonymization Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company Video Anonymization Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company Video Anonymization Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company Video Anonymization Revenue (2021-2032) & (USD Million)

Figure 12. India Based Company Video Anonymization Revenue (2021-2032) & (USD Million)

Figure 13. Video Anonymization Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World Video Anonymization Consumption Value (2021-2032) & (USD Million)

Figure 16. World Video Anonymization Consumption Value Market Share by Region (2021-2032)

Figure 17. United States Video Anonymization Consumption Value (2021-2032) & (USD Million)

Figure 18. China Video Anonymization Consumption Value (2021-2032) & (USD Million)

Figure 19. Europe Video Anonymization Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan Video Anonymization Consumption Value (2021-2032) & (USD Million)

Figure 21. South Korea Video Anonymization Consumption Value (2021-2032) & (USD Million)

Million)

Figure 22. ASEAN Video Anonymization Consumption Value (2021-2032) & (USD Million)

Figure 23. India Video Anonymization Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of Video Anonymization by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for Video Anonymization Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for Video Anonymization Markets in 2025

Figure 27. United States VS China: Video Anonymization Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Video Anonymization Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World Video Anonymization Market Size by Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World Video Anonymization Market Size Market Share by Type in 2025

Figure 31. Software

Figure 32. Service

Figure 33. Hardware

Figure 34. World Video Anonymization Market Size Market Share by Type (2021-2032)

Figure 35. World Video Anonymization Market Size by Deployment Mode, (USD Million), 2021 & 2025 & 2032

Figure 36. World Video Anonymization Market Size Market Share by Deployment Mode in 2025

Figure 37. Cloud-Based

Figure 38. On-premise

Figure 39. World Video Anonymization Market Size Market Share by Deployment Mode (2021-2032)

Figure 40. World Video Anonymization Market Size by Downstream Application, (USD Million), 2021 & 2025 & 2032

Figure 41. World Video Anonymization Market Size Market Share by Downstream Application in 2025

Figure 42. Surveillance and Security

Figure 43. Healthcare

Figure 44. Automotive

Figure 45. Retail

Figure 46. Law Enforcement

Figure 47. Media and Entertainment

Figure 48. World Video Anonymization Market Size Market Share by Downstream Application (2021-2032)

Figure 49. World Video Anonymization Market Size by Application, (USD Million), 2021 & 2025 & 2032

Figure 50. World Video Anonymization Market Size Market Share by Application in 2025

Figure 51. Personal Information

Figure 52. Corporate Information

Figure 53. Vehicle Information

Figure 54. Other

Figure 55. World Video Anonymization Market Size Market Share by Application (2021-2032)

Figure 56. Video Anonymization Industrial Chain

Figure 57. Methodology

Figure 58. Research Process and Data Source

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