

Global Visual Content Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Visual content marketing refers to content marketing that employs visual content rather than text content. Visual content includes images, videos, illustrations, vectors, and others.

The global visual content market deals with the supply and licensing of pre-produced images and videos that are used for various purposes. Marketers and consumers use visual content to communicate messages and themes effectively. Visual content allows organizations to enhance engagement, generate leads, and increase brand awareness.

SCOPE OF THE REPORT:

This report studies the Visual Content market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Visual Content market by product type and applications/end industries.

The key to tapping into content marketing is to determine which type works best. According to several recent studies, the gold is found in visual marketing. By 2018, it is predicted that out of all communications, 84 percent of them will be visual. Also by this time, it is estimated that video content will account for 79 percent of all Internet traffic.

The global Visual Content market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Visual Content.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

123RF

Dreamstime

Fotolia

Getty Image

Shutterstock

Alamy

AP Images

Depositphotos

Dissolve

Photofolio

Pond5

Reuters Pictures

Story & Heart

VideoBlocks

WingClips

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Still Images Segment

Representation Format

Video Footage Segment

Market Segment by Applications, can be divided into

Editorial

Commercial

Others

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