

# Global Visual Content Supply, Demand and Key Producers, 2023-2029

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## Abstracts

The global Visual Content market size is expected to reach \$ 9104.8 million by 2029, rising at a market growth of 10.2% CAGR during the forecast period (2023-2029).

Global Visual Content key players include Shutterstock, Getty Images, Fotolia, etc. Global top three manufacturers hold a share about 50%.

United States is the largest market, with a share about 40%.

In terms of product, Stock Video Footage is the largest segment, with a share over 40%. And in terms of application, the largest application is Editorial, followed by Commercial.

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

This report studies the global Visual Content demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Visual Content, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2022 as the base year. This report explores demand trends and competition, as well as details the characteristics of Visual Content that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Visual Content total market, 2018-2029, (USD Million)

Global Visual Content total market by region & country, CAGR, 2018-2029, (USD Million)

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

Global Visual Content revenue by player and market share 2018-2023, (USD Million)

Global Visual Content total market by Type, CAGR, 2018-2029, (USD Million)

Global Visual Content total market by Application, CAGR, 2018-2029, (USD Million).

This reports profiles major players in the global Visual Content 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 Getty Images, Shutterstock, Adobe, VCG.com, Dreamstime, Freepik, 123RF, Depositphotos and Storyblocks, 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 Visual Content 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 2018-2029 by year with 2022 as the base year, 2023 as the estimate year, and 2024-2029 as the forecast year.

Global Visual Content Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

### Global Visual Content Market, Segmentation by Type

Stock Photos

Stock Video Footage

Stock Vectors & Illustrations

Others

### Global Visual Content Market, Segmentation by Application

Editorial

Commercial

### Companies Profiled:

Getty Images

Shutterstock

Adobe

VCG.com

Dreamstime

Freepik

123RF

Depositphotos

Storyblocks

Envato

Alamy

Dissolve

Westend61

Cavan Images

Photofolio

StockUnlimited

## Key Questions Answered

1. How big is the global Visual Content market?
2. What is the demand of the global Visual Content market?
3. What is the year over year growth of the global Visual Content market?
4. What is the total value of the global Visual Content market?

5. Who are the major players in the global Visual Content market?

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