

Volumetric Video Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 to 2032

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Abstracts

The Global Volumetric Video Market secured USD 2.6 billion in 2023 and will register a 29% CAGR from 2024 to 2032, owing to improvements in 3D capture and real-time rendering technologies. As these technologies advance, they enable more realistic and interactive experiences, capturing dynamic environments and lifelike performances. Moreover, the increasing demand for immersive experiences across various sectors, including gaming, entertainment, and education, is propelling the adoption of volumetric video. This growing consumer interest in engaging content drives innovation and investment, ultimately expanding the market's size as industries leverage these advancements for enhanced storytelling and interactivity.

The volumetric video industry is classified based on volumetric capture, delivery platform, application, end-use industry, and region. The hardware segment achieved 40% of the market in 2023 due to the high demand for advanced capture systems, cameras, and processing units. As volumetric video relies heavily on capturing detailed 3D data, specialized hardware is essential for high-quality output. Companies are investing in cutting-edge equipment, such as 3D depth sensors and multi-camera systems, to meet the growing need for immersive content.

The increasing focus on real-time processing and seamless data integration further drives the dominance of the hardware segment. The AR/VR HMDS segment upheld 30% CAGR in 2023 as these devices serve as primary platforms for immersive content consumption. With the growing popularity of augmented and virtual reality experiences in sectors like gaming, entertainment, and education, AR/VR HMDs provide users with interactive environments. The need for high-resolution displays, faster processing, and real-time video rendering in these headsets is driving innovation, making them essential for volumetric video's widespread adoption.

North America volumetric video market accumulated 43% share in 2023, driven by its advanced technological infrastructure and significant investments in immersive

technologies. The region is home to major players in the entertainment, gaming, and technology sectors, fostering innovation and collaboration. Additionally, the increasing adoption of AR and VR applications across various industries, including healthcare and education, is driving demand for volumetric video solutions. This growing ecosystem of talent and resources positions North America as a crucial contributor to the market's expansion.

Contents

Report Content

CHAPTER 1 SCOPE & METHODOLOGY

- 1.1 Market scope & definition
- 1.2 Base estimates & calculations
- 1.3 Forecast parameters
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis, 2021 - 2032

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
- 3.2 Vendor matrix
- 3.3 Technology & innovation landscape
- 3.4 Patent analysis
- 3.5 Key news and initiatives
- 3.6 Regulatory landscape
- 3.7 Impact forces
 - 3.7.1 Growth drivers
 - 3.7.1.1 Advancements in technology
 - 3.7.1.2 Rising demand for immersive content
 - 3.7.1.3 Expansion in entertainment and media
 - 3.7.1.4 Applications in healthcare and education
 - 3.7.1.5 Innovations in corporate and marketing strategies
 - 3.7.2 Industry pitfalls & challenges
 - 3.7.2.1 High production costs
 - 3.7.2.2 Complex data management
- 3.8 Growth potential analysis
- 3.9 Porter's analysis

- 3.9.1 Supplier power
- 3.9.2 Buyer power
- 3.9.3 Threat of new entrants
- 3.9.4 Threat of substitutes
- 3.9.5 Industry rivalry
- 3.10 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2023

- 4.1 Company market share analysis
- 4.2 Competitive positioning matrix
- 4.3 Strategic outlook matrix

CHAPTER 5 MARKET ESTIMATES & FORECAST, BY VOLUMETRIC CAPTURE, 2021 - 2032 (USD MILLION)

- 5.1 Key trends
- 5.2 Hardware
- 5.3 Software
- 5.4 Services
 - 5.4.1 Capture setup and consultation
 - 5.4.2 Data processing and integration
 - 5.4.3 Post-Capture editing and enhancement

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY DELIVERY PLATFORM, 2021 – 2032 (USD MILLION)

- 6.1 Key trends
- 6.2 Projectors
- 6.3 AR/VR HMDs
- 6.4 Smartphones

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY APPLICATION, 2021 – 2032 (USD MILLION)

- 7.1 Key trends
- 7.2 3D product visualization
- 7.3 Film & TV production
- 7.4 Gaming

- 7.5 Medical training & education
- 7.6 Surgical simulations
- 7.7 Virtual classrooms
- 7.8 Virtual sports analysis
- 7.9 Virtual Try-Ons
- 7.10 Others

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY END USE INDUSTRY, 2021 – 2032 (USD MILLION)

- 8.1 Key trends
- 8.2 Education & training
- 8.3 Healthcare
- 8.4 Media & entertainment
- 8.5 Retail & e-commerce
- 8.6 Sports & fitness
- 8.7 Tourism & hospitality
- 8.8 Others

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY REGION, 2021 - 2032 (USD MILLION)

- 9.1 Key trends
- 9.2 North America
 - 9.2.1 U.S.
 - 9.2.2 Canada
- 9.3 Europe
 - 9.3.1 UK
 - 9.3.2 Germany
 - 9.3.3 France
 - 9.3.4 Italy
 - 9.3.5 Spain
 - 9.3.6 Rest of Europe
- 9.4 Asia Pacific
 - 9.4.1 China
 - 9.4.2 India
 - 9.4.3 Japan
 - 9.4.4 South Korea
 - 9.4.5 ANZ

- 9.4.6 Rest of Asia Pacific
- 9.5 Latin America
 - 9.5.1 Brazil
 - 9.5.2 Mexico
 - 9.5.3 Rest of Latin America
- 9.6 MEA
 - 9.6.1 UAE
 - 9.6.2 Saudi Arabia
 - 9.6.3 South Africa
 - 9.6.4 Rest of MEA

CHAPTER 10 COMPANY PROFILES

- 10.1 4Dviews
- 10.2 8i Co.
- 10.3 Cannon Corp.
- 10.4 Capturing Reality
- 10.5 Coretec Group
- 10.6 Dimension Co.
- 10.7 Evercoast Co.
- 10.8 Google LLC
- 10.9 Intel Corporation
- 10.10 IO Industries
- 10.11 Mantis Vision Ltd
- 10.12 Mark Roberts Motion Control
- 10.13 Meta Platforms
- 10.14 Metastage
- 10.15 Microsoft Corporation
- 10.16 Mod Tech Labs
- 10.17 Scatter Co.
- 10.18 Sony Corporation
- 10.19 Stereo Labs
- 10.20 Voxon Photonics
- 10.21 Unity Technologies.

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