

Visual Intelligence Market Size, Share & Trends Analysis Report By Technology (Deep Learning, Computer Vision, Machine Learning, Image Processing), By Application (Facial Recognition, Retail Analytics), By End Use, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Visual Intelligence Market Size & Trends

The global visual intelligence market size was estimated at USD 11,432.0 million in 2024 and is projected to grow at a CAGR of 19.1% from 2025 to 2030. The growing adoption of augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) is changing the way industries handle real-time decision-making.

These technologies are becoming integral to enhancing situational awareness, which is a key aspect of visual intelligence, enabling more informed actions in fast-paced environments. As businesses seek to improve operational efficiency, they use immersive technologies to provide clearer, more immediate insights.

Industries and companies are increasingly embracing AR, VR, and AI to enhance real-time decision-making processes, particularly through the lens of visual intelligence. For instance, in February 2025, Microsoft and Anduril Industries, a U.S.-based defense industry company, are expanding their partnership to advance the U.S. Army's Integrated Visual Augmentation System (IVAS) program. This partnership integrates Anduril's AI and defense technology with Microsoft's Azure cloud and AI capabilities to

enhance battlefield awareness, decision-making, and mission success using AR and VR.

The growing integration of visual intelligence into mainstream technology signals a rising trend in consumer adoption of real-time visual recognition tools. As these technologies become more accessible in everyday devices, consumer demand for instant, AI-powered visual capabilities is set to increase. This trend highlights the growing reliance on visual intelligence to enhance user experience and decision-making. With greater accessibility, visual intelligence is expected to become a standard feature in consumer tech. The broader adoption of these tools is solely to drive innovation and expand their application across various industries. For instance, in February 2025, Apple, a U.S.-based technology company that designs and sells electronics, software, and services, introduced its Visual Intelligence feature to the iPhone 15 Pro, allowing users to point their camera at objects to learn more about them. This feature is accessible via the Action Button or Control Center on the iPhone 15 Pro, enhancing real-time

information retrieval.

Integrating visual intelligence with IoT enhances the creation of smarter, interconnected systems. Combining computer vision with IoT devices leads to advanced solutions for smart cities, smart homes, and industrial IoT. This fusion enables the real-time collection and analysis of data from multiple sources, offering a more comprehensive understanding of situations. With visual intelligence, IoT devices can interpret contextual data, improving decision-making. Seamless system connectivity allows faster, more accurate responses in various environments. Security, manufacturing, and healthcare industries benefit from enhanced operational efficiency and automation. Continuous data flow strengthens predictive capabilities and supports more informed decisions. Ultimately, it helps create autonomous systems with improved situational awareness.

There is a growing focus on visual intelligence systems that can perceive and understand the 3D structure of the environment. This advancement greatly enhances the capabilities of robots and autonomous systems, enabling them to navigate and interact more effectively with the physical world. By incorporating 3D understanding, these systems can better adapt to their surroundings, increasing efficiency and responsiveness. This development also improves the accuracy and realism of applications such as augmented reality (AR) and virtual reality (VR), offering more immersive and interactive experiences. As visual intelligence systems gain better spatial awareness, their ability to interact with real-world objects becomes more precise. This is

especially important for industries such as manufacturing, logistics, and healthcare, where precision is critical. The enhanced 3D perception also opens new opportunities for smarter environments, such as intelligent cities and smart homes.

Global Visual Intelligence Market Report Segmentation

This report forecasts revenue growth at the global, regional, and country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2018 to 2030. For this study, grand view research has segmented the global visual intelligence market in terms of technology, application, end use, and region:

Technology Outlook (Revenue, USD Million, 2018 - 2030)

Computer Vision

Deep Learning

Machine Learning

Image Processing

Application Outlook (Revenue, USD Million, 2018 - 2030)

Surveillance and Security

Quality Inspection & Automation

Facial Recognition

Image & Video Analytics

Predictive Maintenance

Traffic Monitoring

Retail Analytics

End Use Outlook (Revenue, USD Million, 2018 - 2030)

Retail & E-commerce

Manufacturing

Healthcare

Defense & Security

Automotive

Others

Regional Outlook (Revenue, USD Million, 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

China

Japan

India

Australia

South Korea

Latin America

Brazil

Middle East & Africa (MEA)

KSA

UAE

South Africa

Companies Mentioned

Alphabet Inc.

Amazon.com, Inc.

Apple Inc.

Cognex Corporation

International Business Machines Corporation

Intel Corporation

Meta Platforms, Inc.

Microsoft

NVIDIA Corporation

Qualcomm Incorporated

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Insights
- 2.2. Segmental Outlook
- 2.3. Competitive Outlook

CHAPTER 3. VISUAL INTELLIGENCE MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Global Visual Intelligence Market Outlook
- 3.2. Industry Value Chain Analysis
- 3.3. Market Dynamics
 - 3.3.1. Market Driver Analysis
 - 3.3.2. Market Restraint Analysis
 - 3.3.3. Industry Challenges
- 3.4. Porter's Five Forces Analysis
 - 3.4.1. Supplier Power
 - 3.4.2. Buyer Power
 - 3.4.3. Substitution Threat
 - 3.4.4. Threat from New Entrants
 - 3.4.5. Competitive Rivalry
- 3.5. PESTEL Analysis
 - 3.5.1. Political Landscape
 - 3.5.2. Economic Landscape

- 3.5.3. Social Landscape
- 3.5.4. Technological Landscape
- 3.5.5. Environmental Landscape
- 3.5.6. Legal Landscape

CHAPTER 4. VISUAL INTELLIGENCE MARKET: TECHNOLOGY ESTIMATES & FORECASTS

- 4.1. Visual Intelligence Market: Technology Movement Analysis, 2024 & 2030
 - 4.1.1. Computer Vision
 - 4.1.1.1. Computer Vision Market estimates and forecast, 2018 - 2030 (USD Million)
 - 4.1.2. Deep Learning
 - 4.1.2.1. Deep Learning Market estimates and forecast, 2018 - 2030 (USD Million)
 - 4.1.3. Machine Learning
 - 4.1.3.1. Machine Learning Market estimates and forecast, 2018 - 2030 (USD Million)
 - 4.1.4. Image Processing
 - 4.1.4.1. Image Processing Analysis Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 5. VISUAL INTELLIGENCE MARKET: APPLICATION ESTIMATES & FORECASTS

- 5.1. Visual Intelligence Market: Application Movement Analysis, 2024 & 2030
 - 5.1.1. Surveillance and Security
 - 5.1.1.1. Surveillance and Security Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.1.2. Quality Inspection & Automation
 - 5.1.2.1. Quality Inspection & Automation Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.1.3. Facial Recognition
 - 5.1.3.1. Facial Recognition Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.1.4. Image & Video Analytics
 - 5.1.4.1. Image & Video Analytics Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.1.5. Predictive Maintenance
 - 5.1.5.1. Predictive Maintenance Analysis Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.1.6. Traffic Monitoring
 - 5.1.6.1. Traffic Monitoring Market estimates and forecast, 2018 - 2030 (USD Million)

5.1.7. Retail Analytics

5.1.7.1. Retail Analytics Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 6. VISUAL INTELLIGENCE MARKET: END USE OUTLOOK ESTIMATES & FORECASTS

6.1. Visual Intelligence Market: End Use Movement Analysis, 2024 & 2030

6.1.1. Retail & E-commerce

6.1.1.1. Retail & E-commerce Market estimates and forecast, 2018 - 2030 (USD Million)

6.1.2. Manufacturing

6.1.2.1. Manufacturing Market estimates and forecast, 2018 - 2030 (USD Million)

6.1.3. Healthcare

6.1.3.1. Healthcare Market estimates and forecast, 2018 - 2030 (USD Million)

6.1.4. Defense & Security

6.1.4.1. Defense & Security Market estimates and forecast, 2018 - 2030 (USD Million)

6.1.5. Automotive

6.1.5.1. Automotive Market estimates and forecast, 2018 - 2030 (USD Million)

6.1.6. Others

6.1.6.1. Others Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 7. VISUAL INTELLIGENCE MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

7.1. Visual Intelligence Market Share, By Region, 2024 & 2030, USD Million

7.2. North America

7.2.1. North America Visual Intelligence Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.2.1.1. North America Visual Intelligence Market Estimates and Forecasts, by Country, 2018 - 2030 (USD Million)

7.2.1.2. North America Visual Intelligence Market Estimates and Forecasts, by Technology, 2018 - 2030 (USD Million)

7.2.1.3. North America Visual Intelligence Market Estimates and Forecasts, by Application, 2018 - 2030 (USD Million)

7.2.1.4. North America Visual Intelligence Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

7.2.2. U.S.

7.2.2.1. U.S. Visual Intelligence Market Estimates and Forecasts, 2018 - 2030 (USD

Million)

7.2.2.2. U.S. Visual Intelligence Market Estimates and Forecasts, by Technology, 2018 - 2030 (USD Million)

7.2.2.3. U.S. Visual Intelligence Market Estimates and Forecasts, by Application, 2018 - 2030 (USD Million)

7.2.2.4. U.S. Visual Intelligence Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

7.2.3. Canada

7.2.3.1. Canada Visual Intelligence Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.2.3.2. Canada Visual Intelligence Market Estimates and Forecasts, by Technology, 2018 - 2030 (USD Million)

7.2.3.3. Canada Visual Intelligence Market Estimates and Forecasts, by Application, 2018 - 2030 (USD Million)

7.2.3.4. Canada Visual Intelligence Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

7.2.4. Mexico

7.2.4.1. Mexico Visual Intelligence Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.2.4.2. Mexico Visual Intelligence Market Estimates and Forecasts, by Technology, 2018 - 2030 (USD Million)

7.2.4.3. Mexico Visual Intelligence Market Estimates and Forecasts, by Application, 2018 - 2030 (USD Million)

7.2.4.4. Mexico Visual Intelligence Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

7.3. Europe

7.3.1. Europe Visual Intelligence Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.3.1.1. Europe Visual Intelligence Market Estimates and Forecasts, by Country, 2018 - 2030 (USD Million)

7.3.1.2. Europe Visual Intelligence Market Estimates and Forecasts, by Technology, 2018 - 2030 (USD Million)

7.3.1.3. Europe Visual Intelligence Market Estimates and Forecasts, by Application, 2018 - 2030 (USD Million)

7.3.1.4. Europe Visual Intelligence Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

7.3.2. UK

7.3.2.1. UK Visual Intelligence Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.3.2.2. UK Visual Intelligence Market Estimates and Forecasts, by Technology, 2018 - 2030 (USD Million)

7.3.2.3. UK Visual Intelligence Market Estimates and Forecasts, by Application, 2018 - 2030 (USD Million)

7.3.2.4. UK Visual Intelligence Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

7.3.3. Germany

7.3.3.1. Germany Visual Intelligence Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.3.3.2. Germany Visual Intelligence Market Estimates and Forecasts, by Technology, 2018 - 2030 (USD Million)

7.3.3.3. Germany Visual Intelligence Market Estimates and Forecasts, by Application, 2018 - 2030 (USD Million)

7.3.3.4. Germany Visual Intelligence Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

7.3.4. France

7.3.4.1. France Visual Intelligence Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.3.4.2. France Visual Intelligence Market Estimates and Forecasts, by Technology, 2018 - 2030 (USD Million)

7.3.4.3. France Visual Intelligence Market Estimates and Forecasts, by Application, 2018 - 2030 (USD Million)

7.3.4.4. France Visual Intelligence Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

7.4. Asia Pacific

7.4.1. Asia Pacific Visual Intelligence Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.4.1.1. Asia Pacific Visual Intelligence Market Estimates and Forecasts, by Country, 2018 - 2030 (USD Million)

7.4.1.2. Asia Pacific Visual Intelligence Market Estimates and Forecasts, by Technology, 2018 - 2030 (USD Million)

7.4.1.3. Asia Pacific Visual Intelligence Market Estimates and Forecasts, by Application, 2018 - 2030 (USD Million)

7.4.1.4. Asia Pacific Visual Intelligence Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

7.4.2. China

7.4.2.1. China Visual Intelligence Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.4.2.2. China Visual Intelligence Market Estimates and Forecasts, by Technology,

2018 - 2030 (USD Million)

7.4.2.3. China Visual Intelligence Market Estimates and Forecasts, by Application, 2018 - 2030 (USD Million)

7.4.2.4. China Visual Intelligence Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

7.4.3. Japan

7.4.3.1. Japan Visual Intelligence Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.4.3.2. Japan Visual Intelligence Market Estimates and Forecasts, by Technology, 2018 - 2030 (USD Million)

7.4.3.3. Japan Visual Intelligence Market Estimates and Forecasts, by Application, 2018 - 2030 (USD Million)

7.4.3.4. Japan Visual Intelligence Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

7.4.4. India

7.4.4.1. India Visual Intelligence Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.4.4.2. India Visual Intelligence Market Estimates and Forecasts, by Technology, 2018 - 2030 (USD Million)

7.4.4.3. India Visual Intelligence Market Estimates and Forecasts, by Application, 2018 - 2030 (USD Million)

7.4.4.4. India Visual Intelligence Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

7.4.5. Australia

7.4.5.1. Australia Visual Intelligence Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.4.5.2. Australia Visual Intelligence Market Estimates and Forecasts, by Technology, 2018 - 2030 (USD Million)

7.4.5.3. Australia Visual Intelligence Market Estimates and Forecasts, by Application, 2018 - 2030 (USD Million)

7.4.5.4. Australia Visual Intelligence Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

7.4.6. South Korea

7.4.6.1. South Korea Visual Intelligence Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.4.6.2. South Korea Visual Intelligence Market Estimates and Forecasts, by Technology, 2018 - 2030 (USD Million)

7.4.6.3. South Korea Visual Intelligence Market Estimates and Forecasts, by Application, 2018 - 2030 (USD Million)

7.4.6.4. South Korea Visual Intelligence Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

7.5. Latin America

7.5.1. Latin America Visual Intelligence Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.5.2. Latin America Visual Intelligence Market Estimates and Forecasts, by Country, 2018 - 2030 (USD Million)

7.5.3. Latin America Visual Intelligence Market Estimates and Forecasts, by Technology, 2018 - 2030 (USD Million)

7.5.4. Latin America Visual Intelligence Market Estimates and Forecasts, by Application, 2018 - 2030 (USD Million)

7.5.5. Latin America Visual Intelligence Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

7.5.6. Brazil

7.5.6.1. Brazil Visual Intelligence Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.5.6.2. Brazil Visual Intelligence Market Estimates and Forecasts, by Technology, 2018 - 2030 (USD Million)

7.5.6.3. Brazil Visual Intelligence Market Estimates and Forecasts, by Application, 2018 - 2030 (USD Million)

7.5.6.4. Brazil Visual Intelligence Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

7.6. Middle East and Africa

7.6.1. Middle East and Africa Visual Intelligence Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.6.2. Middle East and Africa Visual Intelligence Market Estimates and Forecasts, by Country, 2018 - 2030 (USD Million)

7.6.3. Middle East and Africa Visual Intelligence Market Estimates and Forecasts, by Technology, 2018 - 2030 (USD Million)

7.6.4. Middle East and Africa Visual Intelligence Market Estimates and Forecasts, by Application, 2018 - 2030 (USD Million)

7.6.5. Middle East and Africa Visual Intelligence Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

7.6.6. KSA

7.6.6.1. KSA Visual Intelligence Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.6.6.2. KSA Visual Intelligence Market Estimates and Forecasts, by Technology, 2018 - 2030 (USD Million)

7.6.6.3. KSA Visual Intelligence Market Estimates and Forecasts, by Application,

2018 - 2030 (USD Million)

7.6.6.4. KSA Visual Intelligence Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

7.6.7. UAE

7.6.7.1. UAE Visual Intelligence Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.6.7.2. UAE Visual Intelligence Market Estimates and Forecasts, by Technology, 2018 - 2030 (USD Million)

7.6.7.3. UAE Visual Intelligence Market Estimates and Forecasts, by Application, 2018 - 2030 (USD Million)

7.6.7.4. UAE Visual Intelligence Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

7.6.8. South Africa

7.6.8.1. South Africa Visual Intelligence Market Estimates and Forecasts, 2018 - 2030 (USD Million)

7.6.8.2. South Africa Visual Intelligence Market Estimates and Forecasts, by Technology, 2018 - 2030 (USD Million)

7.6.8.3. South Africa Visual Intelligence Market Estimates and Forecasts, by Application, 2018 - 2030 (USD Million)

7.6.8.4. South Africa Visual Intelligence Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

CHAPTER 8. COMPETITIVE LANDSCAPE

8.1. Recent Developments & Impact Analysis, By Key Market Participants

8.2. Vendor Landscape

8.2.1. Company categorization

8.2.2. List of Key Distributors and Channell Partners

8.2.3. List of Potential Customers/Listing

8.3. Competitive Dynamics

8.3.1. Competitive Benchmarking

8.3.2. Strategy Mapping

8.3.3. Heat Map Analysis

8.4. Company Profiles/Listing

8.4.1. Alphabet Inc.

8.4.1.1. Participant's overview

8.4.1.2. Financial performance

8.4.1.3. Application benchmarking

8.4.1.4. Strategic initiatives

8.4.2. Amazon.com, Inc.

- 8.4.2.1. Participant's overview
- 8.4.2.2. Financial performance
- 8.4.2.3. Application benchmarking
- 8.4.2.4. Strategic initiatives

8.4.3. Apple Inc.

- 8.4.3.1. Participant's overview
- 8.4.3.2. Financial performance
- 8.4.3.3. Application benchmarking
- 8.4.3.4. Strategic initiatives

8.4.4. Cognex Corporation

- 8.4.4.1. Participant's overview
- 8.4.4.2. Financial performance
- 8.4.4.3. Application benchmarking
- 8.4.4.4. Strategic initiatives

8.4.5. International Business Machines Corporation

- 8.4.5.1. Participant's overview
- 8.4.5.2. Financial performance
- 8.4.5.3. Application benchmarking
- 8.4.5.4. Strategic initiatives

8.4.6. Intel Corporation

- 8.4.6.1. Participant's overview
- 8.4.6.2. Financial performance
- 8.4.6.3. Application benchmarking
- 8.4.6.4. Strategic initiatives

8.4.7. Meta Platforms, Inc.

- 8.4.7.1. Participant's overview
- 8.4.7.2. Financial performance
- 8.4.7.3. Application benchmarking
- 8.4.7.4. Strategic initiatives

8.4.8. Microsoft

- 8.4.8.1. Participant's overview
- 8.4.8.2. Financial performance
- 8.4.8.3. Application benchmarking
- 8.4.8.4. Strategic initiatives

8.4.9. NVIDIA Corporation

- 8.4.9.1. Participant's overview
- 8.4.9.2. Financial performance
- 8.4.9.3. Application benchmarking

- 8.4.9.4. Strategic initiatives
- 8.4.10. Qualcomm Incorporated
 - 8.4.10.1. Participant's overview
 - 8.4.10.2. Financial performance
 - 8.4.10.3. Application benchmarking
 - 8.4.10.4. Strategic initiatives

List Of Tables

LIST OF TABLES

Table 1. Global Visual Intelligence market estimates and forecasts, by region, 2018 - 2030 (USD Million)

Table 2. Global Visual Intelligence market estimates and forecasts, by Technology, 2018 - 2030 (USD Million)

Table 3. Global Visual Intelligence market estimates and forecasts, by Application, 2018 - 2030 (USD Million)

Table 4. Global Visual Intelligence market estimates and forecasts, by End Use, 2018 - 2030 (USD Million)

Table 5. North America Visual Intelligence market estimates and forecasts, by country, 2018 - 2030 (USD Million)

Table 6. North America Visual Intelligence market estimates and forecasts, by Technology, 2018 - 2030 (USD Million)

Table 7. North America Visual Intelligence market estimates and forecasts, by Application, 2018 - 2030 (USD Million)

Table 8. North America Visual Intelligence market estimates and forecasts, by End Use, 2018 - 2030 (USD Million)

Table 9. U.S. Visual Intelligence market estimates and forecasts, by Technology, 2018 - 2030 (USD Million)

Table 10. U.S. Visual Intelligence market estimates and forecasts, by Application, 2018 - 2030 (USD Million)

Table 11. U.S. Visual Intelligence market estimates and forecasts, by End Use, 2018 - 2030 (USD Million)

Table 12. Canada Visual Intelligence market estimates and forecasts, by Technology, 2018 - 2030 (USD Million)

Table 13. Canada Visual Intelligence market estimates and forecasts, by Application, 2018 - 2030 (USD Million)

Table 14. Canada Visual Intelligence market estimates and forecasts, by End Use, 2018 - 2030 (USD Million)

Table 15. Mexico Visual Intelligence market estimates and forecasts, by Technology, 2018 - 2030 (USD Million)

Table 16. Mexico Visual Intelligence market estimates and forecasts, by Application, 2018 - 2030 (USD Million)

Table 17. Mexico Visual Intelligence market estimates and forecasts, by End Use, 2018 - 2030 (USD Million)

Table 18. Europe Visual Intelligence market estimates and forecasts, by country, 2018 -

2030 (USD Million)

Table 19. Europe Visual Intelligence market estimates and forecasts, by Technology, 2018 - 2030 (USD Million)

Table 20. Europe Visual Intelligence market estimates and forecasts, by Application, 2018 - 2030 (USD Million)

Table 21. Europe Visual Intelligence market estimates and forecasts, by End Use, 2018 - 2030 (USD Million)

Table 22. UK Visual Intelligence market estimates and forecasts, by Technology, 2018 - 2030 (USD Million)

Table 23. UK Visual Intelligence market estimates and forecasts, by Application, 2018 - 2030 (USD Million)

Table 24. UK Visual Intelligence market estimates and forecasts, by End Use, 2018 - 2030 (USD Million)

Table 25. Germany Visual Intelligence market estimates and forecasts, by Technology, 2018 - 2030 (USD Million)

Table 26. Germany Visual Intelligence market estimates and forecasts, by Application, 2018 - 2030 (USD Million)

Table 27. Germany Visual Intelligence market estimates and forecasts, by End-Use, 2018 - 2030 (USD Million)

Table 28. France Visual Intelligence market estimates and forecasts, by Technology, 2018 - 2030 (USD Million)

Table 29. France Visual Intelligence market estimates and forecasts, by Application, 2018 - 2030 (USD Million)

Table 30. France Visual Intelligence market estimates and forecasts, by End-Use, 2018 - 2030 (USD Million)

Table 31. Asia Pacific Visual Intelligence market estimates and forecasts, by country, 2018 - 2030 (USD Million)

Table 32. Asia Pacific Visual Intelligence market estimates and forecasts, by Technology, 2018 - 2030 (USD Million)

Table 33. Asia Pacific Visual Intelligence market estimates and forecasts, by Application, 2018 - 2030 (USD Million)

Table 34. Asia Pacific Visual Intelligence market estimates and forecasts, by End Use, 2018 - 2030 (USD Million)

Table 35. China Visual Intelligence market estimates and forecasts, by Technology, 2018 - 2030 (USD Million)

Table 36. China Visual Intelligence market estimates and forecasts, by Application, 2018 - 2030 (USD Million)

Table 37. China Visual Intelligence market estimates and forecasts, by End Use, 2018 - 2030 (USD Million)

Table 38. Japan Visual Intelligence market estimates and forecasts, by Technology, 2018 - 2030 (USD Million)

Table 39. Japan Visual Intelligence market estimates and forecasts, by Application, 2018 - 2030 (USD Million)

Table 40. Japan Visual Intelligence market estimates and forecasts, by End Use, 2018 - 2030 (USD Million)

Table 41. India Visual Intelligence market estimates and forecasts, by Technology, 2018 - 2030 (USD Million)

Table 42. India Visual Intelligence market estimates and forecasts, by Application, 2018 - 2030 (USD Million)

Table 43. India Visual Intelligence market estimates and forecasts, by End Use, 2018 - 2030 (USD Million)

Table 44. Australia Visual Intelligence market estimates and forecasts, by Technology, 2018 - 2030 (USD Million)

Table 45. Australia Visual Intelligence market estimates and forecasts, by Application, 2018 - 2030 (USD Million)

Table 46. Australia Visual Intelligence market estimates and forecasts, by End Use, 2018 - 2030 (USD Million)

Table 47. South Korea Visual Intelligence market estimates and forecasts, by Technology, 2018 - 2030 (USD Million)

Table 48. South Korea Visual Intelligence market estimates and forecasts, by Application, 2018 - 2030 (USD Million)

Table 49. South Korea Visual Intelligence market estimates and forecasts, by End Use, 2018 - 2030 (USD Million)

Table 50. Latin America Visual Intelligence market estimates and forecasts, by country, 2018 - 2030 (USD Million)

Table 51. Latin America Visual Intelligence market estimates and forecasts, by Technology, 2018 - 2030 (USD Million)

Table 52. Latin America Visual Intelligence market estimates and forecasts, by Application, 2018 - 2030 (USD Million)

Table 53. Latin America Visual Intelligence market estimates and forecasts, by End Use, 2018 - 2030 (USD Million)

Table 54. Brazil Visual Intelligence market estimates and forecasts, by Technology, 2018 - 2030 (USD Million)

Table 55. Brazil Visual Intelligence market estimates and forecasts, by Application, 2018 - 2030 (USD Million)

Table 56. Brazil Visual Intelligence market estimates and forecasts, by End Use, 2018 - 2030 (USD Million)

Table 57. Middle East & Africa Visual Intelligence market estimates and forecasts, by

country, 2018 - 2030 (USD Million)

Table 58. Middle East & Africa Visual Intelligence market estimates and forecasts, by Technology, 2018 - 2030 (USD Million)

Table 59. Middle East & Africa Visual Intelligence market estimates and forecasts, by Application, 2018 - 2030 (USD Million)

Table 60. Middle East & Africa Visual Intelligence market estimates and forecasts, by End Use, 2018 - 2030 (USD Million)

Table 61. Saudi Arabia Visual Intelligence market estimates and forecasts, by Technology, 2018 - 2030 (USD Million)

Table 62. Saudi Arabia Visual Intelligence market estimates and forecasts, by Application, 2018 - 2030 (USD Million)

Table 63. Saudi Arabia Visual Intelligence market estimates and forecasts, by End Use, 2018 - 2030 (USD Million)

Table 64. UAE Visual Intelligence market estimates and forecasts, by Technology, 2018 - 2030 (USD Million)

Table 65. UAE Visual Intelligence market estimates and forecasts, by Application, 2018 - 2030 (USD Million)

Table 66. UAE Visual Intelligence market estimates and forecasts, by End Use, 2018 - 2030 (USD Million)

Table 67. South Africa Visual Intelligence market estimates and forecasts, by Technology, 2018 - 2030 (USD Million)

Table 68. South Africa Visual Intelligence market estimates and forecasts, by Application, 2018 - 2030 (USD Million)

Table 69. South Africa Visual Intelligence market estimates and forecasts, by End Use, 2018 - 2030 (USD Million)

List Of Figures

LIST OF FIGURES

Fig. 1 Visual Intelligence market segmentation

Fig. 2 Market research process

Fig. 3 Information procurement

Fig. 4 Primary research pattern

Fig. 5 Market research approaches

Fig. 6 Parent market analysis

Fig. 7 Market formulation & validation

Fig. 8 Visual Intelligence market snapshot

Fig. 9 Visual Intelligence market segment snapshot

Fig. 10 Visual Intelligence market competitive landscape snapshot

Fig. 11 Market driver relevance analysis (Current & future impact)

Fig. 12 Market restraint relevance analysis (Current & future impact)

Fig. 13 Value Chain Analysis

Fig. 14 Visual Intelligence market: Technology outlook key takeaways (USD Million)

Fig. 15 Visual Intelligence market: Technology movement analysis 2024 & 2030 (USD Million)

Fig. 16 Computer Vision market revenue estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 17 Deep Learning market revenue estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 18 Machine Learning market revenue estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 19 Image Processing market revenue estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 20 Visual Intelligence market, Application outlook key takeaways (USD Million)

Fig. 21 Visual Intelligence market: Application movement analysis 2024 & 2030 (USD Million)

Fig. 22 Surveillance and Security market revenue estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 23 Quality Inspection & Automation market revenue estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 24 Facial Recognition market revenue estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 25 Image & Video Analytics market revenue estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 26 Predictive Maintenance market revenue estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 27 Traffic Monitoring market revenue estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 28 Retail Analytics market revenue estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 29 Visual Intelligence market: End Use outlook key takeaways (USD Million)

Fig. 30 Visual Intelligence market: End Use movement analysis 2024 & 2030 (USD Million)

Fig. 31 Retail & E-commerce market revenue estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 32 Manufacturing market revenue estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 33 Healthcare market revenue estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 34 Defense & Security market revenue estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 35 Automotive market revenue estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 36 Others market revenue estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 37 Visual Intelligence market: Regional outlook, 2024 & 2030, USD Million

Fig. 38 North America Visual Intelligence market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 39 U.S. Visual Intelligence market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 40 Canada Visual Intelligence market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 41 Mexico Visual Intelligence market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 42 Europe Visual Intelligence market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 43 UK Visual Intelligence market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 44 Germany Visual Intelligence market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 45 France Visual Intelligence market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 46 Asia Pacific Visual Intelligence market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 47 China Visual Intelligence market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 48 Japan Visual Intelligence market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 49 India Visual Intelligence market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 50 Australia Visual Intelligence market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 51 South Korea Visual Intelligence market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 52 Latin America Visual Intelligence market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 53 Brazil Visual Intelligence market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 54 MEA Visual Intelligence market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 55 KSA Visual Intelligence market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 56 UAE Visual Intelligence market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 57 South Africa Visual Intelligence market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 58 Strategy framework

Fig. 59 Company Categorization

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