

# Asia Pacific Video Editing Software Market (2019-2025)

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## Abstracts

The Asia Pacific Video Editing Software Market would witness market growth of 5.3% CAGR during the forecast period (2019-2025).

Increasing Internet and mobile penetration across the region is also giving a push to the consumption of video-on-demand. Smartphones with better battery life and high-speed 4G internet connectivity have made online streaming of video on handheld devices a common experience. The increase in the rate of production of content and the proliferation of OTT platforms is a key driver of market growth. The growing use of social media platforms has generated a significant demand for digital content. Users of such social media platforms are producing video files that can be shared on these networks. Digital media use is also on the rise with mobile usage and increasing Internet speeds.

In addition, the number of OTT video streaming services is also projected to increase as many customers prefer to watch online content on their smartphones or tablets. Additionally, the market for OTT video streaming content is growing as it provides flexibility in terms of space and time. As a result, the increasing use of video editing software by OTT video streaming providers will drive the growth of the global market for video editing software over the forecast period.

There has been a dramatic increase in the consumption of video content over the last few years. Likewise, the growing penetration of the internet and the increasing use of smartphones to access video content have positively fueled the market for video editing software. In addition, multiple online video editing tools are available with easy-to-use features that fuel the market for video editing software. As basic video editing software is cost-effective, easy to use for both beginner and advanced users, and has

revolutionary tools and features, video editing software is emerging as the most competitive software in the world.

Based on Application, the market is segmented into Commercial, Personal and Others. Based on Type, the market is segmented into On-Premise and Cloud-Based. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Autodesk, Inc., Adobe, Inc., CyberLink Corporation, Corel Corporation, Apple, Inc., Avid Technology, Inc., TechSmith Corporation, Magix Software GmbH, ArcSoft, Inc., Wondershare technology Group Co., Ltd.

## **SCOPE OF THE STUDY**

Market Segmentation:

By Application

Commercial

Personal

Others

By Type

On-Premise

Cloud-Based

By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

### Companies Profiled

Autodesk, Inc.

Adobe, Inc.

CyberLink Corporation

Corel Corporation

Apple, Inc.

Avid Technology, Inc.

TechSmith Corporation

Magix Software GmbH

ArcSoft, Inc.

Wondershare technology Group Co., Ltd.

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