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Global Branded Video Services Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Branded Video Services market size is predicted to grow from US$ 2926 million in 2025 to US$ 4341 million in 2032; it is expected to grow at a CAGR of 5.9% from 2026 to 2032.

Branded video services involve creating and distributing video content that promotes a brand's identity and message. This includes a wide range of video formats, such as commercials, explainer videos, social media videos, and web series. By leveraging the power of visual storytelling, branded video services help businesses connect with their target audience, increase brand awareness, and drive conversions.

The branded video services industry is experiencing significant growth, driven by the increasing demand for visual content and the rise of digital platforms. As consumers become more visually oriented and have shorter attention spans, videos have emerged as a powerful tool for businesses to engage their audience.

One of the major trends in the industry is the shift towards short-form video content, particularly for social media platforms like TikTok and Instagram Reels. These platforms have a large and engaged audience, making them ideal for sharing concise and impactful video messages. As a result, brands are adapting their video content to fit these platforms, using catchy hooks, fast-paced editing, and concise storytelling.

Another trend is the increasing use of data-driven insights to inform video production and distribution. By analyzing viewer behavior and preferences, brands can create more targeted and effective video content. This data-driven approach helps to optimize video performance, measure ROI, and make informed decisions about future video campaigns.

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Furthermore, the integration of artificial intelligence (AI) and machine learning is transforming the branded video industry. AI-powered tools can automate tasks such as scriptwriting, video editing, and voiceover, making the video production process more efficient and cost-effective. Additionally, AI can be used to analyze video performance and identify opportunities for improvement.

Overall, the branded video services industry is poised for continued growth, driven by technological advancements and evolving consumer preferences. By embracing innovation and staying ahead of the curve, brands can leverage video to build stronger relationships with their audience and achieve their marketing goals.

LPI (LP Information)' newest research report, the ?Branded Video Services Industry Forecast? looks at past sales and reviews total world Branded Video Services sales in 2025, providing a comprehensive analysis by region and market sector of projected Branded Video Services sales for 2026 through 2032. With Branded Video Services sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Branded Video Services industry.

This Insight Report provides a comprehensive analysis of the global Branded Video Services landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Branded Video Services portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms? unique position in an accelerating global Branded Video Services market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Branded Video Services and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Branded Video Services.

This report presents a comprehensive overview, market shares, and growth opportunities of Branded Video Services market by product type, application, key players and key regions and countries.

Segmentation by Type:

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Long-Form Video

Short-Form Video

Segmentation by Application:

Large Enterprises

SMEs

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

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Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Bold Content Video

Directive

Studio B

Think Branded Media

Fusion Studios

Small Films

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Melty Cone Video

Richter Studios

BluBlu Studios

Zero One Digital Media

Slow Clap Productions

Bull & Wolf Film

Demo Duck

Goodman Lantern

Vidico

QuickFrame

Video Branding Services

Kartoffel Films

Moonb

Overskies

LAI Video

ReVerb

Luma Creative

VideoFresh

Webdew

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