

Global Business Video Marketing Platform Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Business Video Marketing Platform market size is predicted to grow from US\$ million in 2025 to US\$ million in 2032; it is expected to grow at a CAGR of % from 2026 to 2032.

Business video marketing platforms refer to online services and tools designed specifically for businesses and marketers to create, publish, manage and analyze video marketing campaigns. These platforms offer a range of features that help businesses engage and engage with their target audiences through video content to increase brand awareness, increase customer engagement, drive sales and achieve other marketing goals. These platforms are suitable for businesses of all sizes, from small startups to large enterprises, and everyone will be able to find the right tools and services for their video marketing strategy.

United States market for Business Video Marketing Platform is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Business Video Marketing Platform is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Business Video Marketing Platform is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Business Video Marketing Platform players cover Wistia, Vidiyard, Wave.video, Wondershare Filmora, Vimeo, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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

This Insight Report provides a comprehensive analysis of the global Business Video Marketing Platform 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 Business Video Marketing Platform portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Business Video Marketing Platform market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Business Video Marketing Platform 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 Business Video Marketing Platform.

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

Segmentation by Type:

On-premises

Cloud Based

Segmentation by Application:

Large Enterprise

SMEs

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

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.

Wistia

Vidyard

Wave.video

Wondershare Filmora

Vimeo

Powtoon

WeVideo

Semrush

GUDSHO

Brightcove

Dacast

TwentyThree

Lightricks

Vyond

Animoto

Hippo Video

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