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Global Video Tutorial Creation Software Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Video Tutorial Creation Software market size is predicted to grow from US$ 270 million in 2025 to US$ 389 million in 2032; it is expected to grow at a CAGR of 5.5% from 2026 to 2032.

Video Tutorial Creation Software is a category of specialized tools for producing instructional, how-to, training and demo videos. It is purpose-built to explain workflows, software operations, technical procedures and knowledge points to learners.

Compared with general-purpose video editors, it prioritizes tutorial-oriented capabilities: screen capture, webcam overlay, real-time annotations, cursor highlighting, voiceover integration, captions, step marking, and supporting export for training distribution. Typical application scenarios include employee onboarding, software operation demos, customer education, online courses and technical SOP guidance.

The industry is evolving through three broad stages: Screen Recording ? Integrated Tutorial Authoring ? AI-Assisted Knowledge-to-Video Creation

Traditional products focused primarily on recording the desktop and adding narration. Current platforms increasingly combine screen, webcam and audio capture with multi-track editing, annotations, captions, templates, LMS connectivity and interactive learning functions.

The next competitive phase is increasingly AI-centered. Current market research identifies text-to-speech, multilingual generation, AI voice-over, automated video creation and template-driven generation as important emerging capabilities.

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The market is fragmented and product boundaries overlap significantly. Vendors originate from screen recording, e-learning authoring, enterprise video, presentation software and general video creation.

North America is currently the leading regional market. The dedicated Video Tutorial Creation Software study attributes this to high technology adoption, digital transformation and the concentration of major software vendors.

Europe represents a significant market driven by corporate training, universities, software companies and multilingual instructional requirements. Localization, accessibility, data privacy and integrations with enterprise learning environments are particularly important competitive factors.

Asia Pacific offers some of the strongest long-term expansion opportunities as digital education, enterprise software adoption, online training and creator activity expand. In the adjacent Video Creation Tool market, Asia Pacific is identified as the fastest-growing region.

Main Market Drivers

Expansion of e-learning and corporate digital training. Organizations increasingly use instructional videos for employee onboarding, compliance, product training, software training and customer education. Video tutorial platforms reduce the need to repeat instructor-led sessions and allow users to learn asynchronously.

Growth of software and SaaS products. As digital products become more complex, vendors require large volumes of product walkthroughs, knowledge-base videos, customer onboarding materials and software demonstrations.

Hybrid and remote work. Recorded tutorials and asynchronous demonstrations allow distributed employees to explain processes without requiring live meetings, supporting internal knowledge transfer and documentation. The adjacent screen-recording market similarly identifies online learning, remote work and digital communication as major growth drivers.

AI-driven reduction in production cost. AI transcription, captioning, narration, translation, voice generation and automated editing lower the technical skill and time required to produce instructional content.

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Report Scope

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Video Tutorial Creation Software 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 Video Tutorial Creation Software.

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

Market Segmentation

Segmentation by Type:

Cloud-based

On-premises

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Segmentation by Functional Integrity & Workflow Positioning:

All-in-one Integrated Tools

Lightweight Recorder-only Tools

Rapid Quick-recording Sharing Tools

Segmentation by Output Content Form:

Passive Video Tutorial Tools

Interactive Tutorial Creation Tools

Segmentation by Application:

SMEs

Large Enterprises

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

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- 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.

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TechSmith

Adobe

Atlassian

Wondershare

iSpring Solutions

Microsoft

Synthesia

Panopto

ScreenPal

VEED

Screencastify

Telestream

Vyond

Descript

Atomi Systems

Hippo Video?Lyceum Technologies?

Bandicam Company

Guidde

Movavi

EaseUS

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Apowersoft

Ashampoo

Icecream Apps

Tebiki

VideoStep

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