

Next Generation Video Codec Market Report: Trends, Forecast and Competitive Analysis to 2030

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Abstracts

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Next Generation Video Codec Trends and Forecast

The future of the global next generation video codec market looks promising with opportunities in the mobile phone, computer, and TV markets. The global next generation video codec market is expected to reach an estimated \$7.9 billion by 2030 with a CAGR of 22.1% from 2024 to 2030. The major drivers for this market are growing demand for better video experience, increasing mobile video consumption, and proliferation of video content across platforms.

A more than 150-page report is developed to help in your business decisions. Sample figures with some insights are shown below.

Next Generation Video Codec by Segment

The study includes a forecast for the global next generation video codec by video codecs type, application, and region.

Next Generation Video Codec Market by Video Codecs Type [Shipment Analysis by Value from 2018 to 2030]:

AVC

AV1

HEVC

VP9

VVC

Next Generation Video Codec Market by Application [Shipment Analysis by Value from 2018 to 2030]:

Mobile Phone

Computer

TV

Others

Next Generation Video Codec Market by Region [Shipment Analysis by Value from 2018 to 2030]:

North America

Europe

Asia Pacific

The Rest of the World

List of Next Generation Video Codec Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies next generation video codec companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the next generation

video codec companies profiled in this report include-

Hikvision

VITEC

Harmonic

Motorola Solutions

CommScope

Axis Communications

Dahua Technology

HaiVision

Netflix

Amazon Prime

Next Generation Video Codec Market Insights

Lucintel forecasts that HEVC will remain the largest segment over the forecast period due to cuts the necessary bitrate in half while maintaining similar image quality, but at the cost of more processing complexity.

Within this market, mobile phone is expected to witness the highest growth.

APAC is expected to witness the highest growth over the forecast period due to the presence of manufacturing hub for the consumer electronics in this region.

Features of the Global Next Generation Video Codec Market

Market Size Estimates: Next generation video codec market size estimation in terms of value (\$B).

Trend and Forecast Analysis: Market trends (2018 to 2023) and forecast (2024 to 2030) by various segments and regions.

Segmentation Analysis: Next generation video codec market size by video codecs type, application, and region in terms of value (\$B).

Regional Analysis: Next generation video codec market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

Growth Opportunities: Analysis of growth opportunities in different video codecs type, application, and regions for the next generation video codec market.

Strategic Analysis: This includes M&A, new product development, and competitive landscape of the next generation video codec market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

FAQ

Q1. What is the next generation video codec market size?

Answer: The global next generation video codec market is expected to reach an estimated \$7.9 billion by 2030.

Q2. What is the growth forecast for next generation video codec market?

Answer: The global next generation video codec market is expected to grow with a CAGR of 22.1% from 2024 to 2030.

Q3. What are the major drivers influencing the growth of the next generation video codec market?

Answer: The major drivers for this market are growing demand for better video experience, increasing mobile video consumption, and proliferation of video content across platforms.

Q4. What are the major segments for next generation video codec market?

Answer: The future of the global next generation video codec market looks promising

with opportunities in the mobile phone, computer, and TV markets.

Q5. Who are the key next generation video codec market companies?

Answer: Some of the key next generation video codec companies are as follows:

Hikvision

VITEC

Harmonic

Motorola Solutions

CommScope

Axis Communications

Dahua Technology

HaiVision

Netflix

Amazon Prime

Q6. Which next generation video codec market segment will be the largest in future?

Answer: Lucintel forecasts that HEVC will remain the largest segment over the forecast period due to cuts the necessary bitrate in half while maintaining similar image quality, but at the cost of more processing complexity.

Q7. In next generation video codec market, which region is expected to be the largest in next 5 years?

Answer: APAC is expected to witness the highest growth over the forecast period due to the presence of manufacturing hub for the consumer electronics in this region.

Q.8 Do we receive customization in this report?

Answer: Yes, Lucintel provides 10% customization without any additional cost.

This report answers following 11 key questions:

Q.1. What are some of the most promising, high-growth opportunities for the next generation video codec market by video codecs type (AVC, AV1, HEVC, VP9, and VVC), application (mobile phone, computer, TV, and others), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

For any questions related to Next Generation Video Codec Market, Next Generation Video Codec Market Size, Next Generation Video Codec Market Growth, Next Generation Video Codec Market Analysis, Next Generation Video Codec Market

Report, Next Generation Video Codec Market Share, Next Generation Video Codec Market Trends, Next Generation Video Codec Market Forecast, Next Generation Video Codec Companies, write Lucintel analyst at email: helpdesk@lucintel.com. We will be glad to get back to you soon.

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