

# Video as a Service Market Report: Trends, Forecast and Competitive Analysis to 2030

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## Abstracts

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### Video as a Service Trends and Forecast

The future of the global video as a service market looks promising with opportunities in the BFSI, IT & telecom, healthcare & life sciences, education, media & entertainment, government & public sector, and retail & consumer good sectors. The global video as a service market is expected to reach an estimated \$11.1 billion by 2030 with a CAGR of 15.7% from 2024 to 2030. The major drivers for this market are increasing demand for real-time and remote access video services, rising need for on-premises video conferencing, and growing trend of remote work and virtual meetings.

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

### Video as a Service by Segment

The study includes a forecast for the global video as a service by deployment model, enterprise size, application, end use industry, and region.

Video as a Service Market by Deployment Model [Shipment Analysis by Value from 2018 to 2030]:

Private Cloud

Public Cloud

Hybrid Cloud

Video as a Service Market by Enterprise Size [Shipment Analysis by Value from 2018 to 2030]:

Large Enterprises

Small & Medium Enterprises

Video as a Service Market by Application [Shipment Analysis by Value from 2018 to 2030]:

Corporate Communications

Training & Development

Marketing & Client Engagement

Video as a Service Market by End Use Industry [Shipment Analysis by Value from 2018 to 2030]:

BFSI

IT & Telecom

Healthcare & Life Sciences

Education

Media & Entertainment

Government & Public Sector

Retail & Consumer Goods

Others

Video as a Service Market by Region [Shipment Analysis by Value from 2018 to 2030]:

North America

Europe

Asia Pacific

The Rest of the World

List of Video as a Service 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 video as a service companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the video as a service companies profiled in this report include-

Microsoft

Zoom Video Communications

Cisco Systems

Adobe

Avaya

GoTo

RingCentral

Google

Amazon Web Services

Plantronics

## Video as a Service Market Insights

Lucintel forecasts that corporate communication is expected to witness highest growth over the forecast period due to its growing use to enable instant on-demand communication and uphold strong connections with stakeholders internally and externally.

APAC is expected to witness highest growth over the forecast period due to rapid digitization, rising preference for remote communication and collaboration tools, and presence of key service providers in the region.

## Features of the Global Video as a Service Market

Market Size Estimates: Video as a service 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: Video as a service market by various segments, such as by deployment model, enterprise size, application, end use industry and region in terms of(\$B).

Regional Analysis: Video as a service market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

Growth Opportunities: Analysis of growth opportunities in different deployment models, enterprise sizes, applications, end use industries, and regions for the video as a service market.

Strategic Analysis: This includes M&A, new product development, and competitive landscape of the video as a service market.

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

## FAQ

### Q.1 What is the video as a service market size?

Answer: The global video as a service market is expected to reach an estimated \$11.1 billion by 2030.

### Q.2 What is the growth forecast for video as a service market?

Answer: The global video as a service market is expected to grow with a CAGR of 15.7% from 2024 to 2030.

### Q.3 What are the major drivers influencing the growth of the video as a service market?

Answer: The major drivers for this market are increasing demand for real-time and remote access video services, rising need for on-premises video conferencing, and growing trend of remote work and virtual meetings.

### Q4. What are the major segments for video as a service market?

Answer: The future of the video as a service market looks promising with opportunities in the BFSI, IT & telecom, healthcare & life sciences, education, media & entertainment, government & public sector, and retail & consumer good sectors.

### Q5. Who are the key video as a service market companies?

Answer: Some of the key video as a service companies are as follows:

Microsoft

Zoom Video Communications

Cisco Systems

Adobe

Avaya

GoTo

RingCentral

Google

Amazon Web Services

Plantronics

Q6. Which video as a service market segment will be the largest in future?

Answer: Lucintel forecasts that corporate communication is expected to witness highest growth over the forecast period due to its growing use to enable instant on-demand communication and uphold strong connections with stakeholders internally and externally.

Q7. In video as a service market, which region is expected to be the largest in next 5 years?

Answer: APAC is expected to witness highest growth over the forecast period due to rapid digitization, rising preference for remote communication and collaboration tools, and presence of key service providers in the 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 video as a service market by deployment model (private cloud, public cloud, and hybrid cloud), enterprise size (large enterprises and small & medium enterprises), application (corporate communications, training & development, and marketing & client engagement), end use industry (BFSI, IT & telecom, healthcare & life sciences, education, media & entertainment, government & public sector, retail & consumer goods, 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 Video As A Service Market, Video As A Service Market Size, Video As A Service Market Growth, Video As A Service Market Analysis, Video As A Service Market Report, Video As A Service Market Share, Video As A Service Market Trends, Video As A Service Market Forecast, Video As A Service Companies, write Lucintel analyst at email: [helpdesk@lucintel.com](mailto:helpdesk@lucintel.com). We will be glad to get back to you soon.

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