

Short Video Market, Global Outlook and Forecast 2022-2028

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Abstracts

Short video (English: short video), also known as short film, short video and audio, refers to videos with a length of less than 5 minutes, mainly for shooting, beautifying and editing or adding special effects on mobile smart terminals, and can be performed on social networking platforms in real time. A new form of video sharing.

Short videos have the characteristics of short duration and high information carrying capacity, which are more in line with the current mobile phone usage habits of netizens. With the continuous expansion of the user scale of smart mobile terminals, many mobile phone users can make full use of the fragmented time to shoot and watch short videos. Video user traffic has created huge business opportunities, so many Internet giants are competing to invest in the development of short video platforms

This report contains market size and forecasts of Short Video in Global, including the following market information:

Global Short Video Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Short Video market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period 2022-2028.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Landscape Screen Short Video Segment to Reach \$ Million by 2028, with a % CAGR in

next six years.

The global key manufacturers of Short Video include YouTube, Facebook, Twitter, Snap Inc, Vimeo, Bigo, Meta, Reddit and Triller, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Short Video companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Short Video Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Short Video Market Segment Percentages, by Type, 2021 (%)

Landscape Screen Short Video

Vertical Screen Short Video

Global Short Video Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Short Video Market Segment Percentages, by Application, 2021 (%)

Life Short Video

Technology Short Video

International Short Video

Social Short Video

Other

Global Short Video Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Short Video Market Segment Percentages, By Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Short Video revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Short Video revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

YouTube

Facebook

Twitter

Snap Inc

Vimeo

Bigo

Meta

Reddit

Triller

Funimate

SpokesPerson Group

ByteDance

Express Hand Technology

Baidu

Tencent Technology

Xuanyixia Technology

Alibaba Group

QuVideo

Pearvideo

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