

# Global Image Recognition Market

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## Abstracts

### Image Recognition Market Overview:

The global image recognition market is expected to reach \$79.80 billion in 2025, from \$16.10 billion in 2016, growing at a CAGR of 19.7% from 2017 to 2025. Image recognition is a process, which identifies and detects the object or a feature in a digital image or video. This system is widely used across factory automation, toll booth monitoring, and security & surveillance.

Recently, the adoption of image recognition has grown significantly in the IT, telecom, marketing, and other sectors, as it allows marketers to track real-time trends, which in turn provide them a competitive advantage. Moreover, marketers can monitor customers views for their particular brand and their competitors brands.

The global image recognition market is segmented on the basis of technology, application, component, deployment mode, industry, and geography. Based on technology, the market is classified into QR/barcode recognition, object recognition, facial recognition, pattern recognition, and optical character recognition. The applications covered in the study include augmented reality, scanning & imaging, security & surveillance, marketing & advertising, and image search. By component, the market is categorized into hardware, software, and services. Depending on deployment mode, it is bifurcated into on-premise and cloud. According to industry, it is divided into BFSI, media & entertainment, retail & consumer goods, IT & telecom, government, healthcare, transportation & logistics, and others. Geographical breakdown and deep analysis of each of the aforesaid segments is included for North America, Europe, Asia-Pacific, and LAMEA.

### Market Dynamics

## Drivers

Increased use of image recognition applications

Rapidly surge in demand for security & surveillance

Upsurge in adoption of image recognition across various industries

## Restraints

High installation cost

Lack of image size resolution

## Market players

The top players in the global image recognition market include Qualcomm Incorporated, NEC Corporation, Google Inc., LTU Technologies, Catchoom Technologies S.L., Honeywell International Inc., Hitachi, Ltd., Slyce Inc., Wikitude GmbH, and Attrasoft, Inc.

## MARKET LANDSCAPE

### By Technology

QR/Barcode Recognition

Object Recognition

Facial Recognition

Pattern Recognition

Optical Character Recognition

### By Application

Augmented Reality

Scanning & Imaging

Security & Surveillance

Marketing & Advertising

Image Search

#### By Component

Hardware

Software

Service

#### By Deployment Mode

On-premise

Cloud

#### By Industry

BFSI

Media & Entertainment

Retail & Consumer Goods

IT & Telecom

Government

Healthcare

Transportation & Logistics

Others

## By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Rest of Europe

Asia-Pacific

China

Japan

India

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

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