

Video Conferencing Market: Size, Trend, Share, Opportunity Analysis & Forecast, 2014–2025

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Abstracts

Video conferencing involves establishing a live connection between people at different locations for communication. It is a set of technologies and processes that allows enterprises to use a video-system with internet providing the required connectivity. Usage of a video conferencing platform eliminates geographical boundaries and allows people to conduct meetings and conversations. Video conferencing has emerged as a widely-accepted form of business communication. Many businesses have been using video conferencing internally to help geographically distant teams of sales representatives, marketing personnel, product designers, managers, engineers, and other employees work more closely. Businesses have started to use video conferencing for external communication, as a way to facilitate face-to-face communication with partners, suppliers, investors, and clients.

The global video conferencing market is segmented based on deployment type, end-user industry, and geography. Based on deployment type, the video conferencing market is segmented into on-premise video conferencing, managed video conferencing, and cloud based video conferencing. Based on end-user industry the video conferencing market is segmented into corporate enterprises, healthcare, government and defense, education, retail, manufacturing, and others. Geographic breakdown and deep analysis of each of the aforesaid segments is included for North America, Europe, Asia-Pacific, and LAMEA.

MARKET DYNAMICS:

Drivers:

Increasing adoption of video conferencing in retail and franchise stores for

virtual product analysis. Using this technology stores are able to interact to their customers and buyers to receive personalized attention from sales representatives

With increase in globalization, video conferencing allows enterprises to bridge the gap between dispersed teams and improve their work efficiency and productivity

Restraints:

High initial deployment cost and complexity of video conferencing solutions

Apprehension about data security

MARKET PLAYERS:

Some of the key players in the global video conferencing market include Cisco Systems Inc., Polycom Inc., Microsoft Corporation, ZTE Corporation, Huawei Technologies Co., Ltd, Logitech International, Adobe Systems Inc., Vidyo Inc., Avaya Inc., and West Corporation.

KEY TAKEAWAYS

MARKET LANDSCAPE

By Deployment Type

On-premise video conferencing

Managed video conferencing

Cloud-based video conferencing

By End-Use Industry

Corporate enterprises

Healthcare

Government & Defense

Education

Others

By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Rest of Europe

Asia-Pacific

China

Japan

South Korea

India

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

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COMPANIES MENTIONED

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