

Cloud Video Storage Market Forecasts to 2032 – Global Analysis By Storage Type (Video Surveillance, Storage, Media & Entertainment Storage and Online Video Streaming Storage), Deployment Model, Organization Size, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Cloud Video Storage Market is accounted for \$12.3 billion in 2025 and is expected to reach \$55.6 billion by 2032 growing at a CAGR of 24.0% during the forecast period. A service called cloud video storage allows customers to save, control, and view video information from a distance via the internet. It uses scalable, secure cloud architecture to do away with the requirement for physical storage devices. With the help of encryption, automated backups, and customisable storage options, users can upload, recover, and share videos from any location. This system, which offers dependability, redundancy, and smooth interaction with analytics and AI-powered tools, is extensively utilised in enterprise video management, media streaming, and surveillance.

According to IDC, the U.S. was expected to generate the most cloud traffic among other regions in 2024 and account for more than half of global public cloud spending.

Market Dynamics:

Driver:

Increasing adoption of cloud-based solutions

Cloud storage is preferred by both consumers and businesses due to its increased security features, flexibility, and remote accessibility. The need for effective cloud-based storage solutions is being fuelled by the increase of video material from the corporate, entertainment, and surveillance sectors. The value of cloud storage is further increased by cutting-edge technologies like edge computing and AI-powered video analytics. Additionally, cloud providers keep making investments to grow their infrastructure in order to accommodate demands for high-quality video streaming and storage. As businesses place a higher priority on digital transformation and data-driven decision-making, this trend guarantees continued market expansion.

Restraint:

Bandwidth & latency issues

Large bandwidth requirements for high-resolution video files cause sluggish uploads and downloads, particularly in areas with inadequate network infrastructure. Cloud storage is less practical for time-sensitive applications because to latency issues, which interfere with live streaming and real-time surveillance. Buffering and latency brought on by network congestion can lower operational efficiency and user experience. Delays in data processing provide difficulties for companies that depend on cloud-based video analytics. The entire potential of the cloud market is limited by these problems, which push businesses to look for hybrid or on-premise solutions.

Opportunity:

Rising smart cities & IoT adoption

Large volumes of video data are produced by the networked cameras and sensors that smart cities use to improve infrastructure monitoring, traffic control, and security. IoT-enabled gadgets guarantee scalability, accessibility, and remote monitoring by continually streaming and storing video on the cloud. Compared to conventional storage systems, cloud-based storage solutions provide cost effectiveness, AI-powered analytics, and enhanced security. Cloud video storage is being invested in by businesses and governments to facilitate regulatory compliance and smart city efforts. In the upcoming years, this tendency is anticipated to pick up speed, driving market expansion.

Threat:

Data compliance & regulatory challenges

Businesses have to abide by laws like the CCPA and GDPR, which raises expenses and administrative strains. Businesses are discouraged from implementing cloud solutions due to compliance risks created by changing policies and legal ambiguities. Data sovereignty laws restrict cross-border data transfers, restricting storage flexibility and scalability. Regulation non-compliance raises security issues that could result in penalties and harm to one's reputation. Due to these obstacles, companies are hesitant to engage in cloud video storage in the absence of clear regulatory guidelines, which slows industry growth.

Covid-19 Impact

The COVID-19 pandemic significantly boosted the cloud video storage market as remote work, online education, and virtual collaboration surged. Businesses, educational institutions, and entertainment platforms rapidly adopted cloud-based solutions to store and manage video content efficiently. The increased reliance on video conferencing, surveillance, and streaming services further drove demand. However, supply chain disruptions and budget constraints initially slowed market growth. Post-pandemic, hybrid work models and security concerns continue to fuel innovation and expansion in cloud video storage solutions.

The public cloud segment is expected to be the largest during the forecast period

The public cloud segment is expected to account for the largest market share during the forecast period by offering scalable and cost-effective storage solutions. Businesses gain from easy access to video data from any location and lower infrastructure expenditures. Adoption is further accelerated by improved security, AI-driven analytics, and compliance assistance. The need for cloud-based video storage is fuelled by the growth of streaming services, remote work, and video surveillance. Major cloud providers' ongoing developments guarantee increased dependability and performance.

The IT & telecom segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the IT & telecom segment is predicted to witness the highest growth rate, due to secured data storage solutions for video content management. Cloud adoption in this industry is accelerated by the growing need for monitoring, remote collaboration, and high-definition video conferencing solutions. Cloud-based

video storage is used by telecom firms to improve streaming services and content delivery networks (CDNs). Cloud video storage is further enhanced by the emergence of 5G technology, which makes low-latency streaming and quicker data transport possible. Additionally, the demand for cybersecurity, data compliance, and affordable storage options drives the expansion of the IT and telecom markets.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to increased adoption of cloud-based solutions across industries. Increased demand for video surveillance, the rise of over-the-top (OTT) platforms, and developments in AI-powered video analytics are the main drivers of market growth. Initiatives for digital transformation and rising internet penetration are driving strong adoption in nations like China, India, and Japan. The market is further bolstered by increased investments in cloud computing technologies, expanding 5G networks, and expanding data centre infrastructure.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to increased demand for video surveillance, media streaming, and content management solutions. The expansion of smart cities, rising security concerns, and advancements in AI-powered video analytics contribute to market growth. Key industries such as media, entertainment, retail, and healthcare are adopting cloud-based storage for scalability and remote access. Leading companies, including Amazon Web Services, Google Cloud, and Microsoft Azure, are enhancing their cloud storage capabilities, fostering innovation and competition in the region's expanding video storage landscape.

Key players in the market

Some of the key players profiled in the Cloud Video Storage Market include Amazon, Google, Apple, Samsung, Alibaba, Baidu, Xiaomi, Sonos, Harman Kardon, Bose, Lenovo, JBL, Microsoft, LG Electronics, Facebook (Meta), Sony, Panasonic and Tencent.

Key Developments:

In March 2025, AWS signed a two-year Strategic Collaboration Agreement with Kaltura,

a video experience cloud provider. This partnership aims to accelerate innovation and co-sell opportunities in AI-driven video solutions.

In October 2024, Amazon Web Services (AWS) entered into a strategic partnership with e&, a global technology group serving over 175 million subscribers across 34 countries. This collaboration involves a \$1 billion-plus agreement over six years to deliver cloud solutions supporting AI deployment and digital transformation in the Middle East.

In October 2023, AWS entered a multi-year Strategic Collaboration Agreement with Noventiq, a global digital transformation and cybersecurity solutions provider. This partnership focuses on supporting customers in migrating and modernizing IT workloads and data onto the cloud, leveraging AWS's innovative services.

Storage Types Covered:

Video Surveillance Storage

Media & Entertainment Storage

Online Video Streaming Storage

Deployment Models Covered:

Public Cloud

Private Cloud

Hybrid Cloud

Organization Sizes Covered:

Small & Medium Enterprises (SMEs)

Large Enterprises

Applications Covered:

Video Surveillance & Security

Broadcast & Media Storage

Corporate Video Storage

Government & Public Safety

Education & E-Learning

Other Applications

End Users Covered:

Media & Entertainment

Retail

BFSI (Banking, Financial Services, and Insurance)

Healthcare & Life Sciences

IT & Telecom

Manufacturing & Industrial

Transportation & Logistics

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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