

Asia Pacific Video Interviewing Software Market Forecast to 2030 - Regional Analysis - by Type (Web-Based and Mobile Apps), Enterprise Size (Small and Medium Enterprises and Large Enterprises), and Industry (BFSI, IT and Telecom, Healthcare, Manufacturing, and Others)

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Abstracts

The Asia Pacific video interviewing software market was valued at US\$ 57.03 million in 2022 and is expected to reach US\$ 243.88 million by 2030; it is estimated to record a CAGR of 19.9% from 2022 to 2030.

Use of Social Analytics for Data Screening and Increasing Demand from Emerging Economies Drive Asia Pacific Video Interviewing Software Market

The introduction of social networks and other digital profiles has exposed a much greater pool of candidates to recruiters. The time required to evaluate such a vast number of candidates compels organizations to adopt high-quality analytics systems for making better business choices. The rate of industrialization is stupendous in APAC countries. Along with large enterprises that are expanding their businesses in the region, SMEs with higher capital investments are increasingly adopting video interviewing software tools. Countries such as China, Japan, South Korea, India, Taiwan, and Singapore-which are home to numerous large enterprises and SMEs-are open to implementing advanced technologies.

Traditionally, enterprises in these countries use virtual private networks (VPN) to interact among teams or clients. With the evolution of video interviewing software tools, many of them are switching to advanced solutions. For example, Interviewer.AI is video

recruiting software that uses interpretable AI to screen and select candidates, bringing out the best talent for vacant job profiles. Smart online video interviewing software cuts unnecessary pre-interview time, giving employers more time to focus on what is pivotal to their businesses. This software is powered by modern AI recruitment technology, which assists in analyzing the key attributes and achievements of potential candidates, including psychological and technical aspects. Thus, implementation of social analytics tools and elevating adoption of video interviewing software in APAC countries are expected to create significant opportunities for companies in the video interviewing software market.

Asia Pacific Video Interviewing Software Market Overview

Asia Pacific is home to several SME industries, which capitalize heavily on advanced technologies, and this factor is favoring the video interviewing software market in the region. The continuously growing countries in this region include Japan, China, India, South Korea, Taiwan, Singapore, and Malaysia, among others. The cultures of remote offices, home offices, and coworking spaces are tremendously growing in the region, encouraging individuals to incorporate video interviewing software into their systems. In addition, several organizations are transitioning from large conference rooms to smaller hurdle rooms to utilize maximum office space for employee engagement. This transition facilitates them to employ a large workforce to ensure enhanced productivity. Moreover, the transition is influenced by the emergence and adoption of audiovisual (AV) technologies, enabling employees to interact virtually with individuals in disparate areas from small rooms.

Several countries in Asia Pacific are witnessing growth in corporate, healthcare, and education sectors. The proliferation rate of technologies is noteworthy in the sectors mentioned above, and the demand for video interviewing software continues to rise in every interview space. In addition, the development of the 5G network is accentuating rapidly, which is also foreseen to boost the video interviewing software market.

Asia Pacific Video Interviewing Software Market Revenue and Forecast to 2030 (US\$ Million)

Asia Pacific Video Interviewing Software Market Segmentation

The Asia Pacific video interviewing software market is segmented based on type, enterprise size, industry, and country. Based on type, the Asia Pacific video interviewing software market is bifurcated into web-based and mobile apps. The web-based

segment held a larger market share in 2022.

In terms of enterprise size, the Asia Pacific video interviewing software market is bifurcated into small and medium enterprises and large enterprises. The large enterprises segment held a larger market share in 2022.

By industry, the Asia Pacific video interviewing software market is segmented into BFSI, IT and telecom, healthcare, manufacturing, and others. The IT and telecom segment held the largest market share in 2022.

Based on country, the Asia Pacific video interviewing software market is segmented into China, Japan, India, Australia, South Korea, and the Rest of Asia Pacific. China dominated the Asia Pacific video interviewing software market share in 2022.

Zappyhire, Vervoe, Spark Hire, VidCruiter Inc., and Talview are some of the leading players operating in the Asia Pacific video interviewing software market.

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