

Europe 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 Europe video interviewing software market was valued at US\$ 65.54 million in 2022 and is expected to reach US\$ 238.99 million by 2030; it is estimated to record a CAGR of 17.6% from 2022 to 2030.

High Demand for Video Interviewing Software Due to COVID-19 Pandemic Drives Europe Video Interviewing Software Market

With the rapid increase in the COVID-19 cases, schools, states, and businesses worldwide took severe steps to restrict the spread of SARS-CoV-2 in 2020. Lockdowns enacted by governments compelled businesses to speed up the transition into the work-from-home model. Tech companies have been offering their software products at less cost for corporate players, along with striving to ensure that they meet the rising demands for their offerings. Two-way virtual interviews allow candidates and interviewers to go live wherever they are and talk to each other in real time. These interviews are effective in cases wherein physical interviews may not be possible. Many global giants such as Google, LinkedIn, and Amazon canceled on-site job interviews in 2020 and 2021 and interviewed almost all candidates using interviewing software solutions. Talent acquisition teams at Amazon have been completing the necessary paperwork related to the recruitment, along with conducting interviews and evaluations, using Amazon Chime, its meeting software. Google has informed applicants that

interviews will take place in Google Hangouts or via the BlueJeans video conferencing platform. LinkedIn has told interested job seekers that they have the option to conduct their interviews virtually through BlueJeans or postpone them until the conditions allow teams to meet in person. Thus, during the COVID-19 pandemic, companies across the world have adopted video interviewing software for the recruitment process, resulting in a high demand for the solution in 2020.

Various business and employment-focused social media platforms have launched new services that provide a smooth recruitment process during the COVID-19 pandemic. In April 2020, LinkedIn Corporation added a new video intro and interview assessment tool to improve digital recruitment. LinkedIn Corporation also added an automated interview feedback tool, which enables users to record themselves answering common interview questions. It then provides AI-generated feedback on candidate's answer delivery- including notes on pacing the candidate's use of "filler words". Thus, developments by business and employment-focused social media platforms propelled the adoption of video interview software during the pandemic.

Europe Video Interviewing Software Market Overview

Europe video interviewing software market is segmented into Germany, France, the UK, and Italy. Western Europe is known for its better living standards, with people displaying higher incomes. It is one of the richest regions on the European continent, with more per capita gross domestic product (GDP) than other regions.

Consumers and employees play a crucial role in evolving the IT & communications industry. Employees expect the same intuitive experience in office locations as at home. The expertise of communication provider companies has experienced different trends in the demand for video interviewing software and endpoints. The transition from conventional interviewing to online interviewing platforms and the introduction of technologically advanced video interviewing tools in the region are expected to boost the Europe market.

The UK is growing significantly owing to big investments, a rise in the hiring process in biotech companies, and an increasing trend of implementing new technologies. However, Germany is expected to maintain considerable potential for the growth of the video interviewing software market in the near future. The advancements in IT & healthcare and an increase in in-vitro cultivation initiatives entail a lot of hiring and lead to a high demand for video interviewing software.

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

Europe Video Interviewing Software Market Segmentation

The Europe video interviewing software market is segmented based on type, enterprise size, industry, and country. Based on type, the Europe 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 Europe 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 Europe 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 Europe video interviewing software market is segmented into Germany, the UK, France, Italy, Russia, and the Rest of Europe. Germany dominated the Europe video interviewing software market share in 2022.

Odoro Ltd., Willo Technologies Ltd., Tribepad, Interviewme Ltd, and Shine Interview Limited are some of the leading players operating in the Europe video interviewing software market.

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