

Middle East & Africa Video as a Service Market Forecast to 2030 - Regional Analysis - by Deployment Mode (Public Cloud, Private Cloud, and Hybrid Cloud) and Industry Vertical (IT & Telecom, Healthcare & Life Sciences, Retail & E-Commerce, BFSI, Education, Media & Entertainment, Government & Public Sector, and Others)

<https://marketpublishers.com/r/M89EAB550607EN.html>

Date: June 2024

Pages: 88

Price: US\$ 2,485.00 (Single User License)

ID: M89EAB550607EN

Abstracts

The Middle East & Africa video as a service market was valued at US\$ 341.02 million in 2022 and is expected to reach US\$ 1,152.04 million by 2030; it is estimated to record a CAGR of 16.4% from 2022 to 2030.

Growing Video Marketing and Selling Trends Bolster Middle East & Africa Video as a Service Market

The adoption of video as a service solution helps marketers and sellers attract customers across the world. According to a NogenTech, in May 2023, 91% of marketers use video content for advertising their products or services. The video marketing and selling techniques support marketers/sellers in creating awareness among their customers about the latest features, benefits, and quality of products. Marketers can also save these videos for future usage or delivery as per their customer's demand. Similarly, the technique also helps the audience to understand the product more clearly before making an investment, which increases the demand and adoption of video as a service among users. Video as a service offers the marketer or seller the benefit of using shared infrastructure provided by the VaaS company, which reduces the additional cost of infrastructure, service maintenance, and software updates. Players operating in the video as a service market invest in video conferencing-

related tools to strengthen their presence and attract customers in the Middle East & Africa market. These players adopt 5G technology to offer high-quality cloud-based video services, improve low to zero latency, and enhance communication between marketers/sellers and consumers. Additionally, the growing demand for video conferencing tools across sellers is anticipated to boost the Middle East & Africa video as a service market growth during the forecast period.

Middle East & Africa Video as a Service Market Overview

The video as a service market in the Middle East & Africa is segmented into South Africa, the UAE, Saudi Arabia, and the Rest of Middle East & Africa. The video as a service market is projected to grow at a significant rate during the forecast period due to the growing adoption of cloud technologies. Numerous tech giants are increasing their presence in the Middle East & Africa to attract customers. In August 2022, Amazon Web Services Inc opened two AWS facilities-AWS Middle East (Bahrain) and Middle East (UAE) (API name is me-central-1)-to attract potential customers in the Middle East. The company offers a wide range of products and services such as Amazon API Gateway, Amazon Elastic Compute Cloud (Amazon EC2), Amazon Virtual Private Cloud (Amazon VPC), AWS CloudFormation, AWS CloudTrail, and AWS Support API across multiple data centers. These cloud-based services support employees and superiors to properly manage their business activities by collaborating through video calls. Growing adoption of cloud-based services among consumers in Africa fuels the video as a service market growth in the region. According to Trade Finance Global, in June 2023, Africa experienced an increasing adoption of digital technologies, including cloud-based software adopted by around 1.3 billion population. Organizations in Africa are increasing their adoption of cloud-based services for managing their day-to-day activities such as video meetings, conferences, and conducting webinars, which bolsters the video as a service market in the region.

Middle East & Africa Video as a Service Market Revenue and Forecast to 2030 (US\$ Million)

Middle East & Africa Video as a Service Market Segmentation

The Middle East & Africa video as a service market is segmented based on deployment mode, industry vertical, and country. Based on deployment mode, the Middle East & Africa video as a service market is categorized into public cloud, private cloud, and hybrid cloud. The public cloud segment held the largest market share in 2022.

In terms of industry vertical, the Middle East & Africa video as a service market is categorized into IT & telecom, healthcare & life sciences, retail & e-commerce, BFSI, education, media & entertainment, government & public sector, and others. The IT & telecom segment held the largest market share in 2022.

Based on country, the Middle East & Africa video as a service market is segmented into South Africa, Saudi Arabia, the UAE, and Rest of Middle East & Africa. The UAE dominated the Middle East & Africa video as a service market share in 2022.

Cisco Systems Inc, Microsoft Corp, Amazon Web Services Inc, Avaya Holdings Corp, Google LLC, Adobe Inc, RingCentral Inc, Dekom AG, and BlueJeans are some of the leading companies operating in the Middle East & Africa video as a service market.

Contents

1. INTRODUCTION

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

4. MIDDLE EAST & AFRICA VIDEO AS A SERVICE MARKET LANDSCAPE

- 4.1 Overview
- 4.2 PEST Analysis
- 4.3 Ecosystem Analysis
 - 4.3.1 List of Vendors in Value Chain:

5. MIDDLE EAST & AFRICA VIDEO AS A SERVICE MARKET - KEY INDUSTRY DYNAMICS

- 5.1 Drivers
 - 5.1.1 Growing Demand for Video-Based Communications Among Consumers
 - 5.1.2 Increasing Adoption of Remote Working Model
 - 5.1.3 Rising Use of Video Conferencing Services in Healthcare Industry
- 5.2 Market Restraints
 - 5.2.1 Growing Data Privacy and Security Concerns
- 5.3 Market Opportunities
 - 5.3.1 Technological Advancements to Revolutionize Video as a Service Market
- 5.4 Future Trends
 - 5.4.1 Growing Video Marketing and Selling Trends
- 5.5 Impact of Drivers and Restraints:

6. VIDEO AS A SERVICE MARKET - MIDDLE EAST & AFRICA MARKET ANALYSIS

6.1 Video as a Service Market Revenue (US\$ Million), 2022 - 2030

6.2 Video as a Service Market Forecast and Analysis

7. MIDDLE EAST & AFRICA VIDEO AS A SERVICE MARKET ANALYSIS - DEPLOYMENT MODE

7.1 Public Cloud

7.1.1 Overview

7.1.2 Public Cloud Market Revenue and Forecasts to 2030 (US\$ Million)

7.2 Private Cloud

7.2.1 Overview

7.2.2 Private Cloud Market Revenue and Forecasts to 2030 (US\$ Million)

7.3 Hybrid Cloud

7.3.1 Overview

7.3.2 Hybrid Cloud Market Revenue and Forecasts to 2030 (US\$ Million)

8. MIDDLE EAST & AFRICA VIDEO AS A SERVICE MARKET ANALYSIS - INDUSTRY VERTICAL

8.1 IT & Telecom

8.1.1 Overview

8.1.2 IT & Telecom Market Revenue and Forecasts to 2030 (US\$ Million)

8.2 Healthcare & Life Sciences

8.2.1 Overview

8.2.2 Healthcare & Life Sciences Market Revenue and Forecasts to 2030 (US\$ Million)

8.3 Retail & E-Commerce

8.3.1 Overview

8.3.2 Retail & E-Commerce Market Revenue and Forecasts to 2030 (US\$ Million)

8.4 BFSI

8.4.1 Overview

8.4.2 BFSI Market Revenue and Forecasts to 2030 (US\$ Million)

8.5 Education

8.5.1 Overview

8.5.2 Education Market Revenue and Forecasts to 2030 (US\$ Million)

8.6 Media & Entertainment

8.6.1 Overview

- 8.6.2 Media & Entertainment Market Revenue and Forecasts to 2030 (US\$ Million)
- 8.7 Government & Public Sector
 - 8.7.1 Overview
 - 8.7.2 Government & Public Sector Market Revenue and Forecasts to 2030 (US\$ Million)
- 8.8 Others
 - 8.8.1 Overview
 - 8.8.2 Others Market Revenue and Forecasts to 2030 (US\$ Million)

9. MIDDLE EAST & AFRICA VIDEO AS A SERVICE MARKET - COUNTRY ANALYSIS

- 9.1 Middle East & Africa
 - 9.1.1 Middle East & Africa Video as a Service Market Overview
 - 9.1.2 Middle East & Africa Video as a Service Market Revenue and Forecasts and Analysis - By Countries
 - 9.1.2.1 South Africa Video as a Service Market Revenue and Forecasts to 2030 (US\$ Mn)
 - 9.1.2.1.1 South Africa Video as a Service Market Breakdown by Deployment Mode
 - 9.1.2.1.2 South Africa Video as a Service Market Breakdown by Industry Vertical
 - 9.1.2.2 Saudi Arabia Video as a Service Market Revenue and Forecasts to 2030 (US\$ Mn)
 - 9.1.2.2.1 Saudi Arabia Video as a Service Market Breakdown by Deployment Mode
 - 9.1.2.2.2 Saudi Arabia Video as a Service Market Breakdown by Industry Vertical
 - 9.1.2.3 UAE Video as a Service Market Revenue and Forecasts to 2030 (US\$ Mn)
 - 9.1.2.3.1 UAE Video as a Service Market Breakdown by Deployment Mode
 - 9.1.2.3.2 UAE Video as a Service Market Breakdown by Industry Vertical
 - 9.1.2.4 Rest of Middle East & Africa Video as a Service Market Revenue and Forecasts to 2030 (US\$ Mn)
 - 9.1.2.4.1 Rest of Middle East & Africa Video as a Service Market Breakdown by Deployment Mode
 - 9.1.2.4.2 Rest of Middle East & Africa Video as a Service Market Breakdown by Industry Vertical

10. COMPETITIVE LANDSCAPE

- 10.1 Heat Map Analysis By Key Players

11. INDUSTRY LANDSCAPE

- 11.1 Overview
- 11.2 Market Initiative
- 11.3 New Product Development

12. COMPANY PROFILE

- 12.1 Cisco Systems Inc
 - 12.1.1 Key Facts
 - 12.1.2 Business Description
 - 12.1.3 Products and Services
 - 12.1.4 Financial Overview
 - 12.1.5 SWOT Analysis
 - 12.1.6 Key Developments
- 12.2 Microsoft Corp
 - 12.2.1 Key Facts
 - 12.2.2 Business Description
 - 12.2.3 Products and Services
 - 12.2.4 Financial Overview
 - 12.2.5 SWOT Analysis
 - 12.2.6 Key Developments
- 12.3 Amazon Web Services Inc
 - 12.3.1 Key Facts
 - 12.3.2 Business Description
 - 12.3.3 Products and Services
 - 12.3.4 Financial Overview
 - 12.3.5 SWOT Analysis
 - 12.3.6 Key Developments
- 12.4 Avaya Holdings Corp
 - 12.4.1 Key Facts
 - 12.4.2 Business Description
 - 12.4.3 Products and Services
 - 12.4.4 Financial Overview
 - 12.4.5 SWOT Analysis
 - 12.4.6 Key Developments
- 12.5 Google LLC
 - 12.5.1 Key Facts
 - 12.5.2 Business Description
 - 12.5.3 Products and Services

- 12.5.4 Financial Overview
- 12.5.5 SWOT Analysis
- 12.5.6 Key Developments
- 12.6 Adobe Inc
 - 12.6.1 Key Facts
 - 12.6.2 Business Description
 - 12.6.3 Products and Services
 - 12.6.4 Financial Overview
 - 12.6.5 SWOT Analysis
 - 12.6.6 Key Developments
- 12.7 RingCentral Inc
 - 12.7.1 Key Facts
 - 12.7.2 Business Description
 - 12.7.3 Products and Services
 - 12.7.4 Financial Overview
 - 12.7.5 SWOT Analysis
 - 12.7.6 Key Developments
- 12.8 Dekom AG
 - 12.8.1 Key Facts
 - 12.8.2 Business Description
 - 12.8.3 Products and Services
 - 12.8.4 Financial Overview
 - 12.8.5 SWOT Analysis
 - 12.8.6 Key Developments
- 12.9 BlueJeans
 - 12.9.1 Key Facts
 - 12.9.2 Business Description
 - 12.9.3 Products and Services
 - 12.9.4 Financial Overview
 - 12.9.5 SWOT Analysis
 - 12.9.6 Key Developments

13. APPENDIX

- 13.1 Word Index

I would like to order

Product name: Middle East & Africa Video as a Service Market Forecast to 2030 - Regional Analysis - by Deployment Mode (Public Cloud, Private Cloud, and Hybrid Cloud) and Industry Vertical (IT & Telecom, Healthcare & Life Sciences, Retail & E-Commerce, BFSI, Education, Media & Entertainment, Government & Public Sector, and Others)

Product link: <https://marketpublishers.com/r/M89EAB550607EN.html>

Price: US\$ 2,485.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M89EAB550607EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970