

# **Middle East & Africa 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)**

<https://marketpublishers.com/r/M9CA68DA7041EN.html>

Date: April 2024

Pages: 68

Price: US\$ 3,550.00 (Single User License)

ID: M9CA68DA7041EN

## **Abstracts**

The Middle East & Africa video interviewing software market was valued at US\$ 12.12 million in 2022 and is expected to reach US\$ 36.96 million by 2030; it is estimated to record a CAGR of 15.0% from 2022 to 2030.

### **Changing Roles of Recruiters Drive Middle East & Africa Video Interviewing Software Market**

Position of recruiter is changing rapidly in the business world, with an extending list of responsibilities. The use of video interviewing software is making recruiting tasks less cumbersome. The available automation and assistive AI technologies in purpose-built systems enable them to spend less time on administrative and repetitive recruitment tasks. This allows them to invest more time in strategic activities such as brand building and candidate engagement, alongside ensuring increased productivity. Further, video interviewing enables interviewers to keep records in digital format, thereby boosting process transparency and accuracy. In on-demand interviews, talent acquisition (TA) teams would offer the same question set in the same way to all applicants for a particular position. With recent developments such as on-demand text and virtual recruiters assisted by AI, purpose-built solutions are integrated to provide efficient output such as analytics graph, which can easily analyze applications. Additionally, video interviewing apps and software that can be installed on mobile devices are also

gathering significant traction. Most organizations use an Applicant Tracking System (ATS) to store and record information about each candidate. They choose a video interview tool that can be integrated with their ATS. It allows them to record each video interview on the candidate's profile, which can further be reviewed by other members of the group. This will help companies eliminate the step of recording and uploading interview video to the systems that are in use to track candidates. Harver is a complete candidate screening platform with a video interview module that allows companies to easily implement asynchronous virtual interviews into their candidate screening process. Recorded video interviews can be combined with other Harver assessments, allowing the organization to evaluate every candidate aspect, from cognitive ability to cultural adaptability.

### Middle East & Africa Video Interviewing Software Market Overview

The Middle East & Africa video interviewing software market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of MEA. The video interviewing software is highly preferred in these regions.

The video interviewing software market is continuously evolving across the region due to the availability of 5G and the growing concept of digitization. Saudi Arabia and the UAE are the major countries inclined to bring digitalization within their territory. In the current scenario and complex world of communications technology, the need to provide advanced technological solutions is gaining high momentum. Earlier, the video interviewing software was bandwidth-intensive, and its deployment was difficult in varied areas of EMEA, where Internet architecture is still inefficient. However, the internet infrastructure is improving with constant and significant investments by telco & communication providers and government bodies in developing economies. With the pace of time, the region has started to recognize the advantages of web-based communications, which would positively impact the adoption of more video interviewing software.

### Middle East & Africa Video Interviewing Software Market Revenue and Forecast to 2030 (US\$ Million)

### Middle East & Africa Video Interviewing Software Market Segmentation

The Middle East & Africa video interviewing software market is segmented based on type, enterprise size, industry, and country. Based on type, the Middle East & Africa 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 Middle East & Africa 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 Middle East & Africa 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 Middle East & Africa video interviewing software market is segmented into Saudi Arabia, South Africa, the UAE, and the Rest of Middle East & Africa. The UAE dominated the Middle East & Africa video interviewing software market share in 2022.

XOPA AI, Modern Hire, VanillaHR, Employ Inc. (Jobvite), and Breezy HR are some of the leading players operating in the Middle East & Africa video interviewing software market.

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