

# **North America 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 North America video interviewing software market was valued at US\$ 107.40 million in 2022 and is expected to reach US\$ 351.78 million by 2030; it is estimated to grow at a CAGR of 16.0% from 2022 to 2030.

Growing Preference for Video Interviews in Recruitment Process fuel the North America Video Interviewing Software Market

Recruiting the best talent is becoming tougher with the growing competitive streak among candidates. Companies focus on building and maintaining their brand image by hiring candidates with good professional skills, and video interviewing helps them to achieve this target. Companies need to analyze their recruiting strategies and update procedures to make recruitment effective. Video interviews make the whole recruiting process simple, smooth, comfortable, and flexible for recruiters and applicants. Many organizations are using video interviewing tools for the initial screening of candidates to save time and money, and the preference for this process has increased during the COVID-19 pandemic amid subsequent travel restrictions. In the recruiting process, many organizations are introducing video interviewing programs to evaluate applicants based on their CV (knowledge and experience) and abilities. This approach decreases the overall time spent on each candidate, thereby allowing employers to review more applicants during the same time window and decreasing the expense of the recruitment process. Furthermore, to make better recruiting decisions, strengthening teamwork within the recruiting department is also important. Video interview software help staff

members share their thoughts throughout the process; they could access, rate, and comment on video recordings, at their leisure and then compare candidates. This makes the decision-making process transparent, collaborative, easier, and smoother, further reducing individual accountability.

While video interviewing is not meant to replace interviews conducted in person, it can be a good tool to use when office visits are not possible. Video interviewing software simplifies the process of scheduling interviews by eliminating excess screening stages. Virtual interviews aid in supplementing quantitative data obtained from other assessments. Video interviews can significantly reduce recruitment costs as they save efforts taken on manual screening. According to RecRight, companies are 2.7 times more likely to improve their cost-per-hire using video interviewing software. Thus, the monetary and operational benefits of video interviewing tools drive the video interviewing software market growth.

#### North America Video Interviewing Software Market Overview

The US, Canada, and Mexico contribute greatly to the North America video interviewing software market. Technological developments in North America have led to highly competitive markets. The region is home to several technological giants that invest heavily in developing robust technologies. A large number of successful video interviewing software providers and emerging video interviews are key drivers of the video interviewing software market in the region.

#### North America Video Interviewing Software Market Revenue and Forecast to 2030 (US\$ Million)

#### North America Video Interviewing Software Market Segmentation

The North America video interviewing software market is segmented based on type, enterprise size, industry, and country. Based on type, the North America video interviewing software market is bifurcated into web-based and mobile apps. The web-based segment held a larger market share in 2022.

Based on enterprise size, the North America 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.

Based on industry, the North America 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 North America video interviewing software market is segmented into the US, Canada, and Mexico. The US dominated the North America video interviewing software market share in 2022.

Employ Inc., Spark Hire, VidCruiter, InterviewME (pty) Ltd., ClearCompany, HireVue, and Interviewstream are some of the leading players operating in the North America video interviewing software 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. NORTH AMERICA VIDEO INTERVIEWING SOFTWARE MARKET LANDSCAPE**

- 4.1 Overview
- 4.2 Ecosystem Analysis
- 4.3 Premium Insights
  - 4.3.1 Positioning Map

### **5. NORTH AMERICA VIDEO INTERVIEWING SOFTWARE MARKET - KEY INDUSTRY DYNAMICS**

- 5.1 North America Video Interviewing Software Market - Key Industry Dynamics
- 5.2 Market Drivers
  - 5.2.1 Growing Preference for Video Interviews in Recruitment Process
  - 5.2.2 High Demand for Video Interviewing Software Due to COVID-19 Pandemic
  - 5.2.3 Rising Number of Job Applicants Raising Demand for Time-Efficient Selection Systems
- 5.3 Market Restraints
  - 5.3.1 Issues with Internet Connectivity and Potential Frauds
  - 5.3.2 Availability of Open-Source Video Interviewing Solutions
- 5.4 Market Opportunities
  - 5.4.1 Introduction of Big Data

## 5.5 Future Trends

### 5.5.1 Changing Roles of Recruiters

### 5.5.2 Adoption of Cloud-Based Video Interviewing Solutions

## 5.6 Impact of Drivers and Restraints:

## **6. VIDEO INTERVIEWING SOFTWARE MARKET - NORTH AMERICA MARKET ANALYSIS**

### 6.1 Video Interviewing Software Market Revenue (US\$ Million), 2022 - 2030

### 6.2 Video Interviewing Software Market Forecast and Analysis

## **7. NORTH AMERICA VIDEO INTERVIEWING SOFTWARE MARKET ANALYSIS - TYPE**

### 7.1 Web-Based

#### 7.1.1 Overview

#### 7.1.2 Web-Based Market, Revenue and Forecast to 2030 (US\$ Million)

### 7.2 Mobile Apps

#### 7.2.1 Overview

#### 7.2.2 Mobile Apps Market, Revenue and Forecast to 2030 (US\$ Million)

## **8. NORTH AMERICA VIDEO INTERVIEWING SOFTWARE MARKET ANALYSIS - ENTERPRISE SIZE**

### 8.1 Small and Medium Enterprises

#### 8.1.1 Overview

#### 8.1.2 Small and Medium Enterprises Market, Revenue and Forecast to 2030 (US\$ Million)

### 8.2 Large Enterprises

#### 8.2.1 Overview

#### 8.2.2 Large Enterprises Market, Revenue and Forecast to 2030 (US\$ Million)

## **9. NORTH AMERICA VIDEO INTERVIEWING SOFTWARE MARKET ANALYSIS - INDUSTRY**

### 9.1 BFSI

#### 9.1.1 Overview

#### 9.1.2 BFSI Market Revenue, and Forecast to 2030 (US\$ Million)

### 9.2 IT and Telecom

- 9.2.1 Overview
- 9.2.2 IT and Telecom Market Revenue, and Forecast to 2030 (US\$ Million)
- 9.3 Healthcare
  - 9.3.1 Overview
  - 9.3.2 Healthcare Market Revenue, and Forecast to 2030 (US\$ Million)
- 9.4 Manufacturing
  - 9.4.1 Overview
  - 9.4.2 Manufacturing Market Revenue, and Forecast to 2030 (US\$ Million)
- 9.5 Others
  - 9.5.1 Overview
  - 9.5.2 Others Market Revenue, and Forecast to 2030 (US\$ Million)

## **10. NORTH AMERICA VIDEO INTERVIEWING SOFTWARE MARKET - COUNTRY ANALYSIS**

- 10.1 North America
  - 10.1.1 North America Video Interviewing Software Market Overview
  - 10.1.2 North America Video Interviewing Software Market Revenue and Forecasts and Analysis - By Country
    - 10.1.2.1 North America Video Interviewing Software Market Revenue and Forecasts and Analysis - By Country
    - 10.1.2.2 US Video Interviewing Software Market Revenue and Forecasts to 2030 (US\$ Mn)
      - 10.1.2.2.1 US Video Interviewing Software Market Breakdown by Type
      - 10.1.2.2.2 US Video Interviewing Software Market Breakdown by Enterprise Size
      - 10.1.2.2.3 US Video Interviewing Software Market Breakdown by Industry
    - 10.1.2.3 Canada Video Interviewing Software Market Revenue and Forecasts to 2030 (US\$ Mn)
      - 10.1.2.3.1 Canada Video Interviewing Software Market Breakdown by Type
      - 10.1.2.3.2 Canada Video Interviewing Software Market Breakdown by Enterprise Size
      - 10.1.2.3.3 Canada Video Interviewing Software Market Breakdown by Industry
    - 10.1.2.4 Mexico Video Interviewing Software Market Revenue and Forecasts to 2030 (US\$ Mn)
      - 10.1.2.4.1 Mexico Video Interviewing Software Market Breakdown by Type
      - 10.1.2.4.2 Mexico Video Interviewing Software Market Breakdown by Enterprise Size
      - 10.1.2.4.3 Mexico Video Interviewing Software Market Breakdown by Industry

## **11. COMPETITIVE LANDSCAPE**

- 11.1 Heat Map Analysis by Key Players
- 11.2 Company Positioning & Concentration

## **12. INDUSTRY LANDSCAPE**

- 12.1 Overview
- 12.2 Market Initiative
- 12.3 New Product Development
- 12.4 Merger and Acquisition

## **13. COMPANY PROFILES**

- 13.1 Employ Inc.
  - 13.1.1 Key Facts
  - 13.1.2 Business Description
  - 13.1.3 Products and Services
  - 13.1.4 Financial Overview
  - 13.1.5 SWOT Analysis
  - 13.1.6 Key Developments
- 13.2 Spark Hire
  - 13.2.1 Key Facts
  - 13.2.2 Business Description
  - 13.2.3 Products and Services
  - 13.2.4 Financial Overview
  - 13.2.5 SWOT Analysis
  - 13.2.6 Key Developments
- 13.3 VidCruiter Inc.
  - 13.3.1 Key Facts
  - 13.3.2 Business Description
  - 13.3.3 Products and Services
  - 13.3.4 Financial Overview
  - 13.3.5 SWOT Analysis
  - 13.3.6 Key Developments
- 13.4 ClearCompany
  - 13.4.1 Key Facts
  - 13.4.2 Business Description
  - 13.4.3 Products and Services

- 13.4.4 Financial Overview
- 13.4.5 SWOT Analysis
- 13.4.6 Key Developments
- 13.5 HireVue, Inc.
  - 13.5.1 Key Facts
  - 13.5.2 Business Description
  - 13.5.3 Products and Services
  - 13.5.4 Financial Overview
  - 13.5.5 SWOT Analysis
  - 13.5.6 Key Developments
- 13.6 interviewstream
  - 13.6.1 Key Facts
  - 13.6.2 Business Description
  - 13.6.3 Products and Services
  - 13.6.4 Financial Overview
  - 13.6.5 SWOT Analysis
  - 13.6.6 Key Developments
- 13.7 INTERVIEWME Ltd
  - 13.7.1 Key Facts
  - 13.7.2 Business Description
  - 13.7.3 Products and Services
  - 13.7.4 Financial Overview
  - 13.7.5 SWOT Analysis
  - 13.7.6 Key Developments

## **14. APPENDIX**

- 14.1 About The Insight Partners
- 14.2 Word Index

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