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South & Central 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 & Telecom, Healthcare, Manufacturing, and Others)

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Abstracts

The South & Central America video interviewing software market was valued at US$ 7.97 million in 2022 and is expected to reach US$ 20.26 million by 2030; it is estimated to register a CAGR of 12.4% from 2022 to 2030.

Introduction of Big Data Fuels South & Central America Video Interviewing Software Market

Big Data refers to data collected from huge groups. The Internet has made it easy for recruiters to collect huge volumes of information about employees from social networking sites, search engines, marketers, and other sources. Information gathered from big data can be used to create employee wellness programs, improve their healthcare policies, and enhance internal promotion programs. According to the American Statistical Association (ASA), 53% of HR departments use big data analytics to make strategic decisions about recruitment and selection processes and talent and performance management. Big Data offers combined information that rules out implicit and explicit bias and unfairness from employment judgments, thereby helping employers make better decisions regarding recruitment, appraisal, and performance evaluations. Big Data, when paired with existing solutions such as CRM databases and job application portals, can strengthen the ability to recognize cross-border talent. Thus, the integration of Big Data analytics would bring opportunities for the video interviewing

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software market as it can be one of the significant techniques to improve employers' decision-making.

South & Central America Video Interviewing Software Market Overview

South & Central America video interviewing software market is segmented into Brazil, Chile, Argentina, Peru, and Colombia. These countries have been experiencing decent growth in industrialization in recent years, with the expansion of footprints by multinational companies within their territories. Corporate, manufacturing and IT have been the major industries contributing to the market growth in South & Central America. Several companies in the region, from the private and public sectors, are shifting toward digital transformation and adopting advanced technologies to enhance their operations and stay competitive in the global economic market. The growing number of large enterprises and SME manufacturing facilities is also driving the video interviewing software market in South & Central America.

South & Central America Video Interviewing Software Market Revenue and Forecast to 2030 (US$ Million)

South & Central America Video Interviewing Software Market Segmentation

The South & Central America video interviewing software market is segmented based on type, enterprise size, industry, and country. Based on type, the South & Central America 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 South & Central 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.

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

Based on country, the South & Central America video interviewing software market is segmented into Brazil, Argentina, and the Rest of South & Central America. Brazil dominated the South & Central America video interviewing software market share in 2022.

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Mercer LLC, Interviewer.AI, Aon plc., Avature, and Zoho are some of the leading players operating in the South & Central America video interviewing software market.

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