

Global Stock Video Market Report and Forecast 2024-2032

Market Report | 2023-10-30 | 122 pages | EMR Inc.

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Report description:

Global Stock Video Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global stock video market attained a value of USD 5.132 billion in 2023. The market is estimated to grow at a CAGR of 5.95% during 2024-2032 to reach a value of USD 8.601 billion by 2032. Aided by the rapid expansion of the digital advertising sector and growth of the e-learning industry, the market is expected to grow significantly by 2032.

Stock videos pertain to clips or snippets of footage that have not been filmed for a specific project but are available for use in various capacities. They are often used by filmmakers, advertisers, or content creators to bolster their visual narratives without the need to film new content. These clips save on production costs and time, making them an asset in today's fast-paced digital landscape.

The surge in digital content, especially on platforms like YouTube, Instagram, and Facebook, has contributed increasingly to the growing stock video market size. The visual appeal is a primary driver for user engagement, leading to a heightened demand for high-quality, versatile stock videos that can increase the popularity of a wide range of content genres.

Moreover, the rapid expansion of the digital advertising sector is fuelling the stock video market growth. Brands are increasingly leaning towards dynamic visual narratives to convey their messages and attract their target audience. Stock videos offer a cost-effective solution, providing high-quality clips that suit the brand's description without incurring the expenses and logistics of a full-fledged shoot.

A thorough stock video market analysis also highlights the burgeoning e-learning industry as a key contributor. With the rise in online courses and digital educational platforms, educators and institutions are on the lookout for relevant video content that can enhance their teaching modules. Stock videos offer a quick solution, providing visual aids that can illustrate the educational content effectively.

Further, filmmakers and content creators, especially those operating with constrained budgets, have been driving the stock video market demand. Instead of investing heavily in shoots, many are turning to stock footage libraries to find clips that align with their narratives. This not only saves on production costs but also significantly reduces the turnaround time for projects, allowing for quicker releases. As visual content continues to grow in the digital age, the role of stock videos as a cost-effective, high-quality

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solution for diverse needs is also expected to rise significantly.

Market Segmentation

The market can be divided based on source, license model, end use, and region.

Market Breakup by Source

- Macro-Stock

- Micro-Stock

Market Breakup by License Model

- Rights Managed (RM)

- Royalty-Free (RF)

Market Breakup by End Use

- Editorial

- Commercial

Market Breakup by Region

- North America

- Europe

- Asia Pacific

- Latin America

- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global stock video market. Some of the major players explored in the report by Expert Market Research are as follows:

- Adobe Inc.

- Getty Images

- Pond5 Inc.

- Shutterstock, Inc.

- Others

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