

Image Recognition Market Report by Component (Hardware, Software, Services), Technology (Object Detection, QR/Barcode Recognition, Facial Recognition, Pattern Recognition, Optical Character Recognition, and Others), Application (Scanning and Imaging, Security and Surveillance, Image Searching, Augmented Reality, Marketing and Advertising, and Others), Deployment Type (On-premises, Cloud-based), End Use Industry (BFSI, Media and Entertainment, IT and Telecom, Government, Healthcare, Transportation and Logistics, and Others), and Region 2023-2028

Market Report | 2023-11-02 | 147 pages | IMARC Group

AVAILABLE LICENSES:

- Electronic (PDF) Single User \$3999.00
- Five User Licence \$4999.00
- Enterprisewide License \$5999.00

Report description:

The global image recognition market size reached US\$ 35.2 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 89.3 Billion by 2028, exhibiting a growth rate (CAGR) of 16.8% during 2022-2028.

Image recognition refers to a technological solution used for identifying objects, people, places and actions in images. It utilizes machine vision technologies with predefined algorithms and artificial intelligence (AI) to interpret a matrix of numerical values in a digital image. The algorithm maps out a pattern or relationship in subsequent images to improve the accuracy of the results. Some of the commonly used algorithms include Principal Component Analysis (PCA), Scale-invariant Feature Transform (SIFT) and Speeded Up Robust Features (SURF). These technologies are also used for performing machine-based visual tasks, such as labeling contents of images with meta-tags, performing image content search and guiding self-driving cars, autonomous robots and accident avoidance systems.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Image Recognition Market Trends:

Rapid digitization across industries, along with the widespread adoption of AI-based systems, are among the key factors driving the growth of the market. Furthermore, the increasing utilization of image recognition technologies for digital marketing applications is providing a thrust to the market growth. E-commerce service providers integrate their application's programming interface with the image recognition tools to assist with the monitoring of return on investment (RoI) and enhancing brand productivity. Additionally, various technological advancements, such as the improvements in AI, big data and machine learning (ML) systems, are acting as other growth-inducing factors. This enables law enforcement agencies to run visual analytics for biometric scanning machines, pedestrian recognition and vehicle tracking. Other factors, including significant improvements in the information technology (IT) infrastructure, along with extensive research and development (R&D) activities, are anticipated to drive the market further.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global image recognition market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on component, technology, application, deployment type and end use industry.

Breakup by Component:

- Hardware
- Software
- Services

Breakup by Technology:

- Object Detection
- QR/Barcode Recognition
- Facial Recognition
- Pattern Recognition
- Optical Character Recognition
- Others

Breakup by Application:

- Scanning and Imaging
- Security and Surveillance
- Image Searching
- Augmented Reality
- Marketing and Advertising
- Others

Breakup by Deployment Type:

- On-premises
- Cloud-based

Breakup by End Use Industry:

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

BFSI
Media and Entertainment
IT and Telecom
Government
Healthcare
Transportation and Logistics
Others

Breakup by Region:

North America
United States
Canada
Asia Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Amazon Web Services Inc. (Amazon.com Inc.), Attrasoftware Inc., Google LLC (Alphabet Inc.), Hitachi Ltd., Honeywell International Inc., International Business Machines Corporation, Microsoft Corporation, NEC Corporation, Qualcomm Technologies Inc. (Qualcomm Incorporated), Slyce Inc. and Wikitude GmbH.

Key Questions Answered in This Report

1. How big is the global image recognition market?
2. What is the expected growth rate of the global image recognition market during 2023-2028?
3. What are the key factors driving the global image recognition market?
4. What has been the impact of COVID-19 on the global image recognition market?

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

5. What is the breakup of the global image recognition market based on the component?
6. What is the breakup of the global image recognition market based on the technology?
7. What is the breakup of the global image recognition market based on the application?
8. What is the breakup of the global image recognition market based on the deployment type?
9. What is the breakup of the global image recognition market based on the end use industry?
10. What are the key regions in the global image recognition market?
11. Who are the key players/companies in the global image recognition market?

Table of Contents:

- 1 Preface
- 2 Scope and Methodology
 - 2.1 Objectives of the Study
 - 2.2 Stakeholders
 - 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
 - 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
 - 2.5 Forecasting Methodology
- 3 Executive Summary
- 4 Introduction
 - 4.1 Overview
 - 4.2 Key Industry Trends
- 5 Global Image Recognition Market
 - 5.1 Market Overview
 - 5.2 Market Performance
 - 5.3 Impact of COVID-19
 - 5.4 Market Forecast
- 6 Market Breakup by Component
 - 6.1 Hardware
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
 - 6.2 Software
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
 - 6.3 Services
 - 6.3.1 Market Trends
 - 6.3.2 Market Forecast
- 7 Market Breakup by Technology
 - 7.1 Object Detection
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
 - 7.2 QR/Barcode Recognition
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
 - 7.3 Facial Recognition

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 7.3.1 Market Trends
- 7.3.2 Market Forecast
- 7.4Pattern Recognition
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast
- 7.5Optical Character Recognition
 - 7.5.1 Market Trends
 - 7.5.2 Market Forecast
- 7.6Others
 - 7.6.1 Market Trends
 - 7.6.2 Market Forecast
- 8 Market Breakup by Application
 - 8.1Scanning and Imaging
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
 - 8.2Security and Surveillance
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
 - 8.3Image Searching
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast
 - 8.4Augmented Reality
 - 8.4.1 Market Trends
 - 8.4.2 Market Forecast
 - 8.5Marketing and Advertising
 - 8.5.1 Market Trends
 - 8.5.2 Market Forecast
 - 8.6Others
 - 8.6.1 Market Trends
 - 8.6.2 Market Forecast
- 9 Market Breakup by Deployment Type
 - 9.1On-premises
 - 9.1.1 Market Trends
 - 9.1.2 Market Forecast
 - 9.2Cloud-based
 - 9.2.1 Market Trends
 - 9.2.2 Market Forecast
- 10 Market Breakup by End Use Industry
 - 10.1BFSI
 - 10.1.1 Market Trends
 - 10.1.2 Market Forecast
 - 10.2Media and Entertainment
 - 10.2.1 Market Trends
 - 10.2.2 Market Forecast
 - 10.3IT and Telecom
 - 10.3.1 Market Trends
 - 10.3.2 Market Forecast

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 10.4Government
 - 10.4.1 Market Trends
 - 10.4.2 Market Forecast
- 10.5Healthcare
 - 10.5.1 Market Trends
 - 10.5.2 Market Forecast
- 10.6Transportation and Logistics
 - 10.6.1 Market Trends
 - 10.6.2 Market Forecast
- 10.7Others
 - 10.7.1 Market Trends
 - 10.7.2 Market Forecast
- 11 Market Breakup by Region
 - 11.1North America
 - 11.1.1 United States
 - 11.1.1.1 Market Trends
 - 11.1.1.2 Market Forecast
 - 11.1.2 Canada
 - 11.1.2.1 Market Trends
 - 11.1.2.2 Market Forecast
 - 11.2Asia Pacific
 - 11.2.1 China
 - 11.2.1.1 Market Trends
 - 11.2.1.2 Market Forecast
 - 11.2.2 Japan
 - 11.2.2.1 Market Trends
 - 11.2.2.2 Market Forecast
 - 11.2.3 India
 - 11.2.3.1 Market Trends
 - 11.2.3.2 Market Forecast
 - 11.2.4 South Korea
 - 11.2.4.1 Market Trends
 - 11.2.4.2 Market Forecast
 - 11.2.5 Australia
 - 11.2.5.1 Market Trends
 - 11.2.5.2 Market Forecast
 - 11.2.6 Indonesia
 - 11.2.6.1 Market Trends
 - 11.2.6.2 Market Forecast
 - 11.2.7 Others
 - 11.2.7.1 Market Trends
 - 11.2.7.2 Market Forecast
 - 11.3Europe
 - 11.3.1 Germany
 - 11.3.1.1 Market Trends
 - 11.3.1.2 Market Forecast
 - 11.3.2 France

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 11.3.2.1 Market Trends
- 11.3.2.2 Market Forecast
- 11.3.3 United Kingdom
 - 11.3.3.1 Market Trends
 - 11.3.3.2 Market Forecast
- 11.3.4 Italy
 - 11.3.4.1 Market Trends
 - 11.3.4.2 Market Forecast
- 11.3.5 Spain
 - 11.3.5.1 Market Trends
 - 11.3.5.2 Market Forecast
- 11.3.6 Russia
 - 11.3.6.1 Market Trends
 - 11.3.6.2 Market Forecast
- 11.3.7 Others
 - 11.3.7.1 Market Trends
 - 11.3.7.2 Market Forecast
- 11.4 Latin America
 - 11.4.1 Brazil
 - 11.4.1.1 Market Trends
 - 11.4.1.2 Market Forecast
 - 11.4.2 Mexico
 - 11.4.2.1 Market Trends
 - 11.4.2.2 Market Forecast
 - 11.4.3 Others
 - 11.4.3.1 Market Trends
 - 11.4.3.2 Market Forecast
- 11.5 Middle East and Africa
 - 11.5.1 Market Trends
 - 11.5.2 Market Breakup by Country
 - 11.5.3 Market Forecast
- 12 SWOT Analysis
 - 12.1 Overview
 - 12.2 Strengths
 - 12.3 Weaknesses
 - 12.4 Opportunities
 - 12.5 Threats
- 13 Value Chain Analysis
- 14 Porters Five Forces Analysis
 - 14.1 Overview
 - 14.2 Bargaining Power of Buyers
 - 14.3 Bargaining Power of Suppliers
 - 14.4 Degree of Competition
 - 14.5 Threat of New Entrants
 - 14.6 Threat of Substitutes
- 15 Price Analysis
- 16 Competitive Landscape

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 16.1Market Structure
- 16.2Key Players
- 16.3Profiles of Key Players
 - 16.3.1Amazon Web Services Inc. (Amazon.com Inc.)
 - 16.3.1.1 Company Overview
 - 16.3.1.2 Product Portfolio
 - 16.3.1.3 SWOT Analysis
 - 16.3.2Attrasoft Inc.
 - 16.3.2.1 Company Overview
 - 16.3.2.2 Product Portfolio
 - 16.3.3Google LLC (Alphabet Inc.)
 - 16.3.3.1 Company Overview
 - 16.3.3.2 Product Portfolio
 - 16.3.3.3 SWOT Analysis
 - 16.3.4Hitachi Ltd.
 - 16.3.4.1 Company Overview
 - 16.3.4.2 Product Portfolio
 - 16.3.4.3 Financials
 - 16.3.4.4 SWOT Analysis
 - 16.3.5Honeywell International Inc.
 - 16.3.5.1 Company Overview
 - 16.3.5.2 Product Portfolio
 - 16.3.5.3 Financials
 - 16.3.5.4 SWOT Analysis
 - 16.3.6International Business Machines Corporation
 - 16.3.6.1 Company Overview
 - 16.3.6.2 Product Portfolio
 - 16.3.6.3 Financials
 - 16.3.6.4 SWOT Analysis
 - 16.3.7Microsoft Corporation
 - 16.3.7.1 Company Overview
 - 16.3.7.2 Product Portfolio
 - 16.3.7.3 Financials
 - 16.3.7.4 SWOT Analysis
 - 16.3.8NEC Corporation
 - 16.3.8.1 Company Overview
 - 16.3.8.2 Product Portfolio
 - 16.3.8.3 Financials
 - 16.3.8.4 SWOT Analysis
 - 16.3.9Qualcomm Technologies Inc. (Qualcomm Incorporated)
 - 16.3.9.1 Company Overview
 - 16.3.9.2 Product Portfolio
 - 16.3.10Slyce Inc.
 - 16.3.10.1 Company Overview
 - 16.3.10.2 Product Portfolio
 - 16.3.11Wikitude GmbH
 - 16.3.11.1 Company Overview

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

16.3.11.2 Product Portfolio
16.3.11.3 Financials

Image Recognition Market Report by Component (Hardware, Software, Services), Technology (Object Detection, QR/Barcode Recognition, Facial Recognition, Pattern Recognition, Optical Character Recognition, and Others), Application (Scanning and Imaging, Security and Surveillance, Image Searching, Augmented Reality, Marketing and Advertising, and Others), Deployment Type (On-premises, Cloud-based), End Use Industry (BFSI, Media and Entertainment, IT and Telecom, Government, Healthcare, Transportation and Logistics, and Others), and Region 2023-2028

Market Report | 2023-11-02 | 147 pages | IMARC Group

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Electronic (PDF) Single User	\$3999.00
	Five User Licence	\$4999.00
	Enterprisewide License	\$5999.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*

Phone*

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-09"/>
		Signature	<input type="text"/>