

## **Enterprise Video - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The Enterprise Video Market is expected to register a CAGR of 3.78% during the forecast period.

#### Key Highlights

- Organizations are using video solutions to improve collaboration between internal and external stakeholders, maximize customer engagement, and enrich career development. Enterprise video has also emerged as a critical element of a company's content marketing strategy for internal and external operations.
- Streaming media players have reported whopping growth in content volumes and a steep increase in active users over the last five years. Enterprise video conferencing remains the most popular and impactful segment in this market. It allows enterprises to consistently, efficiently, and quickly broadcast, enable messaging, provide training to employees and contractors, and facilitate collaboration.
- The increased utilization of video platforms for enterprise applications furthered the development of complementary security solutions. Organizations lack the assurance that sensitive data and conversations won't be exposed during virtual meetings. This fear grew during the COVID-19 pandemic as companies were forced to adapt and employ better means of communication.
- In January 2022, StrikeForce Technologies announced an alternative approach to video conferencing security built for modern organizations and government agencies, and the COVID-19 pandemic influenced sensitive collaboration needs. The newly proposed strategy applies a novel methodology for protection based on four levels of sensitivity based on tiers of proprietary information or levels of necessary privacy. The plan recommends individual actions for the respective conference priority level.
- The growth of enterprise video services led to the innovation of various audio, video, file sharing, and collaborative solutions, which different providers majorly offer. This innovation led to firms using multiple conferencing providers at a time. This burgeoning trend has led to confusion and some disorder but has allowed the smaller players in the industry to compete.

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## Enterprise Video Market Trends

### Healthcare to Hold a Significant Market Share during the Forecast Period

- Video solutions like conferencing have enabled easy medical support. These solutions are available on-premise and cloud-based and hence are cost-effective, making them reasonable for healthcare organizations and patients. The primary factor fueling the market's growth is the rising shift and increasing healthcare IT spending toward telemedicine services. This is further supported by increased efforts by national governments to improve their healthcare infrastructures. However, slow internet connections and financial challenges restrain the market's growth. Furthermore, complexities involved in the operation of these video conferencing equipment, low technology awareness, and acceptance among the people are other factors contributing to the challenges of the market.
- Due to the COVID-19 pandemic, several countries worldwide implemented preventive measures. With schools being closed and communities being asked to stay at home, multiple organizations were forced to find a way to enable employees to work from home. The COVID-19 pandemic changed the organizational perspective about remote work and learning and the critical role video conferencing plays in allowing remote collaboration.
- Though the COVID-19 pandemic continues to hamper economic activities worldwide, the overall regional investments have grown since the market studied has been directly aligned with critical operations platforms, allowing teams to communicate remotely throughout the period.
- In 2020, the new domain registration on these video communication platforms, including Zoom, rapidly increased. According to Checkpoint Security, since January 2020, more than 1700 new domains have been registered, and 25% were recorded in the first week of March 2020. As per updated findings from the 2021 State of Remote Work Report by Buffer, nearly 94% of surveyed individuals who started working remotely due to the pandemic opted to work remotely for the rest of their career, compared to 99% of individuals opting for it if they used to work remotely even before the pandemic.
- Alongside the changes in managerial style, the pandemic also stimulated changes in the use of the software. The embracing of Zoom and other videos conferencing software goes beyond video communication tools. Managers began to digitize further to accommodate the shift to handle affairs through corporate management and project productivity software. The ability to collaborate and communicate on work, track progress, and assign action items became increasingly crucial for businesses across industries.
- Collaborations between institutions encouraged the fostering of very fruitful partnerships. In January 2022, Yuja, which acquired Webex, announced the signing of a three-year contract with Chapman University and a non-conditional agreement with Pikes Peak Community College to license their Enterprise Video Platform and Zoom Connector. The Zoom Connector is an additional module to the existing video platform that enables the automated upload of videos recorded through Zoom. The contract premises the recordings to be spread securely and viewed on any device, along with featuring captioning and indexing videos for improved search-inside-video capabilities.

### North America is the Major Market for Enterprise Video Market

- North America holds a significant market share owing to the presence of established infrastructure, the proliferation of mobile devices across various verticals, and the high concentration of large multinational companies like IBM, Cisco, and others. The US is the single largest country in the enterprise video market. The market is driven by the increasing number of SMEs looking for better collaborations and the shift of large enterprises towards enhanced modes of video conferencing and content management rooms. A survey conducted by ActiveCampaign revealed that more than 41% of SMEs use improved methods of video conferencing software for marketing.

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- The medium and large-sized corporations are highly focused on their core competencies, where they are most likely to outsource the IT solutions, which are expected to boost the market in the region over the forecast period. Besides, the surge in cost associated with the setup of IT infrastructure and mobility has led to the increased utilization of managed mobility services, thereby propelling market growth over the forecast period.
- In recent years, enterprise video emerged as a critical component of the content marketing strategy of several companies in the United States. The development of content delivery networks (CDNs) accelerated the delivery of multimedia internet content and provided organizations with higher-quality video streams, fueling the market's growth.
- In various educational institutes in the country, videos have been used to improve learning, like visual recordings of courses and webinars. Several schools, colleges, and universities created multimedia content and delivered it via video presentations. As stated earlier, as part of its customer acquisition process, Yuja, in August 2021, collaborated with the University of St. Thomas, Houston, Texas. The University implemented Yuja's Enterprise Video Platform, which offers a learning management system (LMS), live streaming capabilities, and comprehensive video recording and management tools.
- The overall shift and increasing healthcare IT spending toward expanding and advancing telemedicine services is a primary factor fueling the market's growth. For instance, in February 2021, Sesame, a direct-to-patient platform, announced its video appointment expansion to Greater Houston to address the telemedicine requirements of patients and independent practices across all specialties during the COVID-19 pandemic.

### Enterprise Video Industry Overview

The Enterprise Video Market is highly competitive and currently dominated by a few players, and the global market is expected to be consolidated. Major players with a prominent share in the market are focusing on expanding their customer base across foreign countries by leveraging strategic collaborative initiatives to increase their market share and profitability. Adobe Inc., Brightcove, Inc., Avaya, Inc., Vidyo, Inc., Vbrick Systems, Inc., Mediaplatform, Inc., Polycom, Inc., Cisco Systems, Inc., IBM Corporation, Microsoft Corporation, Kaltura Inc., and Ooyala, Inc. are some of the major players present in the current market.

- November 2021 - Flipkart's subsidiary Myntra launched their live video streaming and lived commerce platform M-Live to facilitate a real-time engagement between consumers and brands that allows influencers and experts to host live video sessions of product and styling concepts curated by themselves on the Myntra app, allowing viewers to shop instantly.

### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

### Table of Contents:

#### 1 INTRODUCTION

##### 1.1 Study Assumptions

##### 1.2 Scope of the Study

#### 2 RESEARCH METHODOLOGY

#### 3 EXECUTIVE SUMMARY

#### 4 MARKET DYNAMICS

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- 4.1 Market Overview
- 4.2 Market Drivers
  - 4.2.1 Growing Size of Organizations
  - 4.2.2 Increasing Need for Real Time Communication
- 4.3 Market Restraints
  - 4.3.1 High Cost of Deployment
- 4.4 Industry Value Chain Analysis
- 4.5 Industry Attractiveness - Porter's Five Force Analysis
  - 4.5.1 Threat of New Entrants
  - 4.5.2 Bargaining Power of Buyers/Consumers
  - 4.5.3 Bargaining Power of Suppliers
  - 4.5.4 Threat of Substitute Products
  - 4.5.5 Intensity of Competitive Rivalry

## 5 MARKET SEGMENTATION

- 5.1 By Type
  - 5.1.1 Video Conferencing
  - 5.1.2 Video Content Management
  - 5.1.3 Webcasting
  - 5.1.4 Other Types
- 5.2 By Components
  - 5.2.1 Hardware
  - 5.2.2 Software
- 5.3 By End-user Industry
  - 5.3.1 Healthcare
  - 5.3.2 BFSI
  - 5.3.3 IT & Telecommunications
  - 5.3.4 Retail
  - 5.3.5 Other End-User Industries
- 5.4 Geography
  - 5.4.1 North America
    - 5.4.1.1 United States
    - 5.4.1.2 Canada
  - 5.4.2 Europe
    - 5.4.2.1 United Kingdom
    - 5.4.2.2 Germany
    - 5.4.2.3 France
    - 5.4.2.4 Rest of Europe
  - 5.4.3 Asia Pacific
    - 5.4.3.1 China
    - 5.4.3.2 Japan
    - 5.4.3.3 Australia
    - 5.4.3.4 Rest of Asia-Pacific
  - 5.4.4 Latin America
    - 5.4.4.1 Mexico
    - 5.4.4.2 Brazil
    - 5.4.4.3 Rest of Latin America

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- 5.4.5 Middle East & Africa
  - 5.4.5.1 United Arab Emirates
  - 5.4.5.2 Saudi Arabia
  - 5.4.5.3 Rest of Middle-East & Africa

## 6 COMPETITIVE LANDSCAPE

- 6.1 Company Profiles
  - 6.1.1 Adobe Inc.
  - 6.1.2 Brightcove, Inc.
  - 6.1.3 Avaya, Inc.
  - 6.1.4 Vidyo, Inc.
  - 6.1.5 Vbrick Systems, Inc
  - 6.1.6 Mediaplatform, Inc.
  - 6.1.7 Polycom, Inc.
  - 6.1.8 Cisco Systems, Inc.
  - 6.1.9 IBM Corporation
  - 6.1.10 Microsoft Corporation
  - 6.1.11 Kaltura Inc.
  - 6.1.12 Ooyala, Inc.

## 7 INVESTMENT ANALYSIS

## 8 MARKET OPPORTUNITIES AND FUTURE TRENDS

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