

United Kingdom Online Video Platforms Market Report and Forecast 2025-2034

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Report description:

The United Kingdom online video platforms market was valued at USD 720.20 Million in 2024. The industry is expected to grow at a CAGR of 7.10% during the forecast period of 2025-2034 to attain a valuation of USD 1430.04 Million by 2034.

United Kingdom Online Video Platforms Market Growth

The online video platforms market is poised for substantial growth due to several factors. These include expanding internet connectivity, wide availability of digital gadgets such as smartphones and tablets, changing viewing preferences, a rise in demand for authentic and original content, and rapid advancements in technology to offer a superior viewing experience to consumers.

Moreover, as a result of the heightened popularity of short-form videos, market players are constantly devising new strategies to make themselves stand apart from competitors, drive viewer engagement, boost SEO and increase traffic on their platforms. For instance, the integration of social media with video platforms has made content discovery and feed optimization easier for both creators and the target audience as it allows seamless access to a range of videos on various social media platforms and reduce digital fatigue.

Furthermore, companies are utilizing data analytics and artificial intelligence tools for protecting content and elevating user experience while managing video streaming processes such as content recommendation and clip selection to stand out in the competitive market. For instance, in 2024, Vimeo introduced its AI-powered video hub catering to teams and businesses through innovative features such as capture, video library, and Vimeo events, which has led to market expansion in the region.

United Kingdom Online Video Platforms Industry Segmentation

"United Kingdom Online Video Platforms Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

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Market Breakup by Component

- Solution
- Services

Market Breakup by Type

- Video Processing
- Video Management
- Video Distribution
- Video Analytics
- Others

Market Breakup by Streaming Type

- Live Streaming
- Video On Demand

Market Breakup by End Use

- Media and entertainment
- BFSI
- Retail
- Education
- IT and telecom
- Others

Market Breakup by Region

- England
- Wales
- Scotland
- Northern Ireland

United Kingdom Online Video Platforms Market Share

Based on end use, the market is divided into media and entertainment, BFSI, retail, education, IT, and telecom, among others. The media and entertainment sector is expected to grow at a CAGR of 7.3% between 2025-2034 as media inherently uses video platforms to stream TV shows, films, music, and user-generated content. On the other hand, the retail sector uses them for live shopping events and product tutorials. The IT and telecom sectors use them for customer support tutorials and advertising. While the education sector and BFSI sector deploy online video platforms for online learning and informative content respectively. This indicates a high demand for video platforms across all sectors, which drives market growth in the region.

Leading Companies in United Kingdom Online Video Platforms Market

Market players are developing strategies and leveraging technology to engage the audience and alleviate data privacy concerns.

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- IBM Corp.
- Kaltura, Inc.
- Brightcove Inc.
- Google LLC (YouTube)
- Panopto, Inc.
- LongTail Ad Solutions, Inc. (JW Player)
- Dacast Inc.
- Vimeo, Inc.
- Others

United Kingdom Online Video Platforms Market Report Snapshots

United Kingdom Online Video Platforms Market Size

United Kingdom Online Video Platforms Market Growth

United Kingdom Online Video Platforms Market Share

United Kingdom Online Video Platforms Companies

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