

Digital Content Creation Market 2019 Global Trend, Segmentation and Opportunities, Forecast 2025

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Executive Summary

Global Digital Content Creation Market valued approximately USD 10.69 billion in 2017 is anticipated to grow with a healthy growth rate of more than 16.82% over the forecast period 2018-2025. The Digital Content Creation Market is continuously growing across the world over the coming years. The major driving factor of global Digital Content Creation market are rising focus of organizations on consumer enrollment & advertising by internet and increasing popularities of smartphones and tablets. Furthermore, the growing marketing budget of enterprise is also the major factor which boosting the growth of the digital content creation market. High cost associated with the services and presence of free content creation tools are some major factors which limiting the global digital content creation market. Digital content is a file or information warehoused or published in a digital format. Digital content can be in many forms, from text and audio and video files, to graphic, animation, and images. Digital content creation software assistances in authoring, publishing and allocating digital content. Digital content creation offers various benefits such as low cost, huge return on investment (ROI), easy to measure, easy to adjust, brand development, easy to share, precise targeting, greater engagement, produce content consistently, leverage agency expertise, gain new perspectives and focus on conducting business. Moreover, the benefits which is offered by digital content creation results in increase in demand of it, which resulting boosting the growth of the market.

The regional analysis of Global Digital Content Creation Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of market share owing to increasing adoption and penetration of digital content creation tools and services coupled with considerable applications of digital content creation tools in different end-user segments across the region. Europe is also estimating to project a major growth in the global Digital Content Creation market. Asia-Pacific is also anticipated to exhibit higher growth rate/CAGR over the

forecast period 2018-2025 owing to developing strong internet infrastructure and digital technology in developing countries such as China and India. Furthermore, Middle East and Africa are also projected to grow prominently during the forecast period 2018-2025.

The major market player included in this report are:

Microsoft
Apple
Adobe Systems
Corel Corporation
Acrolinx GmbH
Aptara
Integra Software Services
MarketMuse
Quark Software
Trivantis
Avid Tool
Magic GmbH
Activision Blizzard
CBS
Comcast

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The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Textual
Graphical
Video
Audio

By Application:

Retail & E-commerce
Government
Automotive
Healthcare & Pharmaceutical
Media & Entertainment
Education
Travel & Tourism
Others

Furthermore, years considered for the study are as follows:

Historical year – 2015, 2016

Base year – 2017

Forecast period – 2018 to 2025

Target Audience of the Global Digital Content Creation Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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