

# Photographic Services Market Growth Is Significantly Promoted By Increased Internet Penetration

*The Business Research Company's  
Photographic Services Market 2022 –  
Opportunities And Strategies – Global  
Forecast To 2031*

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Increased internet penetration in many developed and developing countries, especially among the urban and younger populations is contributing to the photographic services market growth. For instance, according to

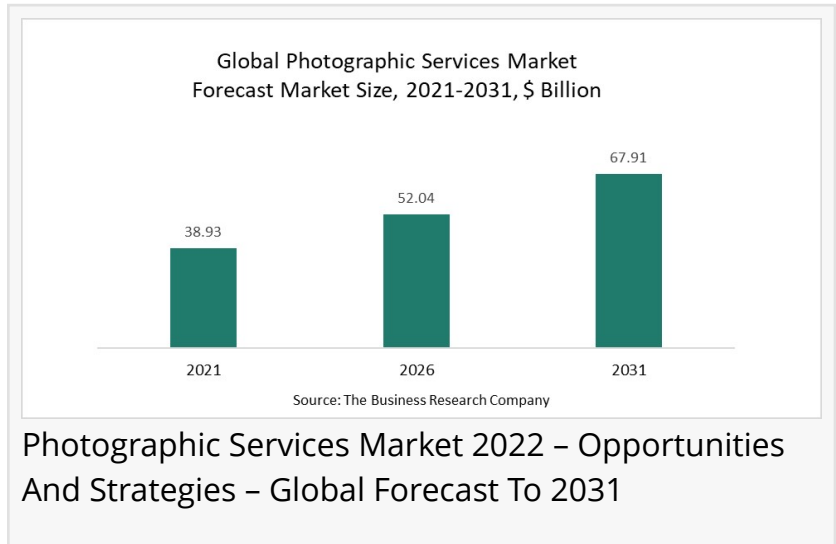
datareportal data, a Singapore-based online reference library, in 2021, the number of internet users in India increased by 47 million (+8.2%) between 2020 and 2021. Internet penetration in India stood at 45.0% in January 2021. According to the IMAI-Kantar ICUBE 2020 report, the number of active Internet users in India is expected to increase by 45% in the next five years and touch 900 million by 2025 from around 622 million in 2020. According to the photographic services industry analysis, increased internet penetration in many developed and developing countries, especially among the urban and younger populations is expected to contribute to the growth of the market.

TBRC's [photographic services market report](#) is segmented by type into portrait studio services, commercial studio services, by application into children, youth, adult, by service provider into large enterprise, small and medium enterprise.

Read More On The Global Photographic Services Market Report

<https://www.thebusinessresearchcompany.com/report/photographic-services-market>

The global photographic services market size is expected to grow from \$38.93 billion in 2021 to \$52.04 billion in 2026 at a rate of 6.0%. The global photographic services market share is then expected to grow at a CAGR of 5.5% from 2026 and reach \$67.91 billion in 2031.



Consumers are increasingly looking for authenticity in the content they are exposed to. As a result, individuals are increasingly avoiding images that have been edited in any way, particularly in an evident fashion. While certain mild and skillfully done tweaks can be excused, product photographers have had to refrain from overusing Photoshop and other editing applications. This also implies that many people will have to take extra care when snapping photos. As a result, they'll have to put in more time and effort throughout the shooting session. While this requires a larger initial investment from both the photographer and the client, it can save time and work in the long run. For instance, in the year 2020, Apple has started Apple proRaw which means it is a standard raw image with I phone image processing which gives better flexibility for editing for editors who needed it.

Major players covered in the global photographic services industry are Getty Images, Shutterstock Inc., Mom365, Studio Alice Co Ltd., Cherry Hill Programs Inc.

[Photographic Services Market 2022](#) – By Type (Portrait Studios Services), By Application (Children, Youth, Adult), By Service Provider (Large Enterprise, Small and Medium Enterprise), And By Region, Opportunities And Strategies – Global Forecast To 2031 is one of a series of new reports from The Business Research Company that provides a photographic services global market overview, forecast photographic services market size and growth for the whole market, photographic services global market segments, geographies, photographic services global market trends, photographic services global market drivers, restraints, leading competitors' revenues, profiles, and market shares.

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Oliver Guirdham

The Business Research Company

+44 20 7193 0708

[info@tbrc.info](mailto:info@tbrc.info)

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