

Video Content Analytics Market : Analyzing the Industry's Growth and Challenges | Exclusive Report By Emergen Research

Video content analytics market revenue growth is driven by increasing security concerns and advancements in technology

VANCOUVER, BC, CANADA, April 5, 2023 /EINPresswire.com/ -- The global [video content analytics market](#) size is expected to reach USD 19.37 Billion at a steady CAGR of 18.7% in 2028 according to latest analysis by Emergen Research. Increase in focus on public safety by governments across the globe and rising demand among large organizations to leverage surveillance data for advanced operations is driving video content analytics market revenue growth.



Emergen Research Logo

Video content analytics finds application in various sectors to analyze, process, and categorize objects and activities captured. The process transforms audio and images into meaningful data. It serves various purposes, and has gained traction in recent years and is used in manufacturing companies, transport facilities and logistics operations.

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Video Content Analytics Market Size – USD 4.89 Billion in 2020, Market Growth – at a CAGR of 18.7%, Market Trends – Increased application in law enforcement”

Emergen Research

Advanced video content analytics includes video investigations, dashboard visualization, real-time and forensic video data study, which helps law enforcement agencies to keep public as well as private facilities secure by taking action in real-time. Other uses include upgrading

safety protocols, security enhancement, quality improvement, and standard procedure optimization (SOP).

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The report also presents the country-wise and region-wise analysis of the Emergen Research and includes a detailed analysis of the key factors affecting the growth of the market.

Video content analytics solutions offer advanced security features, such as facial recognition, object detection, and license plate recognition, which help organizations enhance their security measures:

Video content analytics solutions offer advanced security features, such as facial recognition, object detection, and license plate recognition, which help organizations enhance their security measures. The need for advanced security solutions is rising due to the increasing crime rates and security threats.

The adoption of IoT devices, such as surveillance cameras and sensors, is increasing due to the declining costs of IoT technologies and the need for real-time data analysis. Video content analytics solutions offer real-time video analysis and insights, which help organizations make informed decisions based on the data collected from IoT devices.

The need for marketing insights is increasing due to the growing competition in the market and the need to understand customer behavior and preferences. Video content analytics solutions offer valuable insights into customer behavior, such as their shopping patterns, preferences, and interests, which help organizations tailor their marketing strategies accordingly.

Advancements in AI and machine learning are enabling video content analytics solutions to offer more accurate and advanced video analysis features, such as emotion detection, crowd analysis, and predictive analytics.

Axis Communications,

Honeywell, Cisco, IBM, Huawei, Avigilon, Intellivision, Aventura Systems, Intelligent Security Systems, and Gorilla Technology.

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Services

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Cloud

On-Premise

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Intrusion Management

Incident Detection

Automatic Number Plate Recognition

People/Crowd Counting

Facial Recognition

Traffic Monitoring

Others

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Critical Infrastructure

BFSI

City Surveillance

Defense and Border Security

Hospitality and Entertainment

Education

Manufacturing

Retail

Transportation and Logistics

Traffic Management

Others (Healthcare and Life Sciences, and Construction)

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Global Video Content Analytics Market:

North America
Latin America
Europe
Middle East & Africa
Asia Pacific

This market is segmented based on Types, Applications, and Regions. The growth of each segment provides accurate forecasts related to production and sales by Types and Applications, in terms of volume and value for the forecast period. This analysis can help readers looking to expand their business by targeting emerging and niche markets. Market share data is given on both global and regional levels. Regions covered in the report are North America, Europe, Asia Pacific, Latin America, and Middle East & Africa. Research analysts assess the market positions of the leading competitors and provide competitive analysis for each company. For this study, this report segments the global Video Content Analytics Market on the basis of product, application, and region:

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