

Video Encoder Market to Reach USD 4.47 Billion by 2031 Driven by Rising Demand for Efficient Video Streaming Solutions

Video Encoder Market Size, Share, Growth Drivers and Regional Analysis, Global Forecast 2024 - 2031

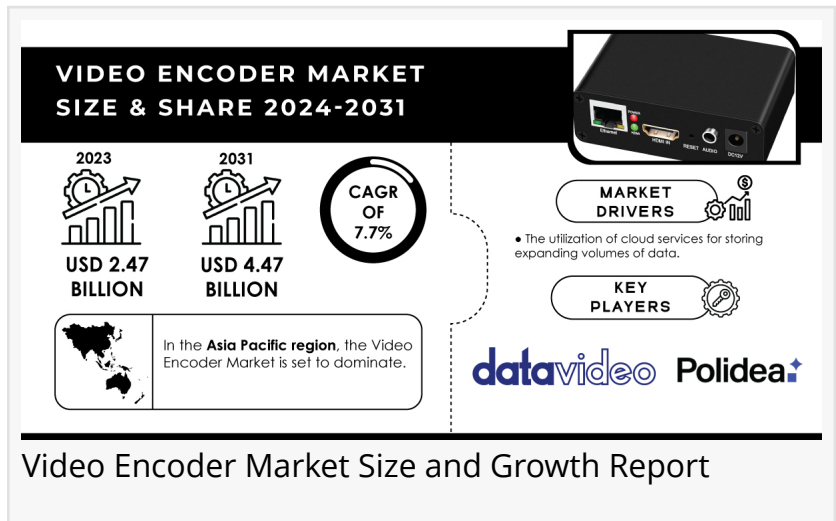
AUSTIN, TEXAS, UNITED STATES, June 4, 2024 /EINPresswire.com/ -- Video Encoder Market Size

The video encoder market is experiencing significant growth due to the increasing demand for efficient video streaming solutions. A report by SNS Insider states that the market size

was valued at USD 2.47 billion in 2023 and is expected to reach USD 4.47 billion by 2031, exhibiting a CAGR of 7.7% over the forecast period 2024-2031. This growth is attributed to several factors, including the widespread adoption of high-efficiency video coding (HEVC) standards, the ease of integrating analog cameras with networks using video encoders, and the growing use of cloud services for storing vast amounts of video data. Video encoders offer a cost-effective way to migrate existing analog security systems to digital IP-based systems, making them a valuable tool for businesses and organizations.

Growing Demand for Video Encoders across Diverse Industries

The video encoders is driven by several factors beyond just security applications. Technological advancements and the increasing popularity of video content delivery networks (CDNs) are creating substantial opportunities for video encoders across various industries. The rising population density in urban areas Integrates with the demand for high-quality video processing is pushing broadcast and communication networks to their limits. To address bandwidth and performance limitations, operators and content providers are increasingly turning to cloud services for data storage. Cloud adoption reduces operational costs and allows users to access applications from anywhere. While interoperability and data security remain concerns, leading IT giants such as IBM, Google, Microsoft, and Salesforce.com are actively developing solutions to address these issues. The growing adoption of cloud storage is expected to further propel the



demand for video encoders as they enable efficient delivery of encoded videos to desired platforms.

Download Free Sample Report with Full TOC & Graphs @ <https://www.snsinsider.com/sample-request/2495>

KEY PLAYERS:

- eRightSoft
- Telairity
- Datavideo
- Coconut
- Anvato
- Polidea
- Panasonic Security Solutions
- March Networks
- Elecard
- Cathexis Technologies

HEVC Technology Offers Efficiency but Presents Challenges

The latest video compression technology, HEVC (H.265), offers significant improvements in efficiency compared to previous standards like MPEG-4 and MPEG-2. However, the changing video codec landscape brings with it uncertainties regarding patent licensing terms, bandwidth advantages, and implementation costs. These factors can create challenges for the market, with increasing costs potentially impacting the profitability of end-users. Broadcasters, for instance, might face difficulties while switching between video codecs due to the associated equipment upgrades and costs.

Recent Developments

- In April 2022, VITEC introduced the MGW Diamond+ OG, a 4K/multichannel HEVC, H.264, and MPEG-2 encoder with SDI and SMPTE-2110 input in an openGear card format, catering to broadcast-quality video encoding needs.
- Motorola Solutions announced the release of two MPEG-4 encoder solutions in June 2021, designed to enhance operational efficiency for service and content providers distributing HD and SD video.

KEY MARKET SEGMENTS:

BY TYPE

- Rack-mounted
- Standalone

by type, rack-mounted encoders hold the dominant share due to their superior scalability and flexibility compared to standalone models. They offer a cost-effective solution for large deployments and can be easily adjusted by adding or removing encoders from the rack, making them ideal for applications with fluctuating video streaming needs.

BY NUMBER OF CHANNEL

- 1-channel
- 2-channels
- 4-channels
- 8-channels
- 16-channels

by number of channels, single-channel video encoders are expected to retain a larger market share throughout the forecast period. These compact and cost-effective solutions are particularly popular in the broadcast equipment industry for contribution applications, allowing real-time broadcasting with minimal loss in resolution. Single-channel encoders are also valuable tools for converting analog surveillance systems to IP-based systems. They enable end-users to leverage their existing analog cameras, saving on the additional cost of purchasing IP cameras entirely. Leading providers of single-channel encoders include D-Link, Axis Communications, Hangzhou Hikvision Digital, and Vicon Industries.

BY COMPONENT

- Software Video Encoders
- Hardware Video Encoders

BY APPLICATION

- Surveillance
- Broadcast

Make an Enquiry Before Buying @ <https://www.snsinsider.com/enquiry/2495>

Impact of Global Disruptions on the Video Encoder Market

Russia-Ukraine conflict has significantly disrupted global supply chains, impacting the availability of critical components needed for video encoder production. This can lead to shortages, production delays, and potentially price increases for video encoders. Heightened security concerns in the region have driven demand for video surveillance solutions. This could lead to a surge in video encoder deployments for monitoring critical infrastructure and public spaces. An economic slowdown Result to reduced investments across various industries, including broadcast, retail, and security. This result to reduce the demand for video encoders as businesses tighten their budgets and delay expansion plans. Economic uncertainties can cause currency fluctuations, impacting the import and export costs of video encoders. This can make them more expensive for certain regions, further hindering market growth

Regional Analysis

The Asia Pacific region is dominate the video encoder market due to the widespread adoption of surveillance technologies across various sectors such as hospitality, healthcare, corporate, and retail. This surge in video surveillance deployments is expected to drive regional market expansion and foster significant growth. Notably, China stands out as the leader in the video encoder market, holding the largest market share. This dominance can be attributed to factors such as a large and growing domestic security market, government initiatives promoting smart city development, and the presence of major video encoder manufacturers in the region. The India is emerging as the fastest-growing market in Asia Pacific. This growth is fuelled by rising security concerns, increasing urbanization, and government investments in infrastructure development.

The North American video encoder market is anticipated to register the highest CAGR. This growth is primarily driven by the escalating adoption of the HEVC standard for video encoding. HEVC offers significant advantages in terms of bandwidth efficiency compared to previous standards, making it an attractive option for broadcasters and content providers.

Key Takeaways from the Video Encoder Market

- This SNS Insider report provides comprehensive insights into the video encoder market, covering its current landscape, future growth potential, and key driving factors.
- The video encoder market is expected to witness significant growth over the coming years, driven by the increasing demand for efficient video streaming solutions, the adoption of high-efficiency video coding standards, and the growing use of cloud storage for video data.
- Rack-mounted and single-channel video encoders are expected to dominate their respective segments due to their scalability, flexibility, and cost-effectiveness.
- The Asia Pacific region is projected to lead the market, with China and India at the forefront of growth. This dominance can be attributed to the rising demand for video surveillance solutions and government initiatives promoting technological advancements.

Table of Content – Analysis of Key Points

Chapter 1. Executive Summary

Chapter 2. Global Market Definition and Scope

Chapter 3. Global Market Dynamics

Chapter 4. Video Encoder Market Impact Analysis

Chapter 4.1 COVID-19 Impact Analysis

Chapter 4.2 Impact of Ukraine- Russia war

Chapter 4.3 Impact of ongoing Recession

Chapter 5. Value Chain Analysis

Chapter 6. Porter's 5 forces model
Chapter 7. PEST Analysis
Chapter 8. Video Encoder Global Market, by Type
Chapter 9. Video Encoder Global Market, by Distribution Channel
Chapter 10. Video Encoder Global Market, by Application
Chapter 11. Regional Outlook
Chapter 12. Competitive Intelligence
Chapter 13. Key Companies Analysis
Chapter 14. Research Process

Continued...

Buy Single User License @ <https://www.snsinsider.com/checkout/2495>

Contact us:

Akash Anand

Head of Business Development & Strategy

info@snsinsider.com

Phone: +1-415-230-0044 (US) | +91-7798602273 (IND)

Read Related Reports:

[IoT Connected Machines Market](#)

[Livestock Monitoring Market](#)

[Satellite Modem Market](#)

Akash Anand

SNS Insider Pvt. Ltd

+1 415-230-0044

info@snsinsider.com

This press release can be viewed online at: <https://www.einpresswire.com/article/717117295>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.