

Content Moderation Services Market is Booming Worldwide at a Significant Growth by 2031: CAGR of 12.2%

The rising use of learning management systems for corporate training and growing student awareness drive the growth of the global content moderation market.

WILMINGTON, DE, UNITED STATES, January 27, 2025 /EINPresswire.com/ -- According to a new report published by Allied Market Research, The [content moderation services market](#) was valued at \$8.5 billion in 2021, and is estimated to reach \$26.3 billion by 2031, growing at a CAGR of 12.2% from 2022 to 2031.



Content moderation services involve ensuring user-generated content complies with platform-specific rules and guidelines, determining its suitability for publication. This includes moderating images, ads, text, forums, videos, social media, websites, and online communities. The primary goal is to protect brand reputation and maintain credibility for businesses and their audiences. Additionally, scalable online reputation management is crucial for businesses running multiple campaigns reliant on online engagement, creating significant growth opportunities for the market.

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The increase in user-generated content in various online platforms is a major growth driver for the content moderation services market. The market is driven by the increase in accessibility of the Internet all over the world. Governments supporting the expansion of electronics infrastructure, Internet connectivity in many developing countries, technological advancements, and rise in adoption of content moderation solutions in various end-use industries are some of the factors contributing toward the market growth. The proliferation of digital content across enterprises and the increase in adoption of Social, Mobile, Analytics, and Cloud (SMAC)

technologies are projected to support the expansion of the market.

By content type, the video segment held the largest share in 2021, accounting for more than half of the global content moderation services market. Deepfake unsuitable content, explicit content, and suggestive content are damaging a person's or a company's reputation. Therefore, content moderation services for videos are being increasingly adopted to maintain the universality and dependability of online video streaming and to remove such hazardous films from the platform. However, the text segment is projected to manifest the highest CAGR of 14.5% during the forecast period. Content moderation services for texts are created to monitor user-generated content in real time and filter the undesirable ones by the platform or regulatory requirements. By doing this, businesses can quickly accomplish their objectives and enhance the user experience on the platform.

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By deployment mode, the cloud segment would showcase the highest CAGR of 15.0% from 2022 to 2031. Factors such as rise in the adoption of cloud-based content moderation services due to low cost and easier maintenance drive the growth of the global content moderation services market. However, the on-premise segment held the largest share in 2021, contributing to nearly three-fifths of the market, due to the numerous advantages offered by the on-premise deployment such as a high level of data security and safety.

Based on components, the solution segment dominated the content moderation services market size in 2021 and is expected to continue this trend during the forecast period. The adoption of content moderation services provides numerous benefits to the industry such as, streamlining the business process, eliminating the manual process and reducing time and costs, further fuel the growth of the market. However, services segment highest growth market share in the upcoming year. The adoption of content moderation services enhances software implementation, maximize the value of existing installation by optimizing it, and minimize the deployment cost & risks, and others, further fuel the growth of the content moderation services market for this segment.

Region-wise, Asia-Pacific dominated the market share in 2021 for the content moderation services market. Adoption of content moderation services growing steadily to meet increasing demands from today's businesses to enhance their business process and improve the customer experience will provide lucrative opportunities for the market in this region. However, LAMEA is expected to exhibit highest growth in the upcoming years. The adoption of content moderation services in this region assist to improves the business operation, and increase the company's profitability. This evolving organizational structure together with the rise in adoption of cloud-based technologies is projected to create growth opportunities for the market in the future.

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The COVID-19 pandemic had no negative influence on market growth, it is expected to give several chances for market expansion during the forecasted period. Significant investments for strong customer connectivity and content moderation services market in both developing and developed economies is anticipated to drive the demand for the digital content moderation services.

Moreover, due to COVID-19, content moderation services market forecast has bolstered many opportunities for SME players operating in the market. In addition, rise in remote working has proliferated the digital content moderation services industry as the end users were locked down at their homes. Hence, companies are focusing on content services strategies as the content moderation services offer simpler and much informative digital platforms with the comparative prices of the rivals and helps in better decision making. In addition, consumer behaviors have evolved, as a result of greater connectivity via cellphones and social media. This in turn boosts the growth of market.

The key players that operate in the content moderation services market analysis are Accenture PLC, Alibaba Cloud, Alphabet Inc., Amazon Web Services Inc., Appen Limited, Besedo Global Services AB, Cogito Tech LLC, Genpact Limited, Microsoft Corporation and Wipro Limited. These players have adopted various strategies to increase their market penetration and strengthen their position in the content moderation services industry.

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KEY FINDINGS OF THE STUDY

1. By component, the solution segment accounted for the largest content moderation services market share in 2021.
2. By deployment mode, the on-premise segment accounted for the largest content moderation services market share in 2021.
3. Based on content type, the video segment accounted for the largest content moderation services market share in 2021.
4. Based on organization size, the large enterprise segment accounted for the largest content moderation services market share in 2021.
5. Depending on industry vertical, the media and entertainment sector accounted for the largest content moderation services market share in 2021.
6. Region-wise, North America generated highest revenue in 2021.

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