

Stock Images Market to Reach \$12.2 Billion Globally by 2032, at 6.8% CAGR From 2023-2032

The people photography stock image segment is expected to have the highest growth during the forecast period.

WILMINGTON, NEW CASTLE, DE, UNITED STATES, March 11, 2025 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Stock images Market Size, Share, Competitive Landscape and Trend Analysis Report, by Product Type : Global Opportunity Analysis and Industry Forecast, 2023-2032](#)". The study examines the main factors

influencing industry expansion, analyzing both its growth drivers and restraints. Additionally, it sheds light on factors expected to offer promising opportunities for development of industry in the future. In 2022, the manmade objects segment accounted for the majority of the total stock images market share. The research provides a current evaluation of the global market landscape, highlighting recent trends, key drivers, and the overall market environment.

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High levels of creative freedom afforded by stock images as well as the reduction in the time spent on creations images on scratch are the major factors that favor the stock image market.”

Roshan Deshmukh



Stock images Market

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Stock pictures are photographs that have been licensed for use in specific circumstances. These pictures' distribution and licensing rights are purchased from the picture's original photographers after which they are distributed to different stock photo users for a price. Stock photo

websites and suppliers provide a platform for photographers, enthusiasts, beginners, and image creators to post their work and earn money from the use of their images, while customers who

require stock photos for their own or corporate projects can search through a large collection of images and use them through an annual or monthly subscription as well as on a standalone image purchase basis.

Stock photos can be accessible for free on the internet, allowing consumers to browse every available stock image without first having to pay for them. Among the players who offer free stock images are Pixabay, Pexels, SplitShire, Burst (by Shopify), and Grastisography. Each image is available for free download and usage for both private and commercial purposes. Credit is not required, although it is strongly advised. The user can modify or personalize the images after downloading them (but not resell or make money from them). However, the library of free image sites is smaller than that of commercial services. As a result of the quantity of beautiful and inventive free stock images, the development of the paid stock images market may be stifled.

Machine learning (ML) and artificial intelligence (AI) support systems are quickly evolving. Companies can handle a greater range of attributes, which can greatly boost company efficiency. As a result, stock picture providers provide many AI solutions to help their clients enhance their AI skills. Shutterstock Inc., for example, debuted an AI image-generation system in the beginning of 2023, that will be accessible to all Shutterstock consumers in any of the site's various languages. By introducing new machine learning and artificial intelligence aspects into stock image provider websites, users will acquire the opportunity to apply revolutionary, ethical, and simple skills, increasing their degree of innovation and efficiency.

The stock images market analysis is done on the basis of type and region. By type, the stock images market is classified into nature photography, people photography, manmade objects, abstract photography. By region, the stock images market is divided across North America (the U.S., Canada, and Mexico), Europe (UK, Germany, France, Italy, Spain, Rest of Europe), Asia-Pacific (China, Japan, India, South Korea, Australia, and rest of Asia-Pacific), and LAMEA (Brazil, Argentina, Saudi Arabia, United Arab Emirates, South Africa, and Rest of LAMEA).

Based on product type, the manmade photography segment held the highest market share in 2022, accounting for nearly two-fifths of the global stock images market revenue and is estimated to maintain its leadership status throughout the forecast period, as there is a rapid increase in the usage stock images as a product and commercial photography to expand the product visibility on social media. However, the people photography segment is projected to manifest the highest CAGR of 7.3% from 2023 to 2032, as use of stock images helps government and public bodies to convey their messages to the general public. Apart from that, the increasing demand for sports stock images owing to the increasing spending on promotional activities by market players will propel segmental market growth.

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Based on region, Asia-Pacific held the highest market share in terms of revenue in 2022,

accounting for nearly two-fifths of the global stock images market revenue, owing to the emergence of innovative methods in photography. Moreover, growth in industrialization and increase in SMEs are expected to offer huge opportunities for new entrants in the Asia-Pacific stock images market during the forecast period. However, North America is expected to witness the fastest CAGR of 7.5% from 2023 to 2032, as the wide range of image offerings and the increase in the adoption of paid stock images, allowing the market to thrive.

The players operating in the stock images market have adopted various developmental strategies to increase their Stock image Market Share, gain profitability, and remain competitive in the market. The key players operating in the Stock image Market Analysis include- Depositphotos, Inc. USA, Adobe Inc., Inmage Lab Pte., Ltd., Dreamstime, Stocksy United, Canva, Inc, Shutterstock, Inc., The Associated Press, Getty Images Holdings, Inc, and Unsplash.

Analyst Review

According to the insights of CXOs of leading companies, the need for paid stock image services has grown due to the era of digital marketing. Having a solid online presence has become crucial for organizations of all sizes as the digital era continues to develop. Using high-quality stock pictures to improve content and establish a more aesthetically pleasing online presence is an essential component of Internet marketing. Making a good first impression is crucial if companies want to draw in and keep consumers. To make a good first impression, including high-quality stock photos in the company's internet marketing campaigns may be helpful. Potential clients might be drawn in and kept interested content by using pertinent and eye-catching stock photos. Additionally, stock images may serve as a visual representation of any brand's culture and values while showcasing the goods and services. Hence, effective solution offerings by stock images in the new-aged marketing campaigns have contributed to the expansion of the stock images market in terms of revenue generation.

Key Benefits For Stakeholders:

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the stock images market analysis from 2022 to 2032 to identify the prevailing stock images market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the stock images market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the

present position of the market players.

□ The report includes the analysis of the regional as well as global stock images market trends, key players, market segments, application areas, and market growth strategies.

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