

Photo Editing Software Market Reach USD 886.2 Million | Growing at 7.7% CAGR Globally

WILMINGTON, DE, UNITED STATES, June 19, 2025 /EINPresswire.com/ -- Allied Market Research published a new report, titled, "[Photo Editing Software Market](#) Reach USD 886.2 Million | Growing at 7.7% CAGR Globally." The report offers an extensive analysis of key growth strategies, drivers, opportunities, key segment, Porter's Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain thorough understanding of the industry and determine steps to be taken to gain competitive advantage.



The global photo editing software market was valued at \$449.2 million in 2023, and is projected to reach \$886.2 million by 2032, growing at a CAGR of 7.7% from 2024 to 2032.

The global photo editing software market is experiencing growth due to increase in use of social media, increased focus on visual content marketing, and rise in demand for personalized content. However, increasing piracy of photo editing software hinders the market growth.

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The photo editing software market size is segmented into type, platform, end user, and region. On the basis of type, the market is divided into entry level, prosumer level, and professional level. As per platform, the market is segregated into macOS, windows, android and iOS. On the basis of end user, the market is divided into individual, commercial, and others. Region wise, the photo editing software market share is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Photo Editing Software Market

The major players operating in the photo editing software market include ACD Systems International, Inc., Adobe Systems Inc., Corel Corporation, Cyberlink Corporation, DXO, MAGIX Software GmbH, ON1, Inc., Serif (Europe) Ltd., Skylum, ZONER, Inc.

If you have any questions, Please feel free to contact our analyst at:

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North America dominated the market share in 2023, due to high levels of digitalization, strong purchasing power, and a large base of professional photographers. Asia-Pacific is a rapidly growing market, driven by an increase in smartphone adoption and interest in photography. Latin America and the Middle East & Africa show potential for growth, supported by rising disposable incomes and expanding access to technology. Each region presents unique opportunities and challenges, shaping the overall landscape of the photo editing software market.

The IOS segment is expected to grow faster throughout the forecast period. By platform, the windows segment held the dominant share in 2023, owing to its widespread use among professional photographers and graphic designers, extensive compatibility with various software, and robust performance capabilities that cater to advanced photo editing needs. However, the IOS segment is projected to be the fastest growing segment from 2024 to 2032, owing to increase in popularity of Apple devices, robust app ecosystem, and continuous innovation in mobile photo editing tools. This growth is fueled by user preference for high-quality, convenient, and user-friendly photo editing applications on iOS platforms.

The entry level segment is expected to grow faster throughout the forecast period. By type, the prosumer level segment held the dominant share in 2023, owing to its balance of advanced features and affordability. This segment appeals to both advanced amateurs and semi-professional photographers, driving its popularity and rapid growth in the photo editing software market. However, the entry level segment is projected to be the fastest growing segment from 2024 to 2032, owing to increase in accessibility and user-friendly features attracting casual and beginner photo editors.

The individual segment is expected to grow faster throughout the forecast period. By end user, the commercial segment held the dominant market share in 2023, owing to its widespread use in industries such as advertising, media, and entertainment. The businesses rely on advanced editing tools for high-quality content creation, branding, and marketing, driving significant demand and market growth in this segment. However, the individual segment is projected to be the fastest growing segment from 2024 to 2032, owing to rise in number of smartphone users and increase in popularity of social media platforms.

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Industry Trends

□ In February 2024, Photoroom, the AI-based photo-editing app in Paris, closed its latest funding round, raising \$43 million and valuing the company at \$500 million. Photoroom was founded by CEO Matthieu Rouif and CTO Eliot Andres. The AI based photo editing app has experienced substantial growth, serving a wide range of users, including online business users and casual photographers.

□ In December 2022, ImagenAI, a startup using AI to assist professional photographers in editing photos and automating post-production work, announced it raised \$30 million in an all-equity growth investment from Summit Partners. This funding brings Imagen's total raised capital to \$34 million. Co-founder and CEO Yotam Gil stated to TechCrunch that the funds will be used to expand the startup's software-as-a-service offering through mergers and acquisitions, as well as for further product research and development.

Key Takeaways : Photo Editing Software Market

□ The photo editing software market size study covers 20 countries. The research includes a segment analysis of each country in terms of value (\$Million) for the projected period 2024-2032.

□ More than 1, 500 product literatures, industry releases, annual reports, and other such documents of major energy storage system industry participants along with authentic industry journals, trade associations' releases, and government websites have been reviewed for generating high-value industry insights.

□ The study integrated high-quality data, professional opinions and analysis, and critical independent perspectives. The research approach is intended to provide a balanced view of global photo editing software market forecast and to assist stakeholders in making educated decisions in order to achieve their most ambitious growth objectives.

Recent Key Strategies and Developments :

□ In May 2024, MAGIX Software GmbH, a German software and app provider, acquired a majority of the Sony Creative Software (SCS) products such as Vegas Pro, Movie Studio, Sound Forge Pro, and ACID Pro lines, which is accelerating the international growth of the company.

□ In February 2023, Pixlr (Pixlr Pte Ltd.) , a leading photo-editing software, launched the latest version of its flagship suite of products, Pixlr Suite 2023. This new release offers a range of exciting features, making it the most powerful and user-friendly photo editing software.

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Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

Other Trending Reports:

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Allied Market Research (AMR) is a market research and business-consulting firm of Allied Analytics LLP, based in Portland, Oregon. AMR offers market research reports, business solutions, consulting services, and insights on markets across 11 industry verticals. Adopting extensive research methodologies, AMR is instrumental in helping its clients to make strategic business decisions and achieve sustainable growth in their market domains. We are equipped with skilled analysts and experts and have a wide experience of working with many Fortune 500 companies and small & medium enterprises.

Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep presented in the reports published by us is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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