

Short Video Platforms Market Growth Set to Surge Significantly at a CAGR of 8.1% by 2032

The global short video platforms market is witnessing growth due to several factors such as the increased global internet penetration.

WILMINGTON, NEW CASTLE, DE, UNITED STATES, January 27, 2025 /EINPresswire.com/ -- The global [Short Video Platforms Market](#) is growing

due to several factors such the increased global internet penetration, increased production of videos and online content, and the proliferation of smartphones are some of the main factors anticipated to propel the growth of the market. However, the regulatory and legal issues act as restraints for the short video platforms market. In addition, the increasing penetration of wireless networks and easy internet access in developing countries will provide ample opportunities for the market's development during the forecast period. The global short video platforms market size was valued at \$1.6 billion in 2023, and is projected to reach \$3.3 billion by 2032, growing at a CAGR of 8.1% from 2024 to 2032.



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By deployment, the application-based segment held the highest market share in 2023. The availability of wireless broadband technology and the emergence of 4G/5G mobile networks are expected to drive the segment growth. Several benefits associated with the application-based segment, such as the ability to watch videos at any time and record them, are projected to increase demand for this segment over the forecast period.

By platform, the media and entertainment segment held the highest market share in 2023. The surge in live streaming events and growing consumer base, and advancements in mobile technology are predicted to play a significant role in the development of the media and entertainment segment. The essential aspects of the entertainment market include electronics, exhibition, live, mass media, and musicals. Users can modify videos, apply face filters, and

beauty effects, and add music or dialogues in the background; all of these factors are propelling the media and entertainment sector.

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By type, the video post segment held the highest market share in 2023. Video post promotes stronger engagement with targeted audiences and is easier to consume and recall. Short-form content's potential can help businesses gain a competitive advantage, and sharing product demonstrations highlighting benefits and features promotes the video segment's growth. The rise of online video and social sharing creates a significant opportunity for online marketing growth.

Global Short Video Platforms Market Key Players :

Beijing Wei Ran Internet Technology

ByteDance Ltd. (Toutiao)

Doupai

Facebook (Instagram)

Kuaishou Technology

Meipai

Snap Inc. (Snapchat)

Snow Corp. (B612)

Tencent Holdings Ltd. (Weishi)

Vimeo, Inc.

Yixia Technology (Miaopai)

The report provides a detailed analysis of these key players in the global short video platforms market. These players have adopted different strategies such as new product launches, collaborations, expansion, joint ventures, agreements, and others to increase their market share and maintain dominant shares in different regions. The report is valuable in highlighting business performance, operating segments, product portfolio, and strategic moves of market players to showcase the competitive scenario.

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By platform, the iOS segment held the highest market share in 2023. The global increase in smartphone adoption is a primary factor driving the expansion of this segment. Consumer data is at risk when using the short video app, but iOS is designed in such a way that no one can obtain it without the user's permission. Moreover, the iPhone's memory is encrypted, making it impossible to hack the device and read confidential data. The iOS segment is expected to grow significantly due to the increasing popularity of Apple products and the rising demand for luxury smartphones.

Recent developments:

In April 2024, Uber Eats launched a short-form video feed to help merchants promote new dishes. The feed allows the merchants "to attract new consumers and tell a visual story of their meals, which currently isn't available on other delivery platforms.

In March 2024, AnyMind Group launched a proprietary web-based video player AnyManager Video Player, along with ad serving for AnyManager Video Player and text-to-video conversion functionalities on AnyManager, AnyMind's publisher growth platform.

In December 2022, Amazon launched a Tik-Tok-style short video feature named Inspire for its customers. The short video platform feature in the Amazon app will let customers purchase products from a customized feed of photos and videos.

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By region, North America held the highest market share in terms of revenue in 2023 and is expected to boost in terms of revenue throughout the forecast timeframe. The growth of internet usage and the continued growth of retail, consumer goods, and e-commerce in countries, such as the U.S. and Canada are expected to drive the growth of the short video platforms market in North America.

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