

# Global Live Chat Market - Trends Analysis, Product Usability Profiles & Forecasts to 2023

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## Abstracts

360iResearch predicts the global live chat market to grow from USD 478.75 million in 2016 to USD 6,873.38 million by 2023, at a Compound Annual Growth Rate (CAGR) of 46.32%. The year 2016 has been considered as the base year, while the forecast period is up-to 2023.

The major forces driving the growth of the live chat market include the a business guide to identify common issues in service delivery and effective inventory management and time-saving, cuts down service expenses, and increase sales. Moreover, real-time analysis of visitor reviews and feedback and their behavior and bi tool to collect valuable insight are also some of the factors that are driving the market growth. However lack of skilled and experienced customer service representative, and high training cost may hinder the market growth. In the middle of difficulty lies opportunity such as the a graph-based database and ai technology, encryption of chat conversation, voice navigation on wearables, smart cars, and other internet-enabled devices with iot things projected, and all-in-one solution to collaborate different business messaging tools. The possible challenges for the market growth are continuous update to keep live chat experience relevant, and monitoring and measuring performance. But key players in the market are overcoming the challenges with continual improvement and innovation.

Based on industry, the global live chat market is studied across aerospace & defense, banking, financial services & insurance, consumer goods & retail, education, energy & utilities, government, healthcare & life sciences, information technology, manufacturing, media & entertainment, telecommunication, transportation & logistics, and travel & hospitality. Based on geography, the global live chat market is studied across Americas, Europe, Middle East & Africa, and Asia-Pacific.

The report features a competitive scenario of the live chat market and provides inclusive analysis of key growth strategies adopted by major players. Key products profiled in the study are Freshdesk, HappyFox, LiveAgent, LiveChat, Pure Chat, SnapEngage, Userlike, WebGreeter, Zendesk, and Zoho SalesIQ.

## **REPORT HIGHLIGHTS:**

The report provides deep insights on demand forecasts, market trends and micro and macro indicators. In addition, this report provides insights on the factors that are driving and restraining the demand of live chat market. Moreover, the study highlights current market trends and provides forecast. We also have highlighted future trends in the live chat market that will impact the demand during the forecast period. Moreover, the competitive analysis of live chat market brings an insight on the product usability profiles of the leading players. Additionally, the analysis highlights features & pricing, informant reviews of the key products in the market.

## **REASONS TO BUY:**

The live chat market research study reveals hidden insights and dynamic, which in turn helps the players in the ecosystem take better strategic decisions. The firms looking for purchasing the global live chat market research report could look for following prospects on their way to better understand the market that can aid further decision making and possibly identify the best opportunities to exploit.

Evaluate the qualitative and quantitative aspects of the report and analyze the live chat market penetration with respect to industries and geographies.

Evaluate the key vendors in the live chat market in terms of products satisfaction and business strategy. This helps identify consumer preferences and understand its current position in 360iResearch FPNV Positioning Matrix.

Evaluates the key vendors and deeply analyze competitive landscape, revenue pockets, market trends, growth prospects, pain points, drivers, restraints, challenges and opportunities of the live chat market.

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