

# 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.

## Contents

### 1. PREFACE

- 1.1 Objectives of the Study
- 1.2 Market Definition
- 1.3 Market Segmentation & Coverage
- 1.4 Years Considered for the Study
- 1.5 Currency & Pricing
- 1.6 Stakeholders

### 2. RESEARCH & FORECASTING

- 2.1 Research Methodology
  - 2.1.1 Research Instruments
    - 2.1.1.1 Secondary Instrument
    - 2.1.1.2 Primary Instrument
  - 2.1.2 Research Approaches
    - 2.1.2.1 Bottom-up Approach
    - 2.1.2.2 Top-down Approach
  - 2.1.3 Research Reliability & Validity
  - 2.1.4 Research Assumptions
- 2.2 Forecasting Methodology
  - 2.2.1 Methodology for Market Estimation & Forecasting
  - 2.2.2 Significance and Importance of the Market Estimation & Forecasting

### 3. EXECUTIVE SUMMARY

### 4. PREMIUM INSIGHT

- 4.1 Market Connectivity
- 4.2 Market Data Feed
- 4.3 Market Dynamics
  - 4.3.1 Drivers
    - 4.3.1.1 A business guide to identify common issues in service delivery and effective inventory management
    - 4.3.1.2 Time-saving, cuts down service expenses, and increase sales
    - 4.3.1.3 Real-time analysis of visitor reviews and feedback and their behavior
    - 4.3.1.4 BI tool to collect valuable insight

#### 4.3.2 Restraints

4.3.2.1 Lack of skilled and experienced customer service representative

4.3.2.2 High training cost

#### 4.3.3 Opportunities

4.3.3.1 A graph-based database and AI technology

4.3.3.2 Encryption of chat conversation

4.3.3.3 Voice navigation on wearables, smart cars, and other internet-enabled devices with IoT things projected

4.3.3.4 All-in-one solution to collaborate different business messaging tools

#### 4.3.4 Challenges

4.3.4.1 Continuous update to keep live chat experience relevant

4.3.4.2 Monitoring and measuring performance

## 5. GLOBAL LIVE CHAT MARKET, BY INDUSTRY

### 5.1 Aerospace & Defense

5.1.1 Overview

5.1.2 Market Sizing & Forecasting

### 5.2 Banking, Financial Services & Insurance

5.2.1 Overview

5.2.2 Market Sizing & Forecasting

### 5.3 Consumer Goods & Retail

5.3.1 Overview

5.3.2 Market Sizing & Forecasting

### 5.4 Education

5.4.1 Overview

5.4.2 Market Sizing & Forecasting

### 5.5 Energy & Utilities

5.5.1 Overview

5.5.2 Market Sizing & Forecasting

### 5.6 Government

5.6.1 Overview

5.6.2 Market Sizing & Forecasting

### 5.7 Healthcare & Life Sciences

5.7.1 Overview

5.7.2 Market Sizing & Forecasting

### 5.8 Information Technology

5.8.1 Overview

5.8.2 Market Sizing & Forecasting

## 5.9 Manufacturing

### 5.9.1 Overview

### 5.9.2 Market Sizing & Forecasting

## 5.10 Media & Entertainment

### 5.10.1 Overview

### 5.10.2 Market Sizing & Forecasting

## 5.11 Telecommunication

### 5.11.1 Overview

### 5.11.2 Market Sizing & Forecasting

## 5.12 Transportation & Logistics

### 5.12.1 Overview

### 5.12.2 Market Sizing & Forecasting

## 5.13 Travel & Hospitality

### 5.13.1 Overview

### 5.13.2 Market Sizing & Forecasting

## **6. GLOBAL LIVE CHAT MARKET, BY GEOGRAPHY**

### 6.1 Americas

#### 6.1.1 Overview

#### 6.1.2 Market Sizing & Forecasting

#### 6.1.3 United States

### 6.2 Europe, Middle East & Africa

#### 6.2.1 Overview

#### 6.2.2 Market Sizing & Forecasting

#### 6.2.3 United Kingdom

#### 6.2.4 Germany

#### 6.2.5 Saudi Arabia

### 6.3 Asia-Pacific

#### 6.3.1 Overview

#### 6.3.2 Market Sizing & Forecasting

#### 6.3.3 China

#### 6.3.4 Japan

#### 6.3.5 India

## **7. COMPETITIVE LANDSCAPE**

### 7.1 360iResearch FPNV Positioning Matrix

#### 7.1.1 Business Strategy

- 7.1.2 Product Satisfaction
- 7.2 Competitive Product Features Matrix
- 7.2 Competitive News Feed Analysis

## **8. PRODUCT USABILITY PROFILES**

- 8.1 Freshdesk
- 8.2 HappyFox
- 8.3 LiveAgent
- 8.4 LiveChat
- 8.5 Pure Chat
- 8.6 SnapEngage
- 8.7 Userlike
- 8.8 WebGreeter
- 8.9 Zendesk
- 8.10 Zoho SalesIQ

## **9. APPENDIX**

- 9.1 Analysts Review
- 9.2 Disclaimer

## List Of Tables

### LIST OF TABLES (26 TABLES)

TABLE 1. GLOBAL LIVE CHAT MARKET SIZE, 2015 - 2023 (USD MILLION)

TABLE 2. GLOBAL LIVE CHAT MARKET SIZE, BY INDUSTRY, 2015 - 2023 (USD MILLION)

TABLE 3. GLOBAL LIVE CHAT MARKET SIZE, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 4. GLOBAL LIVE CHAT MARKET SIZE, BY AEROSPACE & DEFENSE, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 5. GLOBAL LIVE CHAT MARKET SIZE, BY BANKING, FINANCIAL SERVICES & INSURANCE, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 6. GLOBAL LIVE CHAT MARKET SIZE, BY CONSUMER GOODS & RETAIL, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 7. GLOBAL LIVE CHAT MARKET SIZE, BY EDUCATION, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 8. GLOBAL LIVE CHAT MARKET SIZE, BY ENERGY & UTILITIES, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 9. GLOBAL LIVE CHAT MARKET SIZE, BY GOVERNMENT, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 10. GLOBAL LIVE CHAT MARKET SIZE, BY HEALTHCARE & LIFE SCIENCES, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 11. GLOBAL LIVE CHAT MARKET SIZE, BY INFORMATION TECHNOLOGY, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 12. GLOBAL LIVE CHAT MARKET SIZE, BY MANUFACTURING, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 13. GLOBAL LIVE CHAT MARKET SIZE, BY MEDIA & ENTERTAINMENT, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 14. GLOBAL LIVE CHAT MARKET SIZE, BY TELECOMMUNICATION, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 15. GLOBAL LIVE CHAT MARKET SIZE, BY TRANSPORTATION & LOGISTICS, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 16. GLOBAL LIVE CHAT MARKET SIZE, BY TRAVEL & HOSPITALITY, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 17. AMERICAS LIVE CHAT MARKET SIZE, 2015 - 2023 (USD MILLION)

TABLE 18. EUROPE, MIDDLE EAST & AFRICA LIVE CHAT MARKET SIZE, 2015 - 2023 (USD MILLION)

TABLE 19. ASIA-PACIFIC LIVE CHAT MARKET SIZE, 2015 - 2023 (USD MILLION)

TABLE 20. 360IRESEARCH SCORES FOR FOREFRONT IN LIVE CHAT MARKET

TABLE 21. 360IRESEARCH SCORES FOR PATHFINDERS IN LIVE CHAT MARKET

TABLE 22. 360IRESEARCH SCORES FOR NICHE IN LIVE CHAT MARKET

TABLE 23. 360IRESEARCH SCORES FOR VITAL IN LIVE CHAT MARKET

TABLE 24. 360IRESEARCH FPNV POSITIONING MATRIX BUSINESS STRATEGY FOR LIVE CHAT MARKET

TABLE 25. 360IRESEARCH FPNV POSITIONING MATRIX PRODUCT SATISFACTION FOR LIVE CHAT MARKET

TABLE 26. 360IRESEARCH COMPETITIVE PRODUCT FEATURES MATRIX FOR LIVE CHAT MARKET



## List Of Figures

### LIST OF FIGURES (47 FIGURES)

- FIGURE 1. GLOBAL LIVE CHAT MARKET: YEARS CONSIDERED FOR THE STUDY
- FIGURE 2. GLOBAL LIVE CHAT MARKET: KEY RESEARCH METHODOLOGY
- FIGURE 3. GLOBAL LIVE CHAT MARKET: KEY SECONDARY INSTRUMENT SOURCES
- FIGURE 4. GLOBAL LIVE CHAT MARKET: KEY BREAKDOWN OF PRIMARY INSTRUMENT
- FIGURE 5. GLOBAL LIVE CHAT MARKET: KEY DATA TRIANGULATION
- FIGURE 6. GLOBAL LIVE CHAT MARKET: KEY RESEARCH ASSUMPTIONS
- FIGURE 7. GLOBAL LIVE CHAT MARKET CONNECTIVITY
- FIGURE 8. GLOBAL LIVE CHAT MARKET SIZE, 2015 - 2023 (USD MILLION)
- FIGURE 9. GLOBAL LIVE CHAT MARKET SIZE, BY INDUSTRY, 2016 (USD MILLION)
- FIGURE 10. GLOBAL LIVE CHAT MARKET SIZE, BY GEOGRAPHY, 2016 (USD MILLION)
- FIGURE 11. GLOBAL LIVE CHAT MARKET SIZE, BY AEROSPACE & DEFENSE, BY GEOGRAPHY, 2016 (USD MILLION)
- FIGURE 12. GLOBAL LIVE CHAT MARKET SIZE, BY AEROSPACE & DEFENSE, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)
- FIGURE 13. GLOBAL LIVE CHAT MARKET SIZE, BY BANKING, FINANCIAL SERVICES & INSURANCE, BY GEOGRAPHY, 2016 (USD MILLION)
- FIGURE 14. GLOBAL LIVE CHAT MARKET SIZE, BY BANKING, FINANCIAL SERVICES & INSURANCE, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)
- FIGURE 15. GLOBAL LIVE CHAT MARKET SIZE, BY CONSUMER GOODS & RETAIL, BY GEOGRAPHY, 2016 (USD MILLION)
- FIGURE 16. GLOBAL LIVE CHAT MARKET SIZE, BY CONSUMER GOODS & RETAIL, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)
- FIGURE 17. GLOBAL LIVE CHAT MARKET SIZE, BY EDUCATION, BY GEOGRAPHY, 2016 (USD MILLION)
- FIGURE 18. GLOBAL LIVE CHAT MARKET SIZE, BY EDUCATION, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)
- FIGURE 19. GLOBAL LIVE CHAT MARKET SIZE, BY ENERGY & UTILITIES, BY GEOGRAPHY, 2016 (USD MILLION)
- FIGURE 20. GLOBAL LIVE CHAT MARKET SIZE, BY ENERGY & UTILITIES, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)
- FIGURE 21. GLOBAL LIVE CHAT MARKET SIZE, BY GOVERNMENT, BY GEOGRAPHY, 2016 (USD MILLION)

- FIGURE 22. GLOBAL LIVE CHAT MARKET SIZE, BY GOVERNMENT, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)
- FIGURE 23. GLOBAL LIVE CHAT MARKET SIZE, BY HEALTHCARE & LIFE SCIENCES, BY GEOGRAPHY, 2016 (USD MILLION)
- FIGURE 24. GLOBAL LIVE CHAT MARKET SIZE, BY HEALTHCARE & LIFE SCIENCES, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)
- FIGURE 25. GLOBAL LIVE CHAT MARKET SIZE, BY INFORMATION TECHNOLOGY, BY GEOGRAPHY, 2016 (USD MILLION)
- FIGURE 26. GLOBAL LIVE CHAT MARKET SIZE, BY INFORMATION TECHNOLOGY, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)
- FIGURE 27. GLOBAL LIVE CHAT MARKET SIZE, BY MANUFACTURING, BY GEOGRAPHY, 2016 (USD MILLION)
- FIGURE 28. GLOBAL LIVE CHAT MARKET SIZE, BY MANUFACTURING, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)
- FIGURE 29. GLOBAL LIVE CHAT MARKET SIZE, BY MEDIA & ENTERTAINMENT, BY GEOGRAPHY, 2016 (USD MILLION)
- FIGURE 30. GLOBAL LIVE CHAT MARKET SIZE, BY MEDIA & ENTERTAINMENT, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)
- FIGURE 31. GLOBAL LIVE CHAT MARKET SIZE, BY TELECOMMUNICATION, BY GEOGRAPHY, 2016 (USD MILLION)
- FIGURE 32. GLOBAL LIVE CHAT MARKET SIZE, BY TELECOMMUNICATION, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)
- FIGURE 33. GLOBAL LIVE CHAT MARKET SIZE, BY TRANSPORTATION & LOGISTICS, BY GEOGRAPHY, 2016 (USD MILLION)
- FIGURE 34. GLOBAL LIVE CHAT MARKET SIZE, BY TRANSPORTATION & LOGISTICS, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)
- FIGURE 35. GLOBAL LIVE CHAT MARKET SIZE, BY TRAVEL & HOSPITALITY, BY GEOGRAPHY, 2016 (USD MILLION)
- FIGURE 36. GLOBAL LIVE CHAT MARKET SIZE, BY TRAVEL & HOSPITALITY, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)
- FIGURE 37. AMERICAS LIVE CHAT MARKET SIZE, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)
- FIGURE 38. UNITED STATES LIVE CHAT MARKET SIZE, 2016 VS 2023 (USD MILLION)
- FIGURE 39. EUROPE, MIDDLE EAST & AFRICA LIVE CHAT MARKET SIZE, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)
- FIGURE 40. UNITED KINGDOM LIVE CHAT MARKET SIZE, 2016 VS 2023 (USD MILLION)
- FIGURE 41. GERMANY LIVE CHAT MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 42. SAUDI ARABIA LIVE CHAT MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 43. ASIA-PACIFIC LIVE CHAT MARKET SIZE, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 44. CHINA LIVE CHAT MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 45. JAPAN LIVE CHAT MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 46. INDIA LIVE CHAT MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 47. 360IRESEARCH FPNV POSITIONING MATRIX FOR LIVE CHAT MARKET

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