

# Global Web Conferencing Market - Trends Analysis, Product Usability Profiles & Forecasts to 2023

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## Abstracts

360iResearch predicts the global web conferencing market to grow from USD 4,857.90 million in 2016 to USD 14,673.78 million by 2023, at a Compound Annual Growth Rate (CAGR) of 17.11%. 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 web conferencing market include the globalization of digital businesses and its consumerization trends. Moreover, saving time, money and increasing productivity is also one of the factors that is driving the market growth. However, internet connectivity and accessibility challenges, and security concerns related to targeted attacks may hinder the market growth. In the middle of difficulty lies opportunity such as the unified communication tool to transform the businesses, and cloud-based web conferencing. The possible challenges for the market growth is lack of its infrastructure across developing economies. But key players in the market are overcoming the challenges with continual improvement and innovation.

Based on industry, the global web conferencing 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 web conferencing market is studied across Americas, Europe, Middle East & Africa, and Asia-Pacific.

The report features a competitive scenario of the web conferencing market and provides inclusive analysis of key growth strategies adopted by major players. Key products profiled in the study are AT&T Connect, Cisco Jabber, Cisco Spark, Cisco WebEx, Highfive, InterCall, RealPresence, West Unified Communications Services, Zoom, and

onVideo Meetings.

## **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 web conferencing market. Moreover, the study highlights current market trends and provides forecast. We also have highlighted future trends in the web conferencing market that will impact the demand during the forecast period. Moreover, the competitive analysis of web conferencing 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 web conferencing 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 web conferencing 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 web conferencing market penetration with respect to industries and geographies.

Evaluate the key vendors in the web conferencing 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 web conferencing market.

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