

# 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 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.

## 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 Globalization of digital businesses
    - 4.3.1.2 IT consumerization trends
    - 4.3.1.3 Saves time, money and increases productivity
  - 4.3.2 Restraints
    - 4.3.2.1 Internet connectivity and accessibility challenge

- 4.3.2.2 Security concern related to targeted attacks
- 4.3.3 Opportunities
  - 4.3.3.1 Unified communication tool to transform the businesses
  - 4.3.3.2 Cloud based web conferencing
- 4.3.4 Challenges
  - 4.3.4.1 Lack of IT infrastructure across developing economies

## **5. GLOBAL WEB CONFERENCING 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 WEB CONFERENCING 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 AT&T Connect
- 8.2 Cisco Jabber
- 8.3 Cisco Spark
- 8.4 Cisco WebEx
- 8.5 Highfive
- 8.6 InterCall
- 8.7 RealPresence
- 8.8 West Unified Communications Services
- 8.9 Zoom
- 8.10 onVideo Meetings

## **9. APPENDIX**

- 9.1 Analysts Review
- 9.2 Disclaimer

## List Of Tables

### LIST OF TABLES (26 TABLES)

TABLE 1. GLOBAL WEB CONFERENCING MARKET SIZE, 2015 - 2023 (USD MILLION)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

TABLE 17. AMERICAS WEB CONFERENCING MARKET SIZE, 2015 - 2023 (USD MILLION)

TABLE 18. EUROPE, MIDDLE EAST & AFRICA WEB CONFERENCING MARKET

SIZE, 2015 - 2023 (USD MILLION)

TABLE 19. ASIA-PACIFIC WEB CONFERENCING MARKET SIZE, 2015 - 2023 (USD MILLION)

TABLE 20. 360IRESEARCH SCORES FOR FOREFRONT IN WEB CONFERENCING MARKET

TABLE 21. 360IRESEARCH SCORES FOR PATHFINDERS IN WEB CONFERENCING MARKET

TABLE 22. 360IRESEARCH SCORES FOR NICHE IN WEB CONFERENCING MARKET

TABLE 23. 360IRESEARCH SCORES FOR VITAL IN WEB CONFERENCING MARKET

TABLE 24. 360IRESEARCH FPNV POSITIONING MATRIX BUSINESS STRATEGY FOR WEB CONFERENCING MARKET

TABLE 25. 360IRESEARCH FPNV POSITIONING MATRIX PRODUCT SATISFACTION FOR WEB CONFERENCING MARKET

TABLE 26. 360IRESEARCH COMPETITIVE PRODUCT FEATURES MATRIX FOR WEB CONFERENCING MARKET



## List Of Figures

### LIST OF FIGURES (47 FIGURES)

FIGURE 1. GLOBAL WEB CONFERENCING MARKET: YEARS CONSIDERED FOR THE STUDY

FIGURE 2. GLOBAL WEB CONFERENCING MARKET: KEY RESEARCH METHODOLOGY

FIGURE 3. GLOBAL WEB CONFERENCING MARKET: KEY SECONDARY INSTRUMENT SOURCES

FIGURE 4. GLOBAL WEB CONFERENCING MARKET: KEY BREAKDOWN OF PRIMARY INSTRUMENT

FIGURE 5. GLOBAL WEB CONFERENCING MARKET: KEY DATA TRIANGULATION

FIGURE 6. GLOBAL WEB CONFERENCING MARKET: KEY RESEARCH ASSUMPTIONS

FIGURE 7. GLOBAL WEB CONFERENCING MARKET CONNECTIVITY

FIGURE 8. GLOBAL WEB CONFERENCING MARKET SIZE, 2015 - 2023 (USD MILLION)

FIGURE 9. GLOBAL WEB CONFERENCING MARKET SIZE, BY INDUSTRY, 2016 (USD MILLION)

FIGURE 10. GLOBAL WEB CONFERENCING MARKET SIZE, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 11. GLOBAL WEB CONFERENCING MARKET SIZE, BY AEROSPACE & DEFENSE, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 12. GLOBAL WEB CONFERENCING MARKET SIZE, BY AEROSPACE & DEFENSE, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 13. GLOBAL WEB CONFERENCING MARKET SIZE, BY BANKING, FINANCIAL SERVICES & INSURANCE, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 14. GLOBAL WEB CONFERENCING MARKET SIZE, BY BANKING, FINANCIAL SERVICES & INSURANCE, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 15. GLOBAL WEB CONFERENCING MARKET SIZE, BY CONSUMER GOODS & RETAIL, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 16. GLOBAL WEB CONFERENCING MARKET SIZE, BY CONSUMER GOODS & RETAIL, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 17. GLOBAL WEB CONFERENCING MARKET SIZE, BY EDUCATION, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 18. GLOBAL WEB CONFERENCING MARKET SIZE, BY EDUCATION, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 19. GLOBAL WEB CONFERENCING MARKET SIZE, BY ENERGY & UTILITIES, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 20. GLOBAL WEB CONFERENCING MARKET SIZE, BY ENERGY & UTILITIES, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 21. GLOBAL WEB CONFERENCING MARKET SIZE, BY GOVERNMENT, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 22. GLOBAL WEB CONFERENCING MARKET SIZE, BY GOVERNMENT, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 23. GLOBAL WEB CONFERENCING MARKET SIZE, BY HEALTHCARE & LIFE SCIENCES, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 24. GLOBAL WEB CONFERENCING MARKET SIZE, BY HEALTHCARE & LIFE SCIENCES, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 25. GLOBAL WEB CONFERENCING MARKET SIZE, BY INFORMATION TECHNOLOGY, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 26. GLOBAL WEB CONFERENCING MARKET SIZE, BY INFORMATION TECHNOLOGY, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 27. GLOBAL WEB CONFERENCING MARKET SIZE, BY MANUFACTURING, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 28. GLOBAL WEB CONFERENCING MARKET SIZE, BY MANUFACTURING, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 29. GLOBAL WEB CONFERENCING MARKET SIZE, BY MEDIA & ENTERTAINMENT, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 30. GLOBAL WEB CONFERENCING MARKET SIZE, BY MEDIA & ENTERTAINMENT, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 31. GLOBAL WEB CONFERENCING MARKET SIZE, BY TELECOMMUNICATION, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 32. GLOBAL WEB CONFERENCING MARKET SIZE, BY TELECOMMUNICATION, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 33. GLOBAL WEB CONFERENCING MARKET SIZE, BY TRANSPORTATION & LOGISTICS, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 34. GLOBAL WEB CONFERENCING MARKET SIZE, BY TRANSPORTATION & LOGISTICS, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 35. GLOBAL WEB CONFERENCING MARKET SIZE, BY TRAVEL & HOSPITALITY, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 36. GLOBAL WEB CONFERENCING MARKET SIZE, BY TRAVEL & HOSPITALITY, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 37. AMERICAS WEB CONFERENCING MARKET SIZE, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 38. UNITED STATES WEB CONFERENCING MARKET SIZE, 2016 VS 2023

(USD MILLION)

FIGURE 39. EUROPE, MIDDLE EAST & AFRICA WEB CONFERENCING MARKET SIZE, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 40. UNITED KINGDOM WEB CONFERENCING MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 41. GERMANY WEB CONFERENCING MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 42. SAUDI ARABIA WEB CONFERENCING MARKET SIZE, 2016 VS 2023 (USD MILLION)

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

FIGURE 44. CHINA WEB CONFERENCING MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 45. JAPAN WEB CONFERENCING MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 46. INDIA WEB CONFERENCING MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 47. 360IRESEARCH FPNV POSITIONING MATRIX FOR WEB CONFERENCING MARKET

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