

Global Push to Talk Market Size study, by Component (Hardware, Solution and Services), by Organization Size (Small and Medium-Sized Enterprises and Large Enterprises), by Network Type (Land Mobile Radio and Cellular), by Vertical (Public Safety, Government & defense, Commercial, Transportation and Logistics, Travel and Hospitality, Energy and Utilities, Construction, Manufacturing and Others) and Regional Forecasts 2020-2026

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Abstracts

Global Push to Talk Market is valued approximately at USD 25 billion in 2019 and is anticipated to grow with a growth rate of more than 9% over the forecast period 2020-2026. Push to talk (PTT) or press to transmit is a method of having partial communication i.e., one at a time of user can transmit. The push to talk (PTT) switch has half duplex mode of communication that is most commonly located on the gadget for small scale radio users and for large scale radio users on the hand-held microphones. By involving half duplex mode of communication through electronic gadgets having transmitter as well as receiver embedded on it, helps noise free and clear communication. The growing demand for Push-to-talk over cellular (POC), proliferation of rugged and ultra-rugged smart phones, growing need for driver safety and transition of Land Mobile Radio (LMR) systems from analog to digital are the few factors responsible for growth of the market over the forecast period. Furthermore, the rising advancements and various strategic alliance by market key player will create a lucrative demand for this market. For instance: as per Company's news release in October 2019, T-mobile launched broadband push-to-talk (PTT) service from ESChat on its network, enabling customers purchasing PTT service via T-Mobile can

communicate with ESChat users on any other wireless network. However, high-speed 5g network for enhancing PTT-related operations is the major factor restraining the growth of global Push to Talk Market during the forecast period.

The regional analysis of global Push to Talk Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of market share owing to the presence of extensive communication technologies and the leading telecom service providers and PoC vendors, such as AT&T, Verizon Wireless, Sprint, and Motorola Solutions. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2026.

Major market player included in this report are:

AT&T Inc.
Verizon Wireless
Motorola Solutions, Inc.
Sprint Corporation
Bell Canada
Iridium Corporation Limited
Qualcomm
Tait Communications
Zebra Technologies Corporation
Telstra Corporation Limited

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Component:

Hardware
Solution
Services

By Organization Size:

Small and Medium-Sized Enterprises

Large Enterprises

By Network Type:

Land Mobile Radio

Cellular

By Vertical:

Public Safety

Government & defense

Commercial

Transportation and Logistics

Travel and Hospitality

Energy and Utilities

Construction

Manufacturing

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

Asia Pacific

China

India

Japan

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2016, 2017, 2018

Base year – 2019

Forecast period – 2020 to 2026

Target Audience of the Global Push to Talk in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2018-2026 (USD BILLION)
 - 1.2.1. Push to Talk Market, by Region, 2018-2026 (USD BILLION)
 - 1.2.2. Push to Talk Market, by Component, 2018-2026 (USD BILLION)
 - 1.2.3. Push to Talk Market, by Organization Size, 2018-2026 (USD BILLION)
 - 1.2.4. Push to Talk Market, by Network Type, 2018-2026 (USD BILLION)
 - 1.2.5. Push to Talk Market, by Vertical, 2018-2026 (USD BILLION)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL PUSH TO TALK MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Scope of the Study
 - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL PUSH TO TALK MARKET DYNAMICS

- 3.1. Push to Talk Market Impact Analysis (2018-2026)
 - 3.1.1. Market Drivers
 - 3.1.2. Market Challenges
 - 3.1.3. Market Opportunities

CHAPTER 4. GLOBAL PUSH TO TALK MARKET: INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry

- 4.1.6. Futuristic Approach to Porter's 5 Force Model (2016-2026)
- 4.2. PEST Analysis
 - 4.2.1. Political
 - 4.2.2. Economical
 - 4.2.3. Social
 - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL PUSH TO TALK MARKET, BY COMPONENT

- 5.1. Market Snapshot
- 5.2. Global Push to Talk Market by Component, Performance - Potential Analysis
- 5.3. Global Push to Talk Market Estimates & Forecasts by Component 2016-2026 (USD BILLION)
- 5.4. Push to Talk Market, Sub Segment Analysis
 - 5.4.1. Hardware
 - 5.4.2. Solution
 - 5.4.3. Services

CHAPTER 6. GLOBAL PUSH TO TALK MARKET, BY ORGANIZATION SIZE

- 6.1. Market Snapshot
- 6.2. Global Push to Talk Market by Organization Size, Performance - Potential Analysis
- 6.3. Global Push to Talk Market Estimates & Forecasts by Organization Size 2016-2026 (USD BILLION)
- 6.4. Push to Talk Market, Sub Segment Analysis
 - 6.4.1. Small and Medium-Sized Enterprises
 - 6.4.2. Large Enterprises

CHAPTER 7. GLOBAL PUSH TO TALK MARKET, BY NETWORK TYPE

- 7.1. Market Snapshot
- 7.2. Global Push to Talk Market by Network Type, Performance - Potential Analysis
- 7.3. Global Push to Talk Market Estimates & Forecasts by Network Type 2016-2026 (USD BILLION)
- 7.4. Push to Talk Market, Sub Segment Analysis
 - 7.4.1. Land Mobile Radio
 - 7.4.2. Cellular

CHAPTER 8. GLOBAL PUSH TO TALK MARKET, BY VERTICAL

- 8.1. Market Snapshot
- 8.2. Global Push to Talk Market by Vertical, Performance - Potential Analysis
- 8.3. Global Push to Talk Market Estimates & Forecasts by Vertical 2016-2026 (USD BILLION)
- 8.4. Push to Talk Market, Sub Segment Analysis
 - 8.4.1. Public Safety
 - 8.4.2. Government & defense
 - 8.4.3. Commercial
 - 8.4.4. Transportation and Logistics
 - 8.4.5. Travel and Hospitality
 - 8.4.6. Energy and Utilities
 - 8.4.7. Construction
 - 8.4.8. Manufacturing
 - 8.4.9. Others

CHAPTER 9. GLOBAL PUSH TO TALK MARKET, REGIONAL ANALYSIS

- 9.1. Push to Talk Market, Regional Market Snapshot
- 9.2. North America Push to Talk Market
 - 9.2.1. U.S. Push to Talk Market
 - 9.2.1.1. Component breakdown estimates & forecasts, 2016-2026
 - 9.2.1.2. Organization Size breakdown estimates & forecasts, 2016-2026
 - 9.2.1.3. Network Type breakdown estimates & forecasts, 2016-2026
 - 9.2.1.4. Vertical breakdown estimates & forecasts, 2016-2026
 - 9.2.2. Canada Push to Talk Market
- 9.3. Europe Push to Talk Market Snapshot
 - 9.3.1. U.K. Push to Talk Market
 - 9.3.2. Germany Push to Talk Market
 - 9.3.3. Rest of Europe Push to Talk Market
- 9.4. Asia-Pacific Push to Talk Market Snapshot
 - 9.4.1. China Push to Talk Market
 - 9.4.2. India Push to Talk Market
 - 9.4.3. Japan Push to Talk Market
 - 9.4.4. Rest of Asia Pacific Push to Talk Market
- 9.5. Latin America Push to Talk Market Snapshot
 - 9.5.1. Brazil Push to Talk Market

- 9.5.2. Mexico Push to Talk Market
- 9.6. Rest of The World Push to Talk Market

CHAPTER 10. COMPETITIVE INTELLIGENCE

- 10.1. Top Market Strategies
- 10.2. Company Profiles
 - 10.2.1. AT&T Inc.
 - 10.2.1.1. Key Information
 - 10.2.1.2. Overview
 - 10.2.1.3. Financial (Subject to Data Availability)
 - 10.2.1.4. Product Summary
 - 10.2.1.5. Recent Developments
 - 10.2.2. Verizon Wireless
 - 10.2.3. Motorola Solutions, Inc.
 - 10.2.4. Sprint Corporation
 - 10.2.5. Bell Canada
 - 10.2.6. Iridium Corporation Limited
 - 10.2.7. Qualcomm
 - 10.2.8. Tait Communications
 - 10.2.9. Zebra Technologies Corporation
 - 10.2.10. Telstra Corporation Limited

CHAPTER 11. RESEARCH PROCESS

- 11.1. Research Process
 - 11.1.1. Data Mining
 - 11.1.2. Analysis
 - 11.1.3. Market Estimation
 - 11.1.4. Validation
 - 11.1.5. Publishing
- 11.2. Research Attributes
- 11.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. List of secondary sources, used in the study of global Push to Talk market

TABLE 2. List of primary sources, used in the study of global Push to Talk market

TABLE 3. Global Push to Talk market, report scope

TABLE 4. Years considered for the study

TABLE 5. Exchange rates considered

TABLE 6. Global Push to Talk market estimates & forecasts by region 2016-2026 (USD BILLION)

TABLE 7. Global Push to Talk market estimates & forecasts by component 2016-2026 (USD BILLION)

TABLE 8. Global Push to Talk market estimates & forecasts by Organization Size 2016-2026 (USD BILLION)

TABLE 9. Global Push to Talk market estimates & forecasts by Network Type 2016-2026 (USD BILLION)

TABLE 10. Global Push to Talk market estimates & forecasts by Vertical 2016-2026 (USD BILLION)

TABLE 11. Global Push to Talk market by segment, estimates & forecasts, 2016-2026 (USD BILLION)

TABLE 12. Global Push to Talk market by region, estimates & forecasts, 2016-2026 (USD BILLION)

TABLE 13. Global Push to Talk market by segment, estimates & forecasts, 2016-2026 (USD BILLION)

TABLE 14. Global Push to Talk market by region, estimates & forecasts, 2016-2026 (USD BILLION)

TABLE 15. Global Push to Talk market by segment, estimates & forecasts, 2016-2026 (USD BILLION)

TABLE 16. Global Push to Talk market by region, estimates & forecasts, 2016-2026 (USD BILLION)

TABLE 17. Global Push to Talk market by segment, estimates & forecasts, 2016-2026 (USD BILLION)

TABLE 18. Global Push to Talk market by region, estimates & forecasts, 2016-2026 (USD BILLION)

TABLE 19. Global Push to Talk market by segment, estimates & forecasts, 2016-2026 (USD BILLION)

TABLE 20. Global Push to Talk market by region, estimates & forecasts, 2016-2026 (USD BILLION)

TABLE 21. Global Push to Talk market by segment, estimates & forecasts, 2016-2026
(USD BILLION)

TABLE 22. Global Push to Talk market by region, estimates & forecasts, 2016-2026
(USD BILLION)

TABLE 23. Global Push to Talk market by segment, estimates & forecasts, 2016-2026
(USD BILLION)

TABLE 24. Global Push to Talk market by region, estimates & forecasts, 2016-2026
(USD BILLION)

TABLE 25. Global Push to Talk market by segment, estimates & forecasts, 2016-2026
(USD BILLION)

TABLE 26. Global Push to Talk market by region, estimates & forecasts, 2016-2026
(USD BILLION)

TABLE 27. Global Push to Talk market by segment, estimates & forecasts, 2016-2026
(USD BILLION)

TABLE 28. Global Push to Talk market by region, estimates & forecasts, 2016-2026
(USD BILLION)

TABLE 29. Global Push to Talk market by segment, estimates & forecasts, 2016-2026
(USD BILLION)

TABLE 30. Global Push to Talk market by region, estimates & forecasts, 2016-2026
(USD BILLION)

TABLE 31. Global Push to Talk market by segment, estimates & forecasts, 2016-2026
(USD BILLION)

TABLE 32. Global Push to Talk market by region, estimates & forecasts, 2016-2026
(USD BILLION)

TABLE 33. Global Push to Talk market by segment, estimates & forecasts, 2016-2026
(USD BILLION)

TABLE 34. Global Push to Talk market by region, estimates & forecasts, 2016-2026
(USD BILLION)

TABLE 35. Global Push to Talk market by segment, estimates & forecasts, 2016-2026
(USD BILLION)

TABLE 36. Global Push to Talk market by region, estimates & forecasts, 2016-2026
(USD BILLION)

TABLE 37. Global Push to Talk market by segment, estimates & forecasts, 2016-2026
(USD BILLION)

TABLE 38. Global Push to Talk market by region, estimates & forecasts, 2016-2026
(USD BILLION)

TABLE 39. Global Push to Talk market by segment, estimates & forecasts, 2016-2026
(USD BILLION)

TABLE 40. Global Push to Talk market by region, estimates & forecasts, 2016-2026

(USD BILLION)

TABLE 41. Global Push to Talk market by segment, estimates & forecasts, 2016-2026

(USD BILLION)

TABLE 42. Global Push to Talk market by region, estimates & forecasts, 2016-2026

(USD BILLION)

TABLE 43. U.s. Push to Talk market estimates & forecasts, 2016-2026 (USD BILLION)

TABLE 44. U.s. Push to Talk market estimates & forecasts by segment 2016-2026

(USD BILLION)

TABLE 45. U.s. Push to Talk market estimates & forecasts by segment 2016-2026

(USD BILLION)

TABLE 46. U.s. Push to Talk market estimates & forecasts by segment 2016-2026

(USD BILLION)

TABLE 47. U.s. Push to Talk market estimates & forecasts by segment 2016-2026

(USD BILLION)

TABLE 48. Canada Push to Talk market estimates & forecasts, 2016-2026 (USD BILLION)

TABLE 49. Canada Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 50. Canada Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 51. Canada Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 52. Canada Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 53. Uk Push to Talk market estimates & forecasts, 2016-2026 (USD BILLION)

TABLE 54. Uk Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 55. Uk Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 56. Uk Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 57. Uk Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 58. Germany Push to Talk market estimates & forecasts, 2016-2026 (USD BILLION)

TABLE 59. Germany Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 60. Germany Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 61. Germany Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 62. Germany Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 63. Roe Push to Talk market estimates & forecasts, 2016-2026 (USD BILLION)

TABLE 64. Roe Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 65. Roe Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 66. Roe Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 67. Roe Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 68. China Push to Talk market estimates & forecasts, 2016-2026 (USD BILLION)

TABLE 69. China Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 70. China Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 71. China Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 72. China Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 73. India Push to Talk market estimates & forecasts, 2016-2026 (USD BILLION)

TABLE 74. India Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 75. India Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 76. India Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 77. India Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 78. Japan Push to Talk market estimates & forecasts, 2016-2026 (USD BILLION)

TABLE 79. Japan Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 80. Japan Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 81. Japan Push to Talk market estimates & forecasts by segment 2016-2026

(USD BILLION)

TABLE 82. Japan Push to Talk market estimates & forecasts by segment 2016-2026

(USD BILLION)

TABLE 83. Roapac Push to Talk market estimates & forecasts, 2016-2026 (USD BILLION)

TABLE 84. Roapac Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 85. Roapac Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 86. Roapac Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 87. Roapac Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 88. Brazil Push to Talk market estimates & forecasts, 2016-2026 (USD BILLION)

TABLE 89. Brazil Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 90. Brazil Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 91. Brazil Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 92. Brazil Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 93. Mexico Push to Talk market estimates & forecasts, 2016-2026 (USD BILLION)

TABLE 94. Mexico Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 95. Mexico Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 96. Mexico Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 97. Mexico Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 98. Rola Push to Talk market estimates & forecasts, 2016-2026 (USD BILLION)

TABLE 99. Rola Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 100. Rola Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 101. Rola Push to Talk market estimates & forecasts by segment 2016-2026

(USD BILLION)

TABLE 102. Rola Push to Talk market estimates & forecasts by segment 2016-2026

(USD BILLION)

TABLE 103. Row Push to Talk market estimates & forecasts, 2016-2026 (USD BILLION)

TABLE 104. Row Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 105. Row Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 106. Row Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

TABLE 107. Row Push to Talk market estimates & forecasts by segment 2016-2026 (USD BILLION)

List Of Figures

LIST OF FIGURES

- FIG 1. Global Push to Talk market, research methodology
- FIG 2. Global Push to Talk market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Push to Talk market, key trends 2019
- FIG 5. Global Push to Talk market, growth prospects 2020-2026
- FIG 6. Global Push to Talk market, porters 5 force model
- FIG 7. Global Push to Talk market, pest analysis
- FIG 8. Global Push to Talk market, value chain analysis
- FIG 9. Global Push to Talk market by segment, 2016 & 2026 (USD BILLION)
- FIG 10. Global Push to Talk market by segment, 2016 & 2026 (USD BILLION)
- FIG 11. Global Push to Talk market by segment, 2016 & 2026 (USD BILLION)
- FIG 12. Global Push to Talk market by segment, 2016 & 2026 (USD BILLION)
- FIG 13. Global Push to Talk market by segment, 2016 & 2026 (USD BILLION)
- FIG 14. Global Push to Talk market by segment, 2016 & 2026 (USD BILLION)
- FIG 15. Global Push to Talk market by segment, 2016 & 2026 (USD BILLION)
- FIG 16. Global Push to Talk market by segment, 2016 & 2026 (USD BILLION)
- FIG 17. Global Push to Talk market by segment, 2016 & 2026 (USD BILLION)
- FIG 18. Global Push to Talk market by segment, 2016 & 2026 (USD BILLION)
- FIG 19. Global Push to Talk market by segment, 2016 & 2026 (USD BILLION)
- FIG 20. Global Push to Talk market by segment, 2016 & 2026 (USD BILLION)
- FIG 21. Global Push to Talk market by segment, 2016 & 2026 (USD BILLION)
- FIG 22. Global Push to Talk market by segment, 2016 & 2026 (USD BILLION)
- FIG 23. Global Push to Talk market by segment, 2016 & 2026 (USD BILLION)
- FIG 24. Global Push to Talk market by segment, 2016 & 2026 (USD BILLION)
- FIG 25. Global Push to Talk market, regional snapshot 2016 & 2026
- FIG 26. North america Push to Talk market 2016 & 2026 (USD BILLION)
- FIG 27. Europe Push to Talk market 2016 & 2026 (USD BILLION)
- FIG 28. Asia pacific Push to Talk market 2016 & 2026 (USD BILLION)
- FIG 29. Latin america Push to Talk market 2016 & 2026 (USD BILLION)
- FIG 30. Global Push to Talk market, company market share analysis (2019)

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