

Global Instant Messaging Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Instant messaging (IM) technology is a type of online chat that offers real-time text transmission over the Internet.

Scope of the Report:

This report studies the Instant Messaging market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Instant Messaging market by product type and applications/end industries.

IM allows effective and efficient communication, allowing immediate receipt of acknowledgment or reply. In many cases, instant messaging includes added features which can make it even more popular. For example, users may see each other via webcams, or talk directly for free over the Internet using a microphone and headphones or loudspeakers. IM products can usually be categorized into two types: Enterprise Instant Messaging (EIM) and Consumer Instant Messaging (CIM). Enterprise solutions use an internal IM server, however this isn't always feasible, particularly for smaller businesses with limited budgets. The second option, using a CIM provides the advantage of being inexpensive to implement and has little need for investing in new hardware or server software.

The global Instant Messaging market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which

cannot be ignored. Any changes from United States might affect the development trend of Instant Messaging.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

BigAnt

Cisco Jabber

HipChat

IBM Lotus Sametime

Kakao Talk

Line

WeChat

WhatsApp

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Enterprise Instant Messaging

Consumer Instant Messaging

Market Segment by Applications, can be divided into

Business and Enterprise Chatting

Personal Chatting

Entertainment and Social Chatting

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