

Global Push Notification Service Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Push Notification Service market size is expected to reach \$ 21133 million by 2032, rising at a market growth of 10.7% CAGR during the forecast period (2026-2032).

Push notification service is a service that sends real-time, customized information to users via mobile devices, desktops, or applications. These notifications are typically sent by businesses or application providers to deliver the latest updates, promotions, reminders, or important events. The core of push notification services lies in their immediacy and efficiency, providing personalized messages without disturbing users, thereby increasing user engagement and activity. Push notifications can take various forms, including text, images, and links, and are widely used in e-commerce, news media, social platforms, financial services, and many other industries.

With the development of mobile internet and the increasing demand for personalized, real-time information, push notification services are showing strong market potential. In the future, push notifications will not only continue to expand their application in retail, media, and finance, but will also play a greater role in emerging fields such as health management, education, and smart homes. With the development of artificial intelligence and big data technologies, push notification services will become more precise, able to analyze user behavior and preferences to customize personalized content, improving conversion rates and user satisfaction. It is expected that push notifications will become an important tool for digital marketing and user interaction, driving closer connections and sustained growth between businesses and customers.

This report studies the global Push Notification Service demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Push Notification Service, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Push Notification Service that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Push Notification Service total market, 2021-2032, (USD Million)

Global Push Notification Service total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Push Notification Service total market, key domestic companies, and share, (USD Million)

Global Push Notification Service revenue by player, revenue and market share 2021-2026, (USD Million)

Global Push Notification Service total market by Type, CAGR, 2021-2032, (USD Million)

Global Push Notification Service total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Push Notification Service market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include OneSignal, PushEngage, Tencent Cloud, Catapush, Pushy Enterprise, Pusher, Pushwoosh, Google, InboxArmy, Gravitec, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Push Notification Service market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Push Notification Service Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Push Notification Service Market, Segmentation by Type:

Mobile Push Notification

Web Push Notification

Desktop Push Notification

Global Push Notification Service Market, Segmentation by Content:

Marketing Push

Reminder Push

Information Update Push

Global Push Notification Service Market, Segmentation by User Selection:

Active Push

Passive Push

Global Push Notification Service Market, Segmentation by Enterprise Type:

E-commerce Push

News and Media Push

Financial Services Push

Social Media Push

Global Push Notification Service Market, Segmentation by Application:

Large Enterprises

Small and Medium Enterprises

Companies Profiled:

OneSignal

PushEngage

Tencent Cloud

Catapush

Pushy Enterprise

Pusher

Pushwoosh

Google

InboxArmy

Gravitec

Klaviyo

Netcore Cloud

Nashpush

PushAlert

Key Questions Answered

1. How big is the global Push Notification Service market?
2. What is the demand of the global Push Notification Service market?
3. What is the year over year growth of the global Push Notification Service market?
4. What is the total value of the global Push Notification Service market?
5. Who are the Major Players in the global Push Notification Service market?
6. What are the growth factors driving the market demand?

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