

Global Push Notification Service Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Push Notification Service market size was valued at US\$ 10322 million in 2025 and is forecast to a readjusted size of US\$ 21133 million by 2032 with a CAGR of 10.7% during review period.

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 is a detailed and comprehensive analysis for global Push Notification Service market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Push Notification Service market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Push Notification Service market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Push Notification Service market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Push Notification Service market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Push Notification Service

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key 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, Gravitac, etc.

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

Market segmentation

Push Notification Service market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Mobile Push Notification

Web Push Notification

Desktop Push Notification

Market segment by Content

Marketing Push

Reminder Push

Information Update Push

Market segment by User Selection

Active Push

Passive Push

Market segment by Enterprise Type

E-commerce Push

News and Media Push

Financial Services Push

Social Media Push

Market segment by Application

Large Enterprises

Small and Medium Enterprises

Market segment by players, this report covers

OneSignal

PushEngage

Tencent Cloud

Catapush

Pushy Enterprise

Pusher

Pushwoosh

Google

InboxArmy

Gravitec

Klaviyo

Netcore Cloud

Nashpush

PushAlert

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

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

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

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Push Notification Service product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Push Notification Service, with revenue, gross margin, and global market share of Push Notification Service from 2021 to 2026.

Chapter 3, the Push Notification Service competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Push Notification Service market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Push Notification Service.

Chapter 13, to describe Push Notification Service research findings and conclusion.

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