

# Mass Notification System Market Size, Share, & Trends Analysis Report By Component, By Enterprise Size, By Solution, By Application, By End-use, By Region, And Segment Forecasts, 2023 - 2030

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## Abstracts

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### Mass Notification System Market Growth & Trends

The global mass notification system market size is expected to reach USD 46.96 billion by 2030, advancing at a CAGR of 21.4% from 2023 to 2030, according to a new report by Grand View Research, Inc. The need for real-time information and user advice during emergencies significantly contributes to market growth. These systems provide communication technology that alerts people to possible safety precautions in an emergency and directs them accordingly. Globally, the market is predicted to gain ground in adoption across all geographies and become ubiquitous over the forecast years.

A mass notification method is used to notify thousands of people in under a minute, which has various benefits, including resolving incidents and recovering from them more quickly. These methods are useful for coordinating with the general public during relief and rescue activities. Strong analytics, dispersed contact data, adaptable group administration, language localization, a variety of options for managing contact data, and a globalized approach to voice and SMS routing are all made possible by mass notification systems. Speeding up user notifications and automating laborious tasks increase productivity and efficiency, and these advantages have led to the market's expansion.

Large and small enterprises use mass notification systems to reduce and manage risks. These systems assist in alerting staff in advance, preventing damages and associated costs, and increasing return on investment (ROI). Additionally, cross-promotion of content with agencies increases engagement and outreach, voice and digital communication integration, and reporting and analytics drive market growth. As a result, businesses are increasingly using them for business continuity management in case of emergencies and disasters.

## Mass Notification System Market Report Highlights

The hardware segment accounted for the largest market share of over 67% of the overall market in 2022. Healthcare facilities and hospitals are increasingly using IP-based notification devices and managed notification systems, contributing to the segment's growth. By collaborating with notification hardware suppliers, market vendors are able to provide end-users with seamless mass notification experiences within their current infrastructure, enabling them to offer seamless mass notification experiences

The large enterprises segment accounted for the largest market share of over 65% of the overall market in 2022. Large businesses offer extensive hardware and software integration, training, support services, and a more complicated IT infrastructure. During the forecast period, these qualities will support the segment's expansion

The distributed recipient solutions segment is anticipated to witness a significant CAGR of 22.2% during the forecast period. A facility's emergency communications system provides comprehensible voice communications and visible signals at a greater range, in addition to automatically distributing notifications in an emergency

The Business Continuity and Disaster Recovery (BCDR) segment accounted for the largest market share of over 62.5% in 2022. A BCDR policy allows a company to quickly recover from a disaster, reduce the risk of data loss, and improve processes while preventing emergencies. The corporate sector and other official industries require BCDR to mitigate daily risks and increase demand. As a result, the segment is expected to grow during the forecast period

The education segment accounted for the largest share of over 20% of the overall market in 2022. The segment's expansion is attributed to the growing

use of mass notification systems to handle emergencies on campuses, quickly and easily notify students, faculty, and staff, manage the situation with reactions, and report on it.

The North American regional market size is expected to reach USD 14,087.3 million by 2030. This regional rise is largely due to the increased need for technologies that enable safer and more efficient employee communication

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