

Communication Platform as a Service (CPaaS) Market Report by Component (Software, Services), Enterprise Size (Small and Medium-Size Enterprises, Large Enterprises), Industry (BFSI, Government, IT and Telecom, Healthcare and Life Sciences, Retail, Education, and Others), and Region 2024-2032

<https://marketpublishers.com/r/CCF3EE4F499BEN.html>

Date: August 2024

Pages: 136

Price: US\$ 3,509.00 (Single User License)

ID: CCF3EE4F499BEN

Abstracts

The global communication platform as a service (CPaaS) market size reached US\$ 10.1 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 64.4 Billion by 2032, exhibiting a growth rate (CAGR) of 22.17% during 2024-2032.

Communication platform as a service (CPaaS) is a cloud-based service that allows developers to add real-time communication capabilities, such as voice, video, and messaging, to their applications, services, and business processes. This, in turn, helps organizations enrich customer communication channels, automate reminders, manage appointments, and promote in-app calling and broadcast. CPaaS also offers enhanced scalability, multi-tenancy, improved outreach, and reduced development time and overall costs. As a result, it finds extensive applications across the healthcare, hospitality, education, logistics, and banking, financial services, and insurance (BFSI) industries.

CPaaS Market Trends:

The widespread adoption of the solution in the retail and e-commerce sectors across the globe is creating a positive outlook for the market. CPaaS allows retailers to integrate audio, video, and SMS communication to their websites, mobile application, and social media channels to enhance customer engagement. In line with this, the rising

demand for personalized recommendations that enhance the shopping and service experience across all the channels is acting as another growth-inducing factor. Furthermore, the extensive utilization of virtual, voice assistants, and chatbots to increase productivity and efficiency is providing a considerable boost to the market growth. Additionally, the integration of artificial intelligence (AI) and machine learning (ML) for speech recognition, automation, agent augmentation, emotion analysis, and call analytics is providing an impetus to the market growth. Moreover, the increasing adoption of digital communication in the education industry to assist online educators with video calling, screen sharing, and call recording is favoring the market growth. Other factors, including the implementation of various government initiatives encouraging the adoption of advanced technologies and the increasing demand for cost-effective cloud-based solutions in the healthcare industry for managing appointments, consultations, and telehealth, are anticipated to drive the market toward growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global CPaaS market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on component, enterprise size and industry.

Breakup by Component:

Software

Services

Breakup by Enterprise Size:

Small and Medium-Size Enterprises

Large Enterprises

Breakup by Industry:

BFSI

Government

IT and Telecom

Healthcare and Life Sciences

Retail

Education

Others

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being 8x8 Inc., Avaya Inc., Bandwidth Inc., Infobip, Intelepeer Cloud Communications LLC, Mavenir Systems Inc. (Mavenir plc), MessageBird B.V., Plivo Inc., Ringcentral Inc., Telnyx LLC, Twilio Inc., Vonage Holdings Corp. (Telefonaktiebolaget LM Ericsson) and Voxvalley Technologies Pvt. Ltd.

Key Questions Answered in This Report

1. How big is the global Communication Platform as a Service (CPaaS) market?
2. What is the expected growth rate of the global Communication Platform as a Service (CPaaS) market during 2024-2032?

3. What are the key factors driving the global Communication Platform as a Service (CPaaS) market?
4. What has been the impact of COVID-19 on the global Communication Platform as a Service (CPaaS) market?
5. What is the breakup of the global Communication Platform as a Service (CPaaS) market based on the component?
6. What is the breakup of the global Communication Platform as a Service (CPaaS) market based on the enterprise size?
7. What are the key regions in the global Communication Platform as a Service (CPaaS) market?
8. Who are the key players/companies in the global Communication Platform as a Service (CPaaS) market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL COMMUNICATIONS PLATFORM-AS-A-SERVICE (CPAAS) MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY COMPONENT

- 6.1 Software
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Services
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY ENTERPRISE SIZE

7.1 Small and Medium-Size Enterprises

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Large Enterprises

7.2.1 Market Trends

7.2.2 Market Forecast

8 MARKET BREAKUP BY INDUSTRY

8.1 BFSI

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Government

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 IT and Telecom

8.3.1 Market Trends

8.3.2 Market Forecast

8.4 Healthcare and Life Sciences

8.4.1 Market Trends

8.4.2 Market Forecast

8.5 Retail

8.5.1 Market Trends

8.5.2 Market Forecast

8.6 Education

8.6.1 Market Trends

8.6.2 Market Forecast

8.7 Others

8.7.1 Market Trends

8.7.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 North America

9.1.1 United States

9.1.1.1 Market Trends

9.1.1.2 Market Forecast

- 9.1.2 Canada
 - 9.1.2.1 Market Trends
 - 9.1.2.2 Market Forecast
- 9.2 Asia-Pacific
 - 9.2.1 China
 - 9.2.1.1 Market Trends
 - 9.2.1.2 Market Forecast
 - 9.2.2 Japan
 - 9.2.2.1 Market Trends
 - 9.2.2.2 Market Forecast
 - 9.2.3 India
 - 9.2.3.1 Market Trends
 - 9.2.3.2 Market Forecast
 - 9.2.4 South Korea
 - 9.2.4.1 Market Trends
 - 9.2.4.2 Market Forecast
 - 9.2.5 Australia
 - 9.2.5.1 Market Trends
 - 9.2.5.2 Market Forecast
 - 9.2.6 Indonesia
 - 9.2.6.1 Market Trends
 - 9.2.6.2 Market Forecast
 - 9.2.7 Others
 - 9.2.7.1 Market Trends
 - 9.2.7.2 Market Forecast
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.1.1 Market Trends
 - 9.3.1.2 Market Forecast
 - 9.3.2 France
 - 9.3.2.1 Market Trends
 - 9.3.2.2 Market Forecast
 - 9.3.3 United Kingdom
 - 9.3.3.1 Market Trends
 - 9.3.3.2 Market Forecast
 - 9.3.4 Italy
 - 9.3.4.1 Market Trends
 - 9.3.4.2 Market Forecast
 - 9.3.5 Spain

- 9.3.5.1 Market Trends
- 9.3.5.2 Market Forecast
- 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
- 9.3.7 Others
 - 9.3.7.1 Market Trends
 - 9.3.7.2 Market Forecast
- 9.4 Latin America
 - 9.4.1 Brazil
 - 9.4.1.1 Market Trends
 - 9.4.1.2 Market Forecast
 - 9.4.2 Mexico
 - 9.4.2.1 Market Trends
 - 9.4.2.2 Market Forecast
 - 9.4.3 Others
 - 9.4.3.1 Market Trends
 - 9.4.3.2 Market Forecast
- 9.5 Middle East and Africa
 - 9.5.1 Market Trends
 - 9.5.2 Market Breakup by Country
 - 9.5.3 Market Forecast

10 SWOT ANALYSIS

- 10.1 Overview
- 10.2 Strengths
- 10.3 Weaknesses
- 10.4 Opportunities
- 10.5 Threats

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

- 12.1 Overview
- 12.2 Bargaining Power of Buyers
- 12.3 Bargaining Power of Suppliers
- 12.4 Degree of Competition

12.5 Threat of New Entrants

12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

14.1 Market Structure

14.2 Key Players

14.3 Profiles of Key Players

14.3.1 8x8 Inc.

14.3.1.1 Company Overview

14.3.1.2 Product Portfolio

14.3.1.3 Financials

14.3.1.4 SWOT Analysis

14.3.2 Avaya Inc.

14.3.2.1 Company Overview

14.3.2.2 Product Portfolio

14.3.3 Bandwidth Inc.

14.3.3.1 Company Overview

14.3.3.2 Product Portfolio

14.3.3.3 Financials

14.3.3.4 SWOT Analysis

14.3.4 Infobip

14.3.4.1 Company Overview

14.3.4.2 Product Portfolio

14.3.5 Intelepeer Cloud Communications LLC

14.3.5.1 Company Overview

14.3.5.2 Product Portfolio

14.3.6 Mavenir Systems Inc. (Mavenir plc)

14.3.6.1 Company Overview

14.3.6.2 Product Portfolio

14.3.7 MessageBird B.V.

14.3.7.1 Company Overview

14.3.7.2 Product Portfolio

14.3.8 Plivo Inc.

14.3.8.1 Company Overview

14.3.8.2 Product Portfolio

14.3.9 Ringcentral Inc.

- 14.3.9.1 Company Overview
- 14.3.9.2 Product Portfolio
- 14.3.9.3 Financials
- 14.3.10 Telnyx LLC
 - 14.3.10.1 Company Overview
 - 14.3.10.2 Product Portfolio
- 14.3.11 Twilio Inc.
 - 14.3.11.1 Company Overview
 - 14.3.11.2 Product Portfolio
 - 14.3.11.3 Financials
 - 14.3.11.4 SWOT Analysis
- 14.3.12 Vonage Holdings Corp. (Telefonaktiebolaget LM Ericsson)
 - 14.3.12.1 Company Overview
 - 14.3.12.2 Product Portfolio
 - 14.3.12.3 Financials
 - 14.3.12.4 SWOT Analysis
- 14.3.13 Voxvalley Technologies Pvt. Ltd.
 - 14.3.13.1 Company Overview
 - 14.3.13.2 Product Portfolio

List Of Tables

LIST OF TABLES

Table 1: Global: Communications Platform-as-a-Service Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Communications Platform-as-a-Service Market Forecast: Breakup by Component (in Million US\$), 2024-2032

Table 3: Global: Communications Platform-as-a-Service Market Forecast: Breakup by Enterprise Size (in Million US\$), 2024-2032

Table 4: Global: Communications Platform-as-a-Service Market Forecast: Breakup by Industry (in Million US\$), 2024-2032

Table 5: Global: Communications Platform-as-a-Service Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 6: Global: Communications Platform-as-a-Service Market: Competitive Structure

Table 7: Global: Communications Platform-as-a-Service Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Communications Platform-as-a-Service Market: Major Drivers and Challenges

Figure 2: Global: Communications Platform-as-a-Service Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Communications Platform-as-a-Service Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 4: Global: Communications Platform-as-a-Service Market: Breakup by Component (in %), 2023

Figure 5: Global: Communications Platform-as-a-Service Market: Breakup by Enterprise Size (in %), 2023

Figure 6: Global: Communications Platform-as-a-Service Market: Breakup by Industry (in %), 2023

Figure 7: Global: Communications Platform-as-a-Service Market: Breakup by Region (in %), 2023

Figure 8: Global: Communications Platform-as-a-Service (Software) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 9: Global: Communications Platform-as-a-Service (Software) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 10: Global: Communications Platform-as-a-Service (Services) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 11: Global: Communications Platform-as-a-Service (Services) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 12: Global: Communications Platform-as-a-Service (Small and Medium-Size Enterprises) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 13: Global: Communications Platform-as-a-Service (Small and Medium-Size Enterprises) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 14: Global: Communications Platform-as-a-Service (Large Enterprises) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 15: Global: Communications Platform-as-a-Service (Large Enterprises) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 16: Global: Communications Platform-as-a-Service (BFSI) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 17: Global: Communications Platform-as-a-Service (BFSI) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 18: Global: Communications Platform-as-a-Service (Government) Market: Sales

Value (in Million US\$), 2018 & 2023

Figure 19: Global: Communications Platform-as-a-Service (Government) Market

Forecast: Sales Value (in Million US\$), 2024-2032

Figure 20: Global: Communications Platform-as-a-Service (IT and Telecom) Market:

Sales Value (in Million US\$), 2018 & 2023

Figure 21: Global: Communications Platform-as-a-Service (IT and Telecom) Market

Forecast: Sales Value (in Million US\$), 2024-2032

Figure 22: Global: Communications Platform-as-a-Service (Healthcare and Life Sciences) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 23: Global: Communications Platform-as-a-Service (Healthcare and Life Sciences) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 24: Global: Communications Platform-as-a-Service (Retail) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 25: Global: Communications Platform-as-a-Service (Retail) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 26: Global: Communications Platform-as-a-Service (Education) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 27: Global: Communications Platform-as-a-Service (Education) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 28: Global: Communications Platform-as-a-Service (Other Industries) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 29: Global: Communications Platform-as-a-Service (Other Industries) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 30: North America: Communications Platform-as-a-Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 31: North America: Communications Platform-as-a-Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 32: United States: Communications Platform-as-a-Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 33: United States: Communications Platform-as-a-Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 34: Canada: Communications Platform-as-a-Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 35: Canada: Communications Platform-as-a-Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 36: Asia-Pacific: Communications Platform-as-a-Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 37: Asia-Pacific: Communications Platform-as-a-Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 38: China: Communications Platform-as-a-Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 39: China: Communications Platform-as-a-Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 40: Japan: Communications Platform-as-a-Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 41: Japan: Communications Platform-as-a-Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 42: India: Communications Platform-as-a-Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 43: India: Communications Platform-as-a-Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 44: South Korea: Communications Platform-as-a-Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 45: South Korea: Communications Platform-as-a-Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 46: Australia: Communications Platform-as-a-Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 47: Australia: Communications Platform-as-a-Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 48: Indonesia: Communications Platform-as-a-Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 49: Indonesia: Communications Platform-as-a-Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 50: Others: Communications Platform-as-a-Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 51: Others: Communications Platform-as-a-Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 52: Europe: Communications Platform-as-a-Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 53: Europe: Communications Platform-as-a-Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 54: Germany: Communications Platform-as-a-Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 55: Germany: Communications Platform-as-a-Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 56: France: Communications Platform-as-a-Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 57: France: Communications Platform-as-a-Service Market Forecast: Sales

Value (in Million US\$), 2024-2032

Figure 58: United Kingdom: Communications Platform-as-a-Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 59: United Kingdom: Communications Platform-as-a-Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 60: Italy: Communications Platform-as-a-Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 61: Italy: Communications Platform-as-a-Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 62: Spain: Communications Platform-as-a-Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 63: Spain: Communications Platform-as-a-Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 64: Russia: Communications Platform-as-a-Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 65: Russia: Communications Platform-as-a-Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 66: Others: Communications Platform-as-a-Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 67: Others: Communications Platform-as-a-Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 68: Latin America: Communications Platform-as-a-Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 69: Latin America: Communications Platform-as-a-Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 70: Brazil: Communications Platform-as-a-Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 71: Brazil: Communications Platform-as-a-Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 72: Mexico: Communications Platform-as-a-Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 73: Mexico: Communications Platform-as-a-Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 74: Others: Communications Platform-as-a-Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 75: Others: Communications Platform-as-a-Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 76: Middle East and Africa: Communications Platform-as-a-Service Market: Sales Value (in Million US\$), 2018 & 2023

Figure 77: Middle East and Africa: Communications Platform-as-a-Service Market: Breakup by Country (in %), 2023

Figure 78: Middle East and Africa: Communications Platform-as-a-Service Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 79: Global: Communications Platform-as-a-Service Industry: SWOT Analysis

Figure 80: Global: Communications Platform-as-a-Service Industry: Value Chain Analysis

Figure 81: Global: Communications Platform-as-a-Service Industry: Porter's Five Forces Analysis

I would like to order

Product name: Communication Platform as a Service (CPaaS) Market Report by Component (Software, Services), Enterprise Size (Small and Medium-Size Enterprises, Large Enterprises), Industry (BFSI, Government, IT and Telecom, Healthcare and Life Sciences, Retail, Education, and Others), and Region 2024-2032

Product link: <https://marketpublishers.com/r/CCF3EE4F499BEN.html>

Price: US\$ 3,509.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CCF3EE4F499BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970