

Live Chat Software Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global live chat software market reached a value of US\$ 900 Million in 2021. Looking forward, IMARC Group expects the market to reach US\$ 1,486 Million by 2027, exhibiting a CAGR of 8.62% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use industries. These insights are included in the report as a major market contributor.

Live chat software is utilized by organizations and online ventures for providing immediate customer support and information in real-time. It offers quick responses, personalized customer experience, and proactive and omnichannel support, which significantly boosts sales and customer loyalty. It also provides useful data points and measurable metrics that assist the firm in optimizing customer support and capturing leads. Consequently, it finds extensive application in the healthcare, automotive, aerospace, real estate, information technology (IT) and telecommunication, travel and tourism, education and training, and banking, financial services and insurance (BFSI) industries across the globe.

Due to the sudden outbreak of the coronavirus disease (COVID-19), governments of various countries have imposed complete lockdowns. Consequently, businesses that sell their products through offline distribution channels have been closed temporarily. This, in turn, has increased the sales of food items and different products on e-commerce channels and escalated the demand for live chat software to provide 24X7 customer support and resolve their queries and issues. Other than this, on account of rapid urbanization, various small-medium enterprises (SMEs) are deploying cloud-based live chat software to provide enhanced user experience and expand their market

reach. Furthermore, leading players are offering additional features, such as co-browsing and screen-sharing, social media integration, automated pop-up messages and mobile support, which is increasing the adoption of live chat software across various industries and improving their customer relationship management (CRM).

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global live chat software market, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on type, deployment type and application.

Breakup by Type:

- Informational Live Chat Systems
- Customer Service Live Chat Systems
- Sales Live Chat Systems

Breakup by Deployment Type:

- Cloud-based
- On-premises

Breakup by Application:

- BFSI
- IT and Consulting
- Retail and E-commerce
- Travel and Hospitality
- Telecommunication
- Healthcare
- 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 report has also analysed the competitive landscape of the market with some of the key players being Comm100 Network Corporation, Freshdesk Inc. (Freshworks Inc.), Kayako, LiveChat Inc., Liveperson Inc., Logmein Inc., Provide Support LLC, Pure Chat Inc., SnapEngage LLC and Zendesk Inc.

Key Questions Answered in This Report:

How has the global live chat software market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global live chat software market?

What are the key regional markets?

What is the breakup of the market based on the type?

What is the breakup of the market based on the deployment type?

What is the breakup of the market based on the application?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global live chat software market and who are the key players?

What is the degree of competition in the industry?

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 LIVE CHAT SOFTWARE MARKET

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

6 MARKET BREAKUP BY TYPE

- 6.1 Informational Live Chat Systems
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Customer Service Live Chat Systems
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Sales Live Chat Systems

6.3.1 Market Trends

6.3.2 Market Forecast

7 MARKET BREAKUP BY DEPLOYMENT TYPE

7.1 Cloud-based

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 On-premises

7.2.1 Market Trends

7.2.2 Market Forecast

8 MARKET BREAKUP BY APPLICATION

8.1 BFSI

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 IT and Consulting

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Retail and E-Commerce

8.3.1 Market Trends

8.3.2 Market Forecast

8.4 Travel and Hospitality

8.4.1 Market Trends

8.4.2 Market Forecast

8.5 Telecommunication

8.5.1 Market Trends

8.5.2 Market Forecast

8.6 Healthcare

8.6.1 Market Trends

8.6.2 Market Forecast

8.7 Education

8.7.1 Market Trends

8.7.2 Market Forecast

8.8 Others

8.8.1 Market Trends

8.8.2 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 Comm100 Network Corporation
 - 14.3.1.1 Company Overview
 - 14.3.1.2 Product Portfolio
 - 14.3.2 Freshdesk Inc. (Freshworks Inc.)
 - 14.3.2.1 Company Overview
 - 14.3.2.2 Product Portfolio
 - 14.3.3 Kayako
 - 14.3.3.1 Company Overview
 - 14.3.3.2 Product Portfolio
 - 14.3.3.3 Financials
 - 14.3.4 LiveChat Inc.
 - 14.3.4.1 Company Overview
 - 14.3.4.2 Product Portfolio
 - 14.3.4.3 Financials
 - 14.3.5 Liveperson Inc.
 - 14.3.5.1 Company Overview
 - 14.3.5.2 Product Portfolio
 - 14.3.5.3 Financials
 - 14.3.5.4 SWOT Analysis
 - 14.3.6 Logmein Inc.
 - 14.3.6.1 Company Overview
 - 14.3.6.2 Product Portfolio
 - 14.3.6.3 Financials

- 14.3.6.4 SWOT Analysis
- 14.3.7 Provide Support LLC
 - 14.3.7.1 Company Overview
 - 14.3.7.2 Product Portfolio
- 14.3.8 Pure Chat Inc.
 - 14.3.8.1 Company Overview
 - 14.3.8.2 Product Portfolio
- 14.3.9 SnapEngage LLC
 - 14.3.9.1 Company Overview
 - 14.3.9.2 Product Portfolio
- 14.3.10 Zendesk Inc.
 - 14.3.10.1 Company Overview
 - 14.3.10.2 Product Portfolio
 - 14.3.10.3 Financials

List Of Tables

LIST OF TABLES

Table 1: Global: Live Chat Software Market: Key Industry Highlights, 2021 and 2027

Table 2: Global: Live Chat Software Market Forecast: Breakup by Type (in Million US\$), 2022-2027

Table 3: Global: Live Chat Software Market Forecast: Breakup by Deployment Type (in Million US\$), 2022-2027

Table 4: Global: Live Chat Software Market Forecast: Breakup by Application (in Million US\$), 2022-2027

Table 5: Global: Live Chat Software Market Forecast: Breakup by Region (in Million US\$), 2022-2027

Table 6: Global: Live Chat Software Market Structure

Table 7: Global: Live Chat Software Market: Key Players

List Of Figures

LIST OF FIGURES

- Figure 1: Global: Live Chat Software Market: Major Drivers and Challenges
- Figure 2: Global: Live Chat Software Market: Sales Value (in Million US\$), 2016-2021
- Figure 3: Global: Live Chat Software Market: Breakup by Type (in %), 2021
- Figure 4: Global: Live Chat Software Market: Breakup by Deployment Type (in %), 2021
- Figure 5: Global: Live Chat Software Market: Breakup by Application (in %), 2021
- Figure 6: Global: Live Chat Software Market: Breakup by Region (in %), 2021
- Figure 7: Global: Live Chat Software Market Forecast: Sales Value (in Million US\$), 2022-2027
- Figure 8: Global: Live Chat Software (Informational Live Chat Systems) Market: Sales Value (in Million US\$), 2016 & 2021
- Figure 9: Global: Live Chat Software (Informational Live Chat Systems) Market Forecast: Sales Value (in Million US\$), 2022-2027
- Figure 10: Global: Live Chat Software (Customer Service Live Chat Systems) Market: Sales Value (in Million US\$), 2016 & 2021
- Figure 11: Global: Live Chat Software (Customer Service Live Chat Systems) Market Forecast: Sales Value (in Million US\$), 2022-2027
- Figure 12: Global: Live Chat Software (Sales Live Chat Systems) Market: Sales Value (in Million US\$), 2016 & 2021
- Figure 13: Global: Live Chat Software (Sales Live Chat Systems) Market Forecast: Sales Value (in Million US\$), 2022-2027
- Figure 14: Global: Live Chat Software (Cloud-based) Market: Sales Value (in Million US\$), 2016 & 2021
- Figure 15: Global: Live Chat Software (Cloud-based) Market Forecast: Sales Value (in Million US\$), 2022-2027
- Figure 16: Global: Live Chat Software (On-premises) Market: Sales Value (in Million US\$), 2016 & 2021
- Figure 17: Global: Live Chat Software (On-premises) Market Forecast: Sales Value (in Million US\$), 2022-2027
- Figure 18: Global: Live Chat Software (BFSI) Market: Sales Value (in Million US\$), 2016 & 2021
- Figure 19: Global: Live Chat Software (BFSI) Market Forecast: Sales Value (in Million US\$), 2022-2027
- Figure 20: Global: Live Chat Software (IT and Consulting) Market: Sales Value (in Million US\$), 2016 & 2021
- Figure 21: Global: Live Chat Software (IT and Consulting) Market Forecast: Sales Value

(in Million US\$), 2022-2027

Figure 22: Global: Live Chat Software (Retail and E-commerce) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 23: Global: Live Chat Software (Retail and E-commerce) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 24: Global: Live Chat Software (Travel and Hospitality) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 25: Global: Live Chat Software (Travel and Hospitality) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 26: Global: Live Chat Software (Telecommunication) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 27: Global: Live Chat Software (Telecommunication) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 28: Global: Live Chat Software (Healthcare) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 29: Global: Live Chat Software (Healthcare) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 30: Global: Live Chat Software (Education) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 31: Global: Live Chat Software (Education) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 32: Global: Live Chat Software (Other Applications) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 33: Global: Live Chat Software (Other Applications) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 34: North America: Live Chat Software Market: Sales Value (in Million US\$), 2016 & 2021

Figure 35: North America: Live Chat Software Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 36: United States: Live Chat Software Market: Sales Value (in Million US\$), 2016 & 2021

Figure 37: United States: Live Chat Software Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 38: Canada: Live Chat Software Market: Sales Value (in Million US\$), 2016 & 2021

Figure 39: Canada: Live Chat Software Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 40: Asia Pacific: Live Chat Software Market: Sales Value (in Million US\$), 2016 & 2021

Figure 41: Asia Pacific: Live Chat Software Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 42: China: Live Chat Software Market: Sales Value (in Million US\$), 2016 & 2021

Figure 43: China: Live Chat Software Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 44: Japan: Live Chat Software Market: Sales Value (in Million US\$), 2016 & 2021

Figure 45: Japan: Live Chat Software Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 46: India: Live Chat Software Market: Sales Value (in Million US\$), 2016 & 2021

Figure 47: India: Live Chat Software Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 48: South Korea: Live Chat Software Market: Sales Value (in Million US\$), 2016 & 2021

Figure 49: South Korea: Live Chat Software Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 50: Australia: Live Chat Software Market: Sales Value (in Million US\$), 2016 & 2021

Figure 51: Australia: Live Chat Software Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 52: Indonesia: Live Chat Software Market: Sales Value (in Million US\$), 2016 & 2021

Figure 53: Indonesia: Live Chat Software Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 54: Others: Live Chat Software Market: Sales Value (in Million US\$), 2016 & 2021

Figure 55: Others: Live Chat Software Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 56: Europe: Live Chat Software Market: Sales Value (in Million US\$), 2016 & 2021

Figure 57: Europe: Live Chat Software Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 58: Germany: Live Chat Software Market: Sales Value (in Million US\$), 2016 & 2021

Figure 59: Germany: Live Chat Software Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 60: France: Live Chat Software Market: Sales Value (in Million US\$), 2016 & 2021

Figure 61: France: Live Chat Software Market Forecast: Sales Value (in Million US\$),

2022-2027

Figure 62: United Kingdom: Live Chat Software Market: Sales Value (in Million US\$), 2016 & 2021

Figure 63: United Kingdom: Live Chat Software Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 64: Italy: Live Chat Software Market: Sales Value (in Million US\$), 2016 & 2021

Figure 65: Italy: Live Chat Software Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 66: Spain: Live Chat Software Market: Sales Value (in Million US\$), 2016 & 2021

Figure 67: Spain: Live Chat Software Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 68: Russia: Live Chat Software Market: Sales Value (in Million US\$), 2016 & 2021

Figure 69: Russia: Live Chat Software Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 70: Others: Live Chat Software Market: Sales Value (in Million US\$), 2016 & 2021

Figure 71: Others: Live Chat Software Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 72: Latin America: Live Chat Software Market: Sales Value (in Million US\$), 2016 & 2021

Figure 73: Latin America: Live Chat Software Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 74: Brazil: Live Chat Software Market: Sales Value (in Million US\$), 2016 & 2021

Figure 75: Brazil: Live Chat Software Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 76: Mexico: Live Chat Software Market: Sales Value (in Million US\$), 2016 & 2021

Figure 77: Mexico: Live Chat Software Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 78: Others: Live Chat Software Market: Sales Value (in Million US\$), 2016 & 2021

Figure 79: Others: Live Chat Software Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 80: Middle East and Africa: Live Chat Software Market: Sales Value (in Million US\$), 2016 & 2021

Figure 81: Middle East and Africa: Live Chat Software Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 82: Global: Live Chat Software Industry: SWOT Analysis

Figure 83: Global: Live Chat Software Industry: Value Chain Analysis

Figure 84: Global: Live Chat Software Industry: Porter's Five Forces Analysis

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