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Live Chat Software Market Report by Type (Informational Live Chat Systems, Customer Service Live Chat Systems, Sales Live Chat Systems), Deployment Type (Cloud-based, On-premises), Application (BFSI, IT and Consulting, Retail and E-commerce, Travel and Hospitality, Telecommunication, Healthcare, Education, and Others), and Region 2023-2028

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Abstracts

The global live chat software market size reached US$ 986 Million in 2022. Looking forward, IMARC Group expects the market to reach US$ 1,600 Million by 2028, exhibiting a growth rate (CAGR) of 8.4% during 2022-2028.
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

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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 segment of the global live chat software market report, along with forecasts at the global, regional and country levels from 2023-2028. 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

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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
1. What was the size of the global live chat software market in 2022?
2. What is the expected growth rate of the global live chat software market during 2023-2028?
3. What are the key factors driving the global live chat software market?
4. What has been the impact of COVID-19 on the global live chat software market?
5. What is the breakup of the global live chat software market based on the type?
6. What is the breakup of the global live chat software market based on the deployment type?
7. What is the breakup of the global live chat software market based on application?
8. What are the key regions in the global live chat software market?
9. Who are the key players/companies in the global live chat software market?

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