

Online Corporate Meeting Services Market Report by Service Type (Online Corporate VCS, Online Corporate WCS), Meeting Type (Small Size Meeting, Medium Size Meeting, Large Size Meeting), and Region 2024-2032

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Abstracts

The global online corporate meeting services market size reached US\$ 5.7 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 9.0 Billion by 2032, exhibiting a growth rate (CAGR) of 5.1% during 2024-2032.

Online corporate meeting services are a mode of communication used between an enterprise and its employees or various stakeholders through video and web conferencing. This service aids in effective communication through media-rich data and voice sharing applications. The user can conduct live meetings, conferences, presentations and training sessions through these services. These services significantly contribute to a free and transparent interaction between all the participants irrespective of their location.

The rising trend of globalization, along with the high internet penetration rate, is one of the key factors driving the market growth. These trends have led to the emergence of the virtual workspace, which is gaining immense preference across the globe, owing to its flexibility. The online corporate meeting service forms an integral part of virtual workspaces where one can instantly collaborate on projects, share their knowledge base and utilize mobile and cloud computing facilities. This also assists in reducing the transportation costs and travel time associated with in-person meetings as well as providing work-time flexibility. Furthermore, the ongoing trend of information technology (IT) consumerization, including increasing adoption of video and mobile conferencing among small and medium-sized organizations to effectively perform daily operations, is

also fostering the demand for these services across the globe. Additionally, improved user experience, product simplification, smart workflow mechanisms of web conferencing and reduced operational costs of the organizations are some of the other factors contributing to the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global online corporate meeting services market report, along with forecasts at the global and regional level from 2024-2032. Our report has categorized the market based on service type and meeting type.

Breakup by Service Type:

- Online Corporate VCS (Video Conferencing Services)
- On-premises VCS
- Hosted VCS
- Managed VCS
- Online Corporate WCS (Web Conferencing Services)
- On-premises WCS
- Hosted WCS

Breakup by Meeting Type:

- Small Size Meeting
- Medium Size Meeting
- Large Size Meeting

Breakup by Region:

- North America
- Europe
- Asia Pacific
- Middle East and Africa
- Latin America

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Adobe Inc., Avaya Inc, Blue Jeans Network Inc., Citrix Systems, Inc., AT&T Inc., Bridgit Inc., Zoho Corporation, Newrow_ Inc., Vidyo Inc., BT Group,

ClickMeeting, Communiqu? Conferencing Inc., EyeNetwork, Fuze, Inc., Cisco WebEx, etc.

Key Questions Answered in This Report

1. What was the size of the global online corporate meeting services market in 2023?
2. What is the expected growth rate of the global online corporate meeting services market during 2024-2032?
3. What are the key factors driving the global online corporate meeting services market?
4. What has been the impact of COVID-19 on the global online corporate meeting services market?
5. What is the breakup of the global online corporate meeting services market based on the service type?
6. What is the breakup of the global online corporate meeting services market based on the meeting type?
7. What are the key regions in the global online corporate meeting services market?
8. Who are the key players/companies in the global online corporate meeting services market?

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