

Push-to-Talk Over Cellular Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global push-to-talk over cellular market reached a value of US\$ 4.2 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 7.4 Billion by 2027, exhibiting a CAGR of 10% 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.

Push-to-talk over cellular (PoC) is a telecommunication solution that offers two-way communication using wireless devices. It enables the consumers and subscribers to use their phones as walkie-talkies with an unlimited network range. It includes one-to-many and one-to-one voice communication services for smartphones over a cellular network. PoC also offers advanced functionalities, such as global positioning system (GPS), information protocol (IP)-based interoperability, auto-pairing, mobile workforce management, group messaging and fleet management. It supports digital mobile radios (DMR), emergency notifications and long-distance and instant communications. As a result, it is widely used for applications that require wide geographical coverage, such as public safety and security, manufacturing, construction, travel, hospitality, transportation and logistics.

Push-to-Talk Over Cellular Market Trends:

Significant growth in the telecommunication industry across the globe is one of the key factors creating a positive outlook for the market. Moreover, the widespread adoption of the 5G network for push-to-talk (PTT)-related operations, especially in the developing economies, is providing a thrust to the growth of the market. In line with this, the shifting consumer preference from analog land mobile radio (LMR) systems to digital long-term

evolution (LTE) networks for mobile communications is also contributing to the market growth. Small, medium and large-scale organizations are using large bandwidth architecture for live-location tracking and secure group multimedia messaging. Additionally, various technological advancements, such as the development of cloud-based PoC solutions and the integration of connected devices with the Internet of Things (IoT) and artificial intelligence (AI), are acting as other growth-inducing factors. These advancements aid in minimizing the transmission gaps and facilitating real-time communications for improved call management and safety. Other factors, including the increasing utilization of rugged and ultra-rugged smartphones, along with the implementation of favorable government policies promoting infrastructural development, 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 push-to-talk over cellular market, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on connectivity type, component and application.

Breakup by Connectivity Type:

- 3G
- 4G
- Wi-Fi
- Others

Breakup by Component:

- Equipment
- Software
- Services

Breakup by Application:

- Public Safety and Security
- Construction
- Energy and Utility
- Transportation and Logistics
- Manufacturing
- Government and Defense

Travel and Hospitality
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 AT&T Inc., Azetti Networks, Bell Canada, KYOCERA Corporation, Mobile Tornado (Intechnology plc), Motorola Solutions Inc., Qualcomm Technologies Inc., Simoco Wireless Solutions (Team Telecom Group Limited), Sonim Technologies Inc and Verizon Communications Inc.

Key Questions Answered in This Report:

How has the global push-to-talk over cellular market performed so far and how will it perform in the coming years?

- What has been the impact of COVID-19 on the global push-to-talk over cellular market?
- What are the key regional markets?
- What is the breakup of the market based on the connectivity type?
- What is the breakup of the market based on the component?
- 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 push-to-talk over cellular market and who are the key players?
- What is the degree of competition in the industry?

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