

Push-to-Talk Over Cellular Market Report by Connectivity Type (3G, 4G, Wi-Fi, and Others), Component (Equipment, Software, Services), Application (Public Safety and Security, Construction, Energy and Utility, Transportation and Logistics, Manufacturing, Government and Defense, Travel and Hospitality, and Others), and Region 2023-2028

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Abstracts

The global push-to-talk over cellular market size reached US\$ 4.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 8.2 Billion by 2028, exhibiting a growth rate (CAGR) of 10.11% during 2022-2028. The increasing adoption of remote working models in small and medium-scale enterprises (SMEs), rising concerns about emergencies and disasters, and the growing need for cross platform compatibility are some of the major factors propelling the market.

Push-to-talk over cellular (PoC) is a communication technology that enables instant voice communication over cellular networks. It allows users to quickly connect with one another by simply pressing a button on their mobile device. It also enables users to establish one-to-one or one-to-many communication channels, which makes it highly efficient for group communication. It eliminates the need for separate radios or specialized equipment, as it operates on standard smartphones. It leverages the existing cellular infrastructure, making it a cost-effective solution for organizations.

The increasing adoption of remote working models in small and medium-scale enterprises (SMEs) is catalyzing the adoption of PoC to ensure they stay connected and collaborate effectively, regardless of their location around the world. Moreover, the rising concerns about emergencies and disasters are driving the use of PoC in disaster

management and public safety sectors, as it provides reliable and instant communication during crises. In addition, the growing need for cross platform compatibility is influencing organizations to adopt PoC, which often works seamlessly on various devices and operating systems. Apart from this, the increasing demand for interoperability with PoC systems to connect with traditional radio systems, which enables a smooth transition for organizations, is strengthening the growth of the market. Furthermore, the rising ability to customize PoC systems to specific industry needs is bolstering the market growth.

Push-to-Talk Over Cellular Market Trends/Drivers:

Improving communication efficiency

PoC technology is gaining significant traction due to its ability to enhance communication efficiency. Traditional radio-based systems often face limitations in coverage, but PoC leverages cellular networks, which provides a broader and more reliable reach. This means that organizations can communicate seamlessly across large geographic areas, which ensures that field teams, emergency responders, and businesses can stay connected wherever they are. Moreover, PoC offers features such as group calling and instant voice messaging, which makes it a powerful tool for real-time collaboration and decision-making. As businesses prioritize efficiency and quick response times, PoC emerges as a key solution to streamline communication processes.

Rising focus on better security and privacy

PoC technology offers enhanced security and privacy features, which are vital for various industries. PoC solutions often employ advanced encryption protocols. This ensures that sensitive information shared over the network remains confidential. Industries like law enforcement, healthcare, and finance rely on PoC for secure communication, where data breaches can have severe consequences. Additionally, PoC allows administrators to have greater control over user access, which enables them to restrict communication to authorized personnel. The heightened security measures associated with PoC make it a preferred choice for organizations that prioritize data protection and privacy compliance.

Growing scalability and flexibility

Scalability and flexibility are driving factors behind the increasing demand for PoC. As businesses grow or evolve, their communication needs change. PoC systems are highly

scalable, which allows organizations to easily add or remove users without significant infrastructure adjustments. This flexibility is particularly advantageous for industries with seasonal variations in the workforce or those undergoing rapid expansion. Furthermore, PoC can be tailored to suit specific operational requirements. Whether it is configuring different user groups, setting up geofencing for location-based communication, or integrating with specialized hardware, PoC offers the adaptability needed to cater to diverse business scenarios. This versatility ensures that PoC remains a future-proof solution for organizations looking to stay agile in their communication strategies.

Push-to-Talk Over Cellular Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market report, along with forecasts at the global, regional, and country levels from 2023-2028. Our report has categorized the market based on connectivity type, component and application.

Breakup by Connectivity Type:

3G

4G

Wi-Fi

Others

3G dominates the market

The report has provided a detailed breakup and analysis of the market based on the connectivity type. This includes 3G, 4G, Wi-Fi, and others. According to the report, 3G represented the largest segment. 3G connectivity for PoC offers reliable cellular network coverage, which makes it suitable for outdoor and remote areas wherein Wi-Fi cannot be readily available. It ensures that users can communicate seamlessly in various environments, including construction sites, rural areas, or during field operations.

Wi-Fi-based PoC relies on local wireless network connections, such as those found in offices, homes, or public Wi-Fi hotspots. This can provide high-speed data transmission and is cost-effective for organizations with existing Wi-Fi infrastructure. Wi-Fi PoC can offer excellent audio quality and low latency, which makes it ideal for indoor environments or situations where high bandwidth is crucial.

Breakup by Component:

Equipment
Software
Services

Equipment holds the largest share in the market

A detailed breakup and analysis of the market based on the component has also been provided in the report. This includes equipment, software, and services. According to the report, equipment accounted for the largest market share. The equipment component of a PoC system includes the physical devices used for communication. This typically involves smartphones, dedicated PoC devices, or ruggedized handheld radios equipped with PoC capabilities. These devices are essential for users to engage in PoC communication. They are designed to be user-friendly, with a prominent push-to-talk button that allows users to initiate conversations instantly. The equipment should also be durable, especially in industries, such as construction or public safety, where devices may be subjected to harsh conditions. Additionally, the equipment must be compatible with the chosen PoC software to ensure interoperability and a smooth user experience.

Breakup by Application:

Public Safety and Security
Construction
Energy and Utility
Transportation and Logistics
Manufacturing
Government and Defense
Travel and Hospitality
Others

Public safety and security hold the largest share in the market

The report has provided a detailed breakup and analysis of the market based on the application. This includes public safety and security, construction, energy and utility, transportation and logistics, manufacturing, government and defense, travel and hospitality, and others. According to the report, public safety and security accounted for the largest market share. PoC is a game-changer for public safety and security agencies such as police, fire departments, and emergency medical services. In critical situations, quick and reliable communication is paramount. PoC enables instant voice

communication, allowing first responders to coordinate effectively during emergencies. Police officers can share real time information about suspects or incidents, firefighters can strategize their response, and paramedics can provide updates on patient conditions. Furthermore, PoC systems often include features like location tracking, which enhances situational awareness and helps responders reach incidents faster. This technology is invaluable during disasters, which ensures efficient communication even when traditional networks may be overloaded or disrupted.

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

North America exhibits a clear dominance, accounting for the largest push-to-talk over cellular market share

The market research report has also provided a comprehensive analysis of all the major

regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America accounted for the largest market share.

The increasing funding by public and private agencies for improving the overall public safety communications channels represents one of the primary factors driving the demand for PoC in the North American region. Moreover, the rising focus on employee safety is favoring the growth of the market in the region. Besides this, the growing emphasis on disaster recovery planning is influencing the market positively in the region.

Asia Pacific is estimated to witness stable growth, owing to significant improvement in the telecommunication industry, extensive research and development (R&D) activities, integration of advanced technologies, etc.

Competitive Landscape:

The leading companies are integrating a global positioning system (GPS) and location services that enables real-time tracking of PoC device locations, which enhances situational awareness and improving response times, especially in public safety and transportation applications. They are also launching advanced PoC systems that support multimedia sharing, which allows users to send images, videos, and documents in addition to voice messages. This feature is valuable for sharing critical visual information during emergencies or for collaborative work in industries like construction. Moreover, key players are incorporating cloud services, which facilitates centralized management, data storage, and access to communication logs and enhances scalability, data backup, and remote device management.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

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
Verizon Communications Inc.

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

Recent Developments:

In 2020, Motorola Solutions Inc. partnered with Telia to supply with a third-generation partnership project (3GPP) mission-critical push-to-talk (MCPTT) solution as part of this agreement.

In 2022, Sonim Technologies Inc announced the launch of the XP5plus on the AT&T network to offer the best of both cellular and radio-like capabilities for businesses and employees working in extreme conditions.

In 2023, Qualcomm Technologies Inc. subsidiary of Qualcomm Incorporated acquired Autotalks to expand snapdragon digital chassis product.

Key Questions Answered in This Report

1. What was the size of the global push-to-talk over cellular market in 2022?
2. What is the expected growth rate of the global push-to-talk over cellular market during 2023-2028?
3. What are the key factors driving the global push-to-talk over cellular market?
4. What has been the impact of COVID-19 on the global push-to-talk over cellular market?
5. What is the breakup of the global push-to-talk over cellular market based on the connectivity type?
6. What is the breakup of the global push-to-talk over cellular market based on the component?
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