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Web Real-Time Communication Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global web real-time communication market size reached US$ 6.2 Billion in 2022. Looking forward, IMARC Group expects the market to reach US$ 48.7 Billion by 2028, exhibiting a growth rate (CAGR) of 41.3% during 2022-2028. The increasing demand for seamless communication, the rising use of smartphones and tablets, the rising product adoption in the healthcare sector, and the widespread availability of high-speed internet connectivity are some of the major factors propelling the market.

Web real-time communication (WebRTC) is an open-source project and set of technologies that enables real-time communication directly within web browsers, without the need for additional plugins or software installations. It provides a standardized framework for audio, video, and data transmission over the internet, facilitating peer-to-peer communication and collaboration. Over the years, WebRTC has gained significant popularity and adoption due to its simplicity, cross-platform compatibility, and its ability to enable real-time communication without requiring users to install additional software or plugins. It is used in a wide range of applications, including voice and video calling, video conferencing, online gaming, live streaming, remote collaboration tools, customer support, and more.

The market is primarily driven by the rising product adoption of banking, financial services and insurance (BFSI) industry to offer video banking services. In addition, the increasing utilization of mobile banking (m-banking) apps due to considerable reliance on smartphones and rising penetration of high-speed internet connectivity is augmenting the market growth. Besides, the rising adoption of remote patient monitoring (RPM) solutions due to the surging prevalence of chronic conditions is also contributing to market growth. Moreover, WebRTC's compatibility with Internet of Things (IoT) devices and its ability to integrate with artificial intelligence (AI) technologies present new opportunities for innovation. The seamless integration of WebRTC with IoT

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devices enables real-time communication in various IoT applications, such as smart homes, connected cars, and industrial automation which is augmenting the market growth.

Web Real-Time Communication Market Trends/Drivers:

The increasing demand for seamless communication

As businesses and individuals seek real-time communication solutions that are easy to use and integrate into existing systems, WebRTC's ability to provide browser-based, plugin-free communication becomes increasingly attractive. This demand translates into increased adoption of WebRTC technology, resulting in market expansion. Moreover, businesses and industries are incorporating WebRTC into various applications such as customer support, telemedicine, online education, collaboration tools, and more. The versatility of WebRTC allows it to meet the diverse needs of seamless communication across multiple sectors, expanding its application scope and market reach. Besides, the ease of use and accessibility offered by WebRTC is driving its adoption across various industries, including customer service, telehealth, online education, and collaboration tools.

The rising product adoption in healthcare sector

The adoption of telemedicine and remote patient care solutions has accelerated in recent years, especially with the global events that have necessitated remote healthcare services. WebRTC plays a crucial role in enabling real-time audio and video communication between healthcare providers and patients. Its seamless integration with web browsers allows healthcare professionals to conduct virtual consultations, diagnose conditions, provide remote monitoring, and offer timely advice. Moreover, WebRTC offers encryption and security features that ensure the confidentiality and privacy of patient information during real-time communication. It also facilitates real-time collaboration and consultations among healthcare professionals, regardless of their geographical locations. It enables doctors, specialists, and other healthcare providers to communicate and share information seamlessly. For instance, multidisciplinary team meetings, remote diagnostics, and consultations between experts are made more efficient and effective with WebRTC technology. The increasing adoption of collaborative healthcare practices drives the demand for WebRTC in facilitating real-time communication and information exchange.

Rising partnerships and acquisitions amongst key players

WebRTC integration with IoT devices enables real-time communication between these devices and web browsers. This integration allows for seamless control, monitoring, and communication with IoT devices through browser-based interfaces. For example, WebRTC can facilitate live video streaming from surveillance cameras or enable two-way audio communication with smart home devices. This integration enhances the IoT user experience and expands the capabilities of IoT applications. Moreover, the

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integration of AI technologies with WebRTC enables advanced analytics and automation capabilities. AI algorithms can analyze real-time audio and video data captured through WebRTC, providing valuable insights and enabling automated decision-making, which is also augmenting the market growth.

Web Real-Time Communication Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global web real-time communication market report, along with forecasts at the global, regional and country levels from 2023-2028. Our report has categorized the market based on component, WebRTC-enabled devices and vertical.

Component Insights:

Solution
Voice Calling and Conferencing
Video Calling and Conferencing
Message and File Sharing
Others
Services

Solution represents the leading segment

The report has provided a detailed breakup and analysis of the market based on the component type. This includes solution (voice calling and conferencing, video calling and conferencing, message and file sharing, and others) and services. According to the report, solution represented the largest segment.

The solution segment encompasses a wide range of offerings that provide end-to-end WebRTC solutions to businesses and organizations. These solutions typically include software development kits (SDKs), communication platforms, and application programming interfaces (APIs) that enable developers to integrate WebRTC capabilities into their applications and services. By offering comprehensive solutions, this segment caters to the diverse needs of businesses looking to implement WebRTC functionality seamlessly. Moreover, these solutions often offer scalability to accommodate growing user bases and increased usage, ensuring that businesses can expand their communication capabilities seamlessly as their needs evolve.

WebRTC-Enabled Devices Insights:

Mobile
Desktop
Tablet
Others

Mobiles hold the largest share in the market

A detailed breakup and analysis of the market based on the WebRTC enabled devices has also been provided in the report. This mobile, desktop, tablet, and others. According to the report, mobile accounted for the largest market share.

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WebRTC is inherently well-suited for mobile devices. Its browser-based nature eliminates the need for users to install additional applications or plugins, making it convenient and user-friendly. Mobile browsers increasingly support WebRTC functionalities, ensuring seamless integration and excellent user experiences for real-time communication. The mobile environment allows for intuitive touch interfaces, camera and microphone access, and easy sharing of media content, all of which contribute to the dominance of mobiles in the WebRTC market. Moreover, Mobile devices enable communication anytime and anywhere, making them ideal for real-time communication applications. With mobiles, users can engage in WebRTC-enabled voice and video calls, participate in live streaming, or collaborate on projects on the go. The portability and connectivity offered by mobiles align perfectly with the essence of WebRTC, allowing users to communicate seamlessly irrespective of their location.
Vertical Insights:
BFSI
Retail
IT and Telecom
Public Sector
Media and Entertainment
Manufacturing
Healthcare
Others
IT and telecom represents the leading segment
A detailed breakup and analysis of the market based on the WebRTC enabled devices has also been provided in the report. This includes BFSI, retail, IT and telecom, public sector, media and entertainment, manufacturing, healthcare, and others. According to the report, IT and telecom represented the largest segment.
The IT and telecom industry were early adopters of WebRTC technology, recognizing its potential to revolutionize real-time communication. As pioneers in leveraging WebRTC, this sector has integrated the technology into their communication infrastructure, platforms, and services. Telecommunication companies, internet service providers, and IT organizations have embraced WebRTC to enhance their offerings, driving the sector's significant market share. Besides, voice over Internet Protocol (VoIP) and Session Initiation Protocol (SIP) are integral to the IT and telecom sector's communication services. WebRTC seamlessly integrates with VoIP and SIP technologies, allowing for browser-based audio and video calls. This integration expands the capabilities of VoIP and SIP services, enabling enhanced communication experiences and promoting the adoption of WebRTC within the IT and telecom sector.
Regional Insights:
North America

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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 in the market
The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America holds the largest market share.
North America has been at the forefront of technological advancements and innovation. The region is home to major technology hubs, such as Silicon Valley, which foster the development of cutting-edge technologies like WebRTC. With a strong presence of technology companies and skilled professionals, North America has been instrumental in driving the growth and adoption of WebRTC. Moreover, the region boasts a well-developed and robust IT and telecom infrastructure. The region has widespread high-speed internet connectivity, advanced data centers, and reliable telecommunications networks. This infrastructure provides a solid foundation for WebRTC implementation, ensuring seamless real-time communication experiences. The availability of these

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infrastructure components has contributed to the dominance of North America in the WebRTC market.

Competitive Landscape:

The competitive landscape of the market is dynamic and characterized by the presence of various players offering a range of solutions and services. At present, key players are investing in research and development (R&D) to enhance their WebRTC offerings. They are also improving functionalities, user experiences, and security features. Moreover, various leading players are opting for acquisitions or mergers to consolidate their position in the market. By acquiring complementary companies or technologies, they can expand their capabilities, customer base, or geographic presence. They are also providing dedicated support teams, developer resources, and forums to assist customers in integrating and utilizing WebRTC effectively.

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

AT&T Inc.
Avaya Inc.
Cisco Systems Inc.
Dialogic Corporation (Enghouse Systems Limited)
Oracle Corporation
Plivo Inc.
Polycom Inc. (Plantronics Inc.)
Quobis
Ribbon Communications Operating Company Inc.
Sangoma Technologies Corporation
Twilio Inc.
Vonage Holdings Corp.

Recent Developments:

Twilio Inc. have introduced new APIs and tools to facilitate WebRTC integration and provide developers with the means to build real-time communication features into their applications. Twilio has also been working on improving the scalability and reliability of its WebRTC infrastructure.

Vonage Holdings Corp. have launched new WebRTC APIs and SDKs to enable developers to integrate real-time communication features into their applications more easily. Vonage has also emphasized the flexibility and customization options in their WebRTC offerings.

Avaya Inc. has been incorporating WebRTC capabilities into its communication and collaboration platforms. Its Avaya IX Workplace platform includes WebRTC integration, allowing businesses to embed real-time communication features into their applications

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and provide seamless communication experiences.
Key Questions Answered in This Report:
How has the global web real-time communication market performed so far, and how will it perform in the coming years?
What are the drivers, restraints, and opportunities in the global web real-time communication market?
What is the impact of each driver, restraint, and opportunity on the global web real-time communication market?
What are the key regional markets?
Which countries represent the most attractive web real-time communication market?
What is the breakup of the market based on the component?
Which is the most attractive component in the web real-time communication market?
What is the breakup of the market based on the WebRTC-enabled devices?
Which is the most attractive WebRTC-enabled devices in the web real-time communication market?
What is the breakup of the market based on the verticals?
Which is the most attractive verticals in the web real-time communication market?
What is the competitive structure of the global web real-time communication market?
Who are the key players/companies in the global web real-time communication market?

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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 WEB REAL-TIME COMMUNICATION MARKET

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

6 MARKET BREAKUP BY COMPONENT

6.1 Solution
  6.1.1 Market Trends
  6.1.2 Key Segments
    6.1.2.1 Voice Calling and Conferencing
    6.1.2.2 Video Calling and Conferencing

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6.1.2.3 Message and File Sharing
6.1.2.4 Others
6.1.3 Market Forecast
6.2 Services
6.2.1 Market Trends
6.2.2 Market Forecast

7 MARKET BREAKUP BY WEBRTC-ENABLED DEVICES

7.1 Mobile
7.1.1 Market Trends
7.1.2 Market Forecast
7.2 Desktop
7.2.1 Market Trends
7.2.2 Market Forecast
7.3 Tablet
7.3.1 Market Trends
7.3.2 Market Forecast
7.4 Others
7.4.1 Market Trends
7.4.2 Market Forecast

8 MARKET BREAKUP BY VERTICAL

8.1 BFSI
8.1.1 Market Trends
8.1.2 Market Forecast
8.2 Retail
8.2.1 Market Trends
8.2.2 Market Forecast
8.3 IT and Telecom
8.3.1 Market Trends
8.3.2 Market Forecast
8.4 Public Sector
8.4.1 Market Trends
8.4.2 Market Forecast
8.5 Media and Entertainment
8.5.1 Market Trends
8.5.2 Market Forecast

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8.6 Manufacturing
8.6.1 Market Trends
8.6.2 Market Forecast
8.7 Healthcare
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

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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

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info@marketpublishers.com

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 AT&T Inc.
    14.3.1.1 Company Overview
    14.3.1.2 Product Portfolio
    14.3.1.3 Financials
    14.3.1.4 SWOT Analysis
  14.3.2 Avaya Inc.
    14.3.2.1 Company Overview
    14.3.2.2 Product Portfolio
    14.3.2.3 Financials
    14.3.2.4 SWOT Analysis
  14.3.3 Cisco Systems Inc.

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14.3.3.1 Company Overview
14.3.3.2 Product Portfolio
14.3.3.3 Financials
14.3.3.4 SWOT Analysis
14.3.4 Dialogic Corporation (Enghouse Systems Limited)
14.3.4.1 Company Overview
14.3.4.2 Product Portfolio
14.3.5 Oracle Corporation
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 Plivo Inc.
14.3.6.1 Company Overview
14.3.6.2 Product Portfolio
14.3.7 Polycom Inc. (Plantronics Inc.)
14.3.7.1 Company Overview
14.3.7.2 Product Portfolio
14.3.8 Quobis
14.3.8.1 Company Overview
14.3.8.2 Product Portfolio
14.3.9 Ribbon Communications Operating Company Inc.
14.3.9.1 Company Overview
14.3.9.2 Product Portfolio
14.3.9.3 Financials
14.3.9.4 SWOT Analysis
14.3.10 Sangoma Technologies Corporation
14.3.10.1 Company Overview
14.3.10.2 Product Portfolio
14.3.10.3 Financials
14.3.10.4 SWOT Analysis
14.3.11 Twilio Inc.
14.3.11.1 Company Overview
14.3.11.2 Product Portfolio
14.3.11.3 Financials
14.3.11.4 SWOT Analysis
14.3.12 Vonage Holdings Corp.
14.3.12.1 Company Overview
14.3.12.2 Product Portfolio

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14.3.12.3 Financials
14.3.12.4 SWOT Analysis

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List Of Tables

LIST OF TABLES

Table 1: Global: Web Real-Time Communication Market: Key Industry Highlights, 2022 and 2028
Table 2: Global: Web Real-Time Communication Market Forecast: Breakup by Component (in Million US$), 2023-2028
Table 3: Global: Web Real-Time Communication Market Forecast: Breakup by WebRTC-Enabled Devices (in Million US$), 2023-2028
Table 4: Global: Web Real-Time Communication Market Forecast: Breakup by Vertical (in Million US$), 2023-2028
Table 5: Global: Web Real-Time Communication Market Forecast: Breakup by Region (in Million US$), 2023-2028
Table 6: Global: Web Real-Time Communication Market: Competitive Structure
Table 7: Global: Web Real-Time Communication Market: Key Players

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List Of Figures

LIST OF FIGURES

Figure 1: Global: Web Real-Time Communication Market: Major Drivers and Challenges
Figure 2: Global: Web Real-Time Communication Market: Sales Value (in Billion US$), 2017-2022
Figure 3: Global: Web Real-Time Communication Market Forecast: Sales Value (in Billion US$), 2023-2028
Figure 4: Global: Web Real-Time Communication Market: Breakup by Component (in %), 2022
Figure 5: Global: Web Real-Time Communication Market: Breakup by WebRTC-Enabled Devices (in %), 2022
Figure 6: Global: Web Real-Time Communication Market: Breakup by Vertical (in %), 2022
Figure 7: Global: Web Real-Time Communication Market: Breakup by Region (in %), 2022
Figure 8: Global: Web Real-Time Communication (Solution) Market: Sales Value (in Million US$), 2017 & 2022
Figure 9: Global: Web Real-Time Communication (Solution) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 10: Global: Web Real-Time Communication (Services) Market: Sales Value (in Million US$), 2017 & 2022
Figure 11: Global: Web Real-Time Communication (Services) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 12: Global: Web Real-Time Communication (Mobile) Market: Sales Value (in Million US$), 2017 & 2022
Figure 13: Global: Web Real-Time Communication (Mobile) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 14: Global: Web Real-Time Communication (Desktop) Market: Sales Value (in Million US$), 2017 & 2022
Figure 15: Global: Web Real-Time Communication (Desktop) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 16: Global: Web Real-Time Communication (Tablet) Market: Sales Value (in Million US$), 2017 & 2022
Figure 17: Global: Web Real-Time Communication (Tablet) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 18: Global: Web Real-Time Communication (Other WebRTC-Enabled Devices) Market: Sales Value (in Million US$), 2017 & 2022

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Figure 19: Global: Web Real-Time Communication (Other WebRTC-Enabled Devices) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 20: Global: Web Real-Time Communication (BFSI) Market: Sales Value (in Million US$), 2017 & 2022
Figure 21: Global: Web Real-Time Communication (BFSI) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 22: Global: Web Real-Time Communication (Retail) Market: Sales Value (in Million US$), 2017 & 2022
Figure 23: Global: Web Real-Time Communication (Retail) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 24: Global: Web Real-Time Communication (IT and Telecom) Market: Sales Value (in Million US$), 2017 & 2022
Figure 25: Global: Web Real-Time Communication (IT and Telecom) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 26: Global: Web Real-Time Communication (Public Sector) Market: Sales Value (in Million US$), 2017 & 2022
Figure 27: Global: Web Real-Time Communication (Public Sector) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 28: Global: Web Real-Time Communication (Media and Entertainment) Market: Sales Value (in Million US$), 2017 & 2022
Figure 29: Global: Web Real-Time Communication (Media and Entertainment) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 30: Global: Web Real-Time Communication (Manufacturing) Market: Sales Value (in Million US$), 2017 & 2022
Figure 31: Global: Web Real-Time Communication (Manufacturing) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 32: Global: Web Real-Time Communication (Healthcare) Market: Sales Value (in Million US$), 2017 & 2022
Figure 33: Global: Web Real-Time Communication (Healthcare) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 34: Global: Web Real-Time Communication (Other Verticals) Market: Sales Value (in Million US$), 2017 & 2022
Figure 35: Global: Web Real-Time Communication (Other Verticals) Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 36: North America: Web Real-Time Communication Market: Sales Value (in Million US$), 2017 & 2022
Figure 37: North America: Web Real-Time Communication Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 38: United States: Web Real-Time Communication Market: Sales Value (in

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info@marketpublishers.com

Million US$), 2017 & 2022
Figure 39: United States: Web Real-Time Communication Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 40: Canada: Web Real-Time Communication Market: Sales Value (in Million US$), 2017 & 2022
Figure 41: Canada: Web Real-Time Communication Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 42: Asia-Pacific: Web Real-Time Communication Market: Sales Value (in Million US$), 2017 & 2022
Figure 43: Asia-Pacific: Web Real-Time Communication Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 44: China: Web Real-Time Communication Market: Sales Value (in Million US$), 2017 & 2022
Figure 45: China: Web Real-Time Communication Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 46: Japan: Web Real-Time Communication Market: Sales Value (in Million US$), 2017 & 2022
Figure 47: Japan: Web Real-Time Communication Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 48: India: Web Real-Time Communication Market: Sales Value (in Million US$), 2017 & 2022
Figure 49: India: Web Real-Time Communication Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 50: South Korea: Web Real-Time Communication Market: Sales Value (in Million US$), 2017 & 2022
Figure 51: South Korea: Web Real-Time Communication Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 52: Australia: Web Real-Time Communication Market: Sales Value (in Million US$), 2017 & 2022
Figure 53: Australia: Web Real-Time Communication Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 54: Indonesia: Web Real-Time Communication Market: Sales Value (in Million US$), 2017 & 2022
Figure 55: Indonesia: Web Real-Time Communication Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 56: Others: Web Real-Time Communication Market: Sales Value (in Million US$), 2017 & 2022
Figure 57: Others: Web Real-Time Communication Market Forecast: Sales Value (in Million US$), 2023-2028

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info@marketpublishers.com

Figure 58: Europe: Web Real-Time Communication Market: Sales Value (in Million US$), 2017 & 2022
Figure 59: Europe: Web Real-Time Communication Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 60: Germany: Web Real-Time Communication Market: Sales Value (in Million US$), 2017 & 2022
Figure 61: Germany: Web Real-Time Communication Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 62: France: Web Real-Time Communication Market: Sales Value (in Million US$), 2017 & 2022
Figure 63: France: Web Real-Time Communication Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 64: United Kingdom: Web Real-Time Communication Market: Sales Value (in Million US$), 2017 & 2022
Figure 65: United Kingdom: Web Real-Time Communication Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 66: Italy: Web Real-Time Communication Market: Sales Value (in Million US$), 2017 & 2022
Figure 67: Italy: Web Real-Time Communication Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 68: Spain: Web Real-Time Communication Market: Sales Value (in Million US$), 2017 & 2022
Figure 69: Spain: Web Real-Time Communication Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 70: Russia: Web Real-Time Communication Market: Sales Value (in Million US$), 2017 & 2022
Figure 71: Russia: Web Real-Time Communication Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 72: Others: Web Real-Time Communication Market: Sales Value (in Million US$), 2017 & 2022
Figure 73: Others: Web Real-Time Communication Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 74: Latin America: Web Real-Time Communication Market: Sales Value (in Million US$), 2017 & 2022
Figure 75: Latin America: Web Real-Time Communication Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 76: Brazil: Web Real-Time Communication Market: Sales Value (in Million US$), 2017 & 2022
Figure 77: Brazil: Web Real-Time Communication Market Forecast: Sales Value (in

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Million US$), 2023-2028
Figure 78: Mexico: Web Real-Time Communication Market: Sales Value (in Million US$), 2017 & 2022
Figure 79: Mexico: Web Real-Time Communication Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 80: Others: Web Real-Time Communication Market: Sales Value (in Million US$), 2017 & 2022
Figure 81: Others: Web Real-Time Communication Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 82: Middle East and Africa: Web Real-Time Communication Market: Sales Value (in Million US$), 2017 & 2022
Figure 83: Middle East and Africa: Web Real-Time Communication Market: Breakup by Country (in %), 2022
Figure 84: Middle East and Africa: Web Real-Time Communication Market Forecast: Sales Value (in Million US$), 2023-2028
Figure 85: Global: Web Real-Time Communication Industry: SWOT Analysis
Figure 86: Global: Web Real-Time Communication Industry: Value Chain Analysis
Figure 87: Global: Web Real-Time Communication Industry: Porter's Five Forces Analysis

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