

Web Real-Time Communication Market Report by Component (Solution, Services), WebRTC-Enabled Devices (Mobile, Desktop, Tablet, and Others), Vertical (BFSI, Retail, IT and Telecom, Public Sector, Media and Entertainment, Manufacturing, Healthcare, and Others), and Region 2024-2032

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# **Abstracts**

The global web real-time communication market size reached US\$ 8.7 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 112.5 Billion by 2032, exhibiting a growth rate (CAGR) of 31.9% during 2024-2032. 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 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 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 2024-2032. 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

Mobiles hold the largest share in the market

Others

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.

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 Vertical 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 **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



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 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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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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