

LAMEA Web Real-Time Communication Market By Component (Solution and Services), By Enabled Device (Smartphones & Tablets, PCs and Others), By End User (IT & Telecom, Retail, Healthcare, Media & Entertainment, BFSI and Others), By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Latin America, Middle East and Africa Web Real-Time Communication Market would witness market growth of 47.4% CAGR during the forecast period (2020-2026). Web real-time communication (WebRTC) empowers real-time correspondence over browser and phone applications with the assistance of straightforward Application Programming Interfaces (APIs). Implanting RTC into web applications conveys a superior client experience and decreases costs, as the requirement for introducing extra plugins is eliminated.

Rising interest in the retail division is anticipated to push the market over the forecast period. The utilization of innovation empowers customers to interact with the store's staff from their residence. Additionally, retailers can convey top-notch live video calls from inside the store while keeping up the client's privacy. Continuous communication is also being embraced by the retail area to address client complaints remotely. For example, Amazon's Kinesis Video Stream gives WebRTC-based standard-compliant continuous communication, which incorporates a lot of conventions intended for building up a peer-to-peer connection. One can utilize Amazon Kinesis Video Stream with WebRTC and safely perform two-way audio or video communication.

Increasing utilization of the internet in the BFSI division is also anticipated to drive the WebRTC market over the forecast period. Enabling real-time communication that can work over an internet browser is advancing into banking and insurance websites, attributable to which, associations can communicate with clients more proficiently. This

eliminates the requirement for clients to manually visit the banks or insurance agencies and, thus, improves the client experience. Additionally, real-time video communication makes it feasible for insurance agencies to confirm claims remotely and empowers clients to get reimbursement in a brief time.

Based on Component, the market is segmented into Solution and Services. Solution segment is further segmented into Voice Calling & Conference, Message & File Sharing, Video Calling & Conference and Others. Based on Enabled Device, the market is segmented into Smartphones & Tablets, PCs and Others. Based on End User, the market is segmented into IT & Telecom, Retail, Healthcare, Media & Entertainment, BFSI and Others. Based on countries, the market is segmented into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Cisco Systems, Inc., AT&T, Inc., Avaya Holdings Corporation, Plantronics, Inc., Twilio, Inc., Oracle Corporation, Enghouse Systems Limited (Dialogic Corporation), Vonage Holdings Corporation (TokBox, Inc.), CafeX Communications, Inc., and Plivo, Inc.

Scope of the Study

Market Segmentation:

By Component

Solutions

- o Voice Calling & Conference
- o Message & File Sharing
- o Video Calling & Conference
- o Others

Services

By Enabled Device

Smartphones & Tablets

PCs

Others

By End User

IT & Telecom

Retail

Healthcare

Media & Entertainment

BFSI

Others

By Country

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

Companies Profiled

Cisco Systems, Inc.

AT&T, Inc.

Avaya Holdings Corporation

Plantronics, Inc.

Twilio, Inc.

Oracle Corporation

Enghouse Systems Limited (Dialogic Corporation)

Vonage Holdings Corporation (TokBox, Inc.)

CafeX Communications, Inc.

Plivo, Inc.

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