

2018-2023 Global Instant Messaging Market Report (Status and Outlook)

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Abstracts

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In this report, LP Information studies the present scenario (with the base year being 2017) and the growth prospects of global Instant Messaging market for 2018-2023.

Instant messaging (IM) technology is a type of online chat that offers real-time text transmission over the Internet.

IM allows effective and efficient communication, allowing immediate receipt of acknowledgment or reply. In many cases, instant messaging includes added features which can make it even more popular. For example, users may see each other via webcams, or talk directly for free over the Internet using a microphone and headphones or loudspeakers. IM products can usually be categorized into two types: Enterprise Instant Messaging (EIM) and Consumer Instant Messaging (CIM). Enterprise solutions use an internal IM server, however this isn't always feasible, particularly for smaller businesses with limited budgets. The second option, using a CIM provides the advantage of being inexpensive to implement and has little need for investing in new hardware or server software.

Over the next five years, LPI(LP Information) projects that Instant Messaging will register a xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares and growth opportunities of Instant Messaging market by product type, application, key companies and key regions.

To calculate the market size, LP Information considers value generated from the sales

of the following segments:

Segmentation by product type:

Enterprise Instant Messaging

Consumer Instant Messaging

Segmentation by application:

Business and Enterprise Chatting

Personal Chatting

Entertainment and Social Chatting

We can also provide the customized separate regional or country-level reports, for the following regions:

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Germany

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UK

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Russia

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Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major players in the market. The key players covered in this report:

BigAnt

Cisco Jabber

HipChat

IBM Lotus Sametime

Kakao Talk

Line

WeChat

WhatsApp

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key players and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Instant Messaging market size by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Instant Messaging market by identifying its various subsegments.

Focuses on the key global Instant Messaging players, to define, describe and analyze the value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Instant Messaging with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the size of Instant Messaging submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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