

Global Co-Browsing Software Market Growth (Status and Outlook) 2024-2030

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Abstracts

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Co-browsing software, also known as collaborative browsing software or co-surfing software, enables customers to share their screen and allows agents to jointly navigate a web page, which provides real-time customer support. This process happens instantly and does not require downloading software or installing extensions. The customer support agent initiates a co-browsing session with the customer, and by accepting the invite, the agent can then get an accurate visual representation of the customer's view of the website. This empowers the agents to take temporary control of the customer's screen to guide them through complex transactions and processes when placing a purchase order.

The global Co-Browsing Software market size is projected to grow from US\$ 762.1 million in 2023 to US\$ 1261.7 million in 2030; it is expected to grow at a CAGR of 7.5% from 2024 to 2030.

LPI (LP Information)' newest research report, the "Co-Browsing Software Industry Forecast" looks at past sales and reviews total world Co-Browsing Software sales in 2023, providing a comprehensive analysis by region and market sector of projected Co-Browsing Software sales for 2024 through 2030. With Co-Browsing Software sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Co-Browsing Software industry.

This Insight Report provides a comprehensive analysis of the global Co-Browsing Software landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity.

This report also analyzes the strategies of leading global companies with a focus on Co-Browsing Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Co-Browsing Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Co-Browsing Software and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Co-Browsing Software.

The co-browsing software market is experiencing rapid growth due to increased demand for personalized and efficient customer interactions in the digital age. Some of the key factors driving the market growth are:

The rising adoption of co-browsing software by large enterprises and SMEs across different regions to improve customer satisfaction, loyalty, and retention.

The growing trend of BYOD (Bring Your Own Device) and remote work, which creates a need for co-browsing software to facilitate seamless communication and collaboration among distributed teams and customers.

The advancement of co-browsing technology, such as code-less proxy co-browsing, which enables co-browsing without any downloads, installations, or plug-ins, and supports complex web pages and media objects.

The integration of co-browsing software with other visual engagement technologies, such as live chat, video chat, screen sharing, and augmented reality, to provide a comprehensive and immersive customer service and support solution.

This report presents a comprehensive overview, market shares, and growth opportunities of Co-Browsing Software market by product type, application, key players and key regions and countries.

Segmentation by type

Cloud Based

On Premises

Segmentation by application

Large Enterprises

SMEs

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

LogMeIn

Surfly

Upscope

Acquire

Glia

HBR Labs

Revechat

eGain

Glance

LiveCaller

Pegasystems

Talisma

Talkative

Vizolution

TeamViewer

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