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Global Notification Infrastructure Software Market Growth (Status and Outlook) 2025-2031

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

The global Notification Infrastructure Software market size is predicted to grow from US$ 3841 million in 2025 to US$ 6305 million in 2031; it is expected to grow at a CAGR of 8.6% from 2025 to 2031.

Notification Infrastructure Software is a set of tools and technologies that enable applications to send notifications to users through various channels. It provides a centralized platform for managing and delivering notifications, ensuring reliable and efficient communication. This software typically includes features such as message queuing, routing, templating, and analytics, allowing developers to easily integrate notifications into their applications without having to build complex notification systems from scratch. It supports multiple channels like SMS, email, push notifications, and in-app messages.

The notification infrastructure software industry is experiencing significant growth and evolution, driven by the increasing demand for real-time communication and personalized user experiences. Several key trends are shaping the industry:

Omnichannel Communication: The focus is shifting towards providing seamless notification delivery across multiple channels, including SMS, email, push notifications, in-app messages, and even emerging channels like chatbots and voice assistants.

Personalization and Contextualization: Notifications are becoming more personalized and context-aware, leveraging user data and behavior to deliver relevant and timely information.

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AI and Automation: Artificial intelligence (AI) and machine learning (ML) are being integrated into notification platforms to automate tasks such as message routing, delivery optimization, and user segmentation.

Enhanced Analytics and Insights: Advanced analytics tools are being incorporated to provide deeper insights into notification performance, user engagement, and delivery metrics.

Low-Code/No-Code Platforms: The emergence of low-code/no-code platforms is making it easier for developers and even non-technical users to build and manage notification systems.

LPI (LP Information)' newest research report, the “Notification Infrastructure Software Industry Forecast” looks at past sales and reviews total world Notification Infrastructure Software sales in 2024, providing a comprehensive analysis by region and market sector of projected Notification Infrastructure Software sales for 2025 through 2031. With Notification Infrastructure Software sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Notification Infrastructure Software industry.

This Insight Report provides a comprehensive analysis of the global Notification Infrastructure 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 analyses the strategies of leading global companies with a focus on Notification Infrastructure Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Notification Infrastructure Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Notification Infrastructure 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 Notification Infrastructure Software.

This report presents a comprehensive overview, market shares, and growth

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opportunities of Notification Infrastructure Software market by product type, application, key players and key regions and countries.

Segmentation by Type:

Platform Standard Service

Customized Service

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

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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.

Twilio

Klaviyo

Amazon

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Braze

Courier

CleverTap

Omnisend

Brevo

MoEngage

Intercom

Airship

OneSignal

SuprSend

Fyno

Nashpush

MagicBell

Catapush

Unomok

Engagespot

Knock

Novu

NotificationAPI

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