

Global Push Notification Service Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Push Notification Service market size is predicted to grow from US\$ 9814 million in 2025 to US\$ 20831 million in 2032; it is expected to grow at a CAGR of 11.4% from 2026 to 2032.

Push notification service is a service that sends real-time, customized information to users via mobile devices, desktops, or applications. These notifications are typically sent by businesses or application providers to deliver the latest updates, promotions, reminders, or important events. The core of push notification services lies in their immediacy and efficiency, providing personalized messages without disturbing users, thereby increasing user engagement and activity. Push notifications can take various forms, including text, images, and links, and are widely used in e-commerce, news media, social platforms, financial services, and many other industries.

With the development of mobile internet and the increasing demand for personalized, real-time information, push notification services are showing strong market potential. In the future, push notifications will not only continue to expand their application in retail, media, and finance, but will also play a greater role in emerging fields such as health management, education, and smart homes. With the development of artificial intelligence and big data technologies, push notification services will become more precise, able to analyze user behavior and preferences to customize personalized content, improving conversion rates and user satisfaction. It is expected that push notifications will become an important tool for digital marketing and user interaction, driving closer connections and sustained growth between businesses and customers.

LPI (LP Information)' newest research report, the 'Push Notification Service Industry Forecast' looks at past sales and reviews total world Push Notification Service sales in

2025, providing a comprehensive analysis by region and market sector of projected Push Notification Service sales for 2026 through 2032. With Push Notification Service sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Push Notification Service industry.

This Insight Report provides a comprehensive analysis of the global Push Notification Service 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 Push Notification Service portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Push Notification Service market.

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

This report presents a comprehensive overview, market shares, and growth opportunities of Push Notification Service market by product type, application, key players and key regions and countries.

Segmentation by Type:

Mobile Push Notification

Web Push Notification

Desktop Push Notification

Segmentation by Content:

Marketing Push

Reminder Push

Information Update Push

Segmentation by User Selection:

Active Push

Passive Push

Segmentation by Enterprise Type:

E-commerce Push

News and Media Push

Financial Services Push

Social Media Push

Segmentation by Application:

Large Enterprises

Small and Medium Enterprises

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.

OneSignal

PushEngage

Tencent Cloud

Catapush

Pushy Enterprise

Pusher

Pushwoosh

Google

InboxArmy

Gravitec

Klaviyo

Netcore Cloud

Nashpush

PushAlert

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