

Enterprise Collaboration Market by Component (Solutions (Enterprise Video, Project Management and Analytics, Unified Messaging, Business Process Management), Services), Deployment Type, Organization Size, End-User, and Region - Global Forecast to 2026

<https://marketpublishers.com/r/E14A42979B5EN.html>

Date: July 2021

Pages: 335

Price: US\$ 4,950.00 (Single User License)

ID: E14A42979B5EN

Abstracts

The global enterprise collaboration market size is expected to grow from USD 47.2 billion in 2021 to USD 85.8 billion by 2026, at a Compound Annual Growth Rate (CAGR) of 12.7% during the forecast period. The increasing demand for remote working is encouraging enterprise collaboration vendors to update their solutions. Enterprise collaboration tools help organizations by providing seamless communication between employees. This improves the operational efficiency and productivity of the employees, thereby helping organizations to meet their business goals.

“By Deployment mode, the cloud segment to grow at the higher CAGR during the forecast period”

By deployment mode, the cloud segment is expected to grow at a higher growth rate during the forecast period. Cloud-based platforms reduce the costs associated with upgrading and updating solutions, as extra costs are borne by service providers. It offers a pay-per-use service model, which provides organizations with the flexibility to pay cloud service vendors only when services are used, as against the upfront capital expenditure involved in an on-premises deployment. Thus, the use of cloud-based enterprise collaboration solutions provides flexibility to organizations to adjust to the dynamic business environment.

“By Organization size, the Large Enterprises segment to hold the larger market size during the forecast period”

The Large Enterprises segment is expected to hold the larger market size. Large Enterprises hold a major portion of the total enterprise collaboration market. Large enterprises have various departments, which need to coordinate with each other, both within and outside organizations, for operational efficiency. These enterprises need specific enterprise collaboration solutions that can easily integrate with their existing systems. The demand for customized enterprise collaboration solutions by large enterprises is encouraging enterprise collaboration vendors to come up with innovative technologies and solutions for better business continuity.

“By region, Asia Pacific to grow at the highest CAGR during the forecast period”

The Asia Pacific (APAC) market is projected to grow at the highest CAGR during the forecast period. The APAC region is expected to be the fastest-growing market in the global enterprise collaboration market, owing to the rapid adoption of enterprise collaboration solutions. Government initiatives to promote the digital infrastructure are responsible for driving the adoption of video conferencing solutions in the region. The region has the highest student population, and with advancing technologies, there is a growing demand for eLearning and distance education. This has led to the rapid adoption of enterprise collaboration solutions in fast-growing countries, such as China, Japan, India and Australia.

The breakup of the profiles of the primary participants is given below:

By Company: Tier 1 – 30%, Tier 2 – 45%, and Tier 3 – 25%

By Designation: C-Level Executives – 35%, Directors– 40%, Others*–25%

By Region: North America – 40%, Europe – 20%, APAC – 30%, and RoW** – 10%

Note: Tier 1 companies have revenues over USD 10 billion; tier 2 companies have revenues ranging from USD 1 billion to USD 10 billion; and tier 3 companies have revenues ranging from USD 500 million to USD 1 billion

*Others include market experts and industry analysts

**RoW includes MEA and Latin America

The following key enterprise collaboration vendors are profiled in the report:

IBM (US)

Microsoft (US)

Cisco (US)

Adobe (US)

Google (US)

Citrix (US)

Slack (US)

Facebook (US)

Salesforce (US)

Atlassian (Australia)

Igloo (Canada)

Jive (US)

VMware (US)

SAP (Germany)

Mitel (Canada)

RingCentral (US)

TIBCO Software (US)

Zoho (US)

Jalios (France)

Jamespot (France)

Box (US)

Bynder (Netherlands)

Axero (US)

blueKiwi (France)

Whaller (France)

Dropbox (US)

Kaltura (US)

Asana (US)

Clickup (US)

Chanty (US)

Research Coverage

The Enterprise Collaboration Market is segmented into component, deployment mode, organization size, end user, and region. A detailed analysis of the key industry players has been undertaken to provide insights into their business overviews; solutions and services; key strategies; new product launches; partnerships, agreements, and collaborations; business expansions; and competitive landscape associated within the Enterprise Collaboration Market.

Reasons to Buy the Report

The report would help the market leaders and new entrants in the following ways:

It comprehensively segments the Enterprise Collaboration Market and provides

the closest approximations of the revenue numbers for the overall market and its subsegments across different regions.

It would help stakeholders understand the pulse of the market and provide information on the key market drivers, restraints, challenges, and opportunities in the market.

It would help stakeholders understand their competitors better and gain more insights to enhance their positions in the market. The competitive landscape section includes a competitor ecosystem, new product launch, product enhancement, partnerships, mergers, and acquisitions.

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*Details on Business Overview, Products Offered, Recent Developments, SWOT Analysis, MnM View might not be captured in case of unlisted companies.

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About

The table and the figure given below depict the total size and Year-over-Year (Y-o-Y) growth for the enterprise collaboration market. The enterprise collaboration market is estimated to grow from \$XX billion in 2014 to \$XX billion in 2019, at a Compound Average Growth Rate (CAGR) of XX%, during the forecast period 2014-2019.

Collaboration solutions can be broadly segmented as telephony, unified messaging, conferencing, collaborative platforms and applications, and enterprise social network. The services are categorized into two types professional and support services, and consulting services. The deployment types are classified as on-premise deployment and on-demand deployment. The users are segmented as large enterprise users (1000+ employees) and small medium business (up to 1000 employees). The vertical segments which exist in the enterprise collaboration market include BFSI, business services, IT and telecom, manufacturing, retail and wholesale, healthcare, government, and others. Further, an extensive regional segmentation and sizing is done for the five major regions namely NA, EU, MEA, APAC and LA.

MarketsandMarkets has segmented the market for enterprise collaboration across five major solutions including:

Telephony

Unified messaging

Conferencing

Collaboration platforms and applications

Enterprise social networks

The table given below highlights the trends in revenues in the enterprise collaboration market segmented across various solutions. The telephony solution is estimated to hold the largest market share in 2014 and in 2019 as well, and is estimated to register at a CAGR of XX% from 2014 to 2019. The Enterprise social network solution represents a small portion of the total enterprise collaboration market in terms of revenues, but is estimated to experience high growth during the forecast period 2014-2019 at a

CAGR of XX%.

The on-demand deployment option in enterprise collaboration has the advantage of no pre-requisites of servers and IT services. The enterprise collaboration on-demand is to be deployed over the internet through a cloud service provider. The on-demand option eliminates the need for any in-house hardware (such as servers) and other operational expenses (such as IT services). This segment reports about the on-demand deployment market of enterprise collaboration by verticals and by end-users. The end-users have been classified into Small and Medium Enterprises (SME) and large enterprises. The different verticals exercising on-demand deployment of enterprise collaboration are Banking, Financial services and Insurance (BFSI), business services, it and telecom, retail and wholesale, manufacturing, healthcare, government and others.

The figure given below highlights the market size and Y-O-Y growth trend of on-demand deployment in the enterprise collaboration market. The market for on-demand deployment presents significant opportunity in terms of revenue growth and is estimated to grow from \$XX billion in 2014 to \$XX billion in 2019 during the forecast period 2014-2019. The on-demand deployment market type is estimated to experience a decline in the Y-O-Y growth rate of XX% from 2018 to 2019.

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