

# Instant Messaging (IM)-China Market Status and Trend Report 2013-2023

<https://marketpublishers.com/r/I31B00F785AEN.html>

Date: August 2019

Pages: 153

Price: US\$ 2,980.00 (Single User License)

ID: I31B00F785AEN

## Abstracts

### Report Summary

Instant Messaging (IM)-China Market Status and Trend Report 2013-2023 offers a comprehensive analysis on Instant Messaging (IM) industry, standing on the readers' perspective, delivering detailed market data and penetrating insights. No matter the client is industry insider, potential entrant or investor, the report will provides useful data and information. Key questions answered by this report include:

Whole China and Regional Market Size of Instant Messaging (IM) 2013-2017, and development forecast 2018-2023

Main market players of Instant Messaging (IM) in China, with company and product introduction, position in the Instant Messaging (IM) market

Market status and development trend of Instant Messaging (IM) by types and applications

Cost and profit status of Instant Messaging (IM), and marketing status

Market growth drivers and challenges

The report segments the China Instant Messaging (IM) market as:

China Instant Messaging (IM) Market: Regional Segment Analysis (Regional Consumption Volume, Consumption Volume, Revenue and Growth Rate 2013-2023):

North China

Northeast China

East China

Central & South China

Southwest China

## Northwest China

China Instant Messaging (IM) Market: Product Type Segment Analysis (Consumption Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

PC

Mobile

China Instant Messaging (IM) Market: Application Segment Analysis (Consumption Volume and Market Share 2013-2023; Downstream Customers and Market Analysis)

Personal

Enterprise

Other

China Instant Messaging (IM) Market: Players Segment Analysis (Company and Product introduction, Instant Messaging (IM) Sales Volume, Revenue, Price and Gross Margin):

Line

Pidgin

Google

Cisco Jabber

Apple Messages

Facebook Messenger

Slack

ICQ

IBM Sametime

Microsoft Skype

WhatsApp Messenger

Tencent

Telegram

YY

Windows Live Messenger

WeChat

Trillian

China Mobile

Yahoo Messenger

Viber

Centericq

Alibaba

BeeNut

BitlBee

Pidgin

Adium

Gajim

Adium

Fire

Alibaba

In a word, the report provides detailed statistics and analysis on the state of the industry; and is a valuable source of guidance and direction for companies and individuals interested in the market.

## Contents

### **CHAPTER 1 OVERVIEW OF INSTANT MESSAGING (IM)**

- 1.1 Definition of Instant Messaging (IM) in This Report
- 1.2 Commercial Types of Instant Messaging (IM)
  - 1.2.1 PC
  - 1.2.2 Mobile
- 1.3 Downstream Application of Instant Messaging (IM)
  - 1.3.1 Personal
  - 1.3.2 Enterprise
  - 1.3.3 Other
- 1.4 Development History of Instant Messaging (IM)
- 1.5 Market Status and Trend of Instant Messaging (IM) 2013-2023
  - 1.5.1 China Instant Messaging (IM) Market Status and Trend 2013-2023
  - 1.5.2 Regional Instant Messaging (IM) Market Status and Trend 2013-2023

### **CHAPTER 2 CHINA MARKET STATUS AND FORECAST BY REGIONS**

- 2.1 Market Status of Instant Messaging (IM) in China 2013-2017
- 2.2 Consumption Market of Instant Messaging (IM) in China by Regions
  - 2.2.1 Consumption Volume of Instant Messaging (IM) in China by Regions
  - 2.2.2 Revenue of Instant Messaging (IM) in China by Regions
- 2.3 Market Analysis of Instant Messaging (IM) in China by Regions
  - 2.3.1 Market Analysis of Instant Messaging (IM) in North China 2013-2017
  - 2.3.2 Market Analysis of Instant Messaging (IM) in Northeast China 2013-2017
  - 2.3.3 Market Analysis of Instant Messaging (IM) in East China 2013-2017
  - 2.3.4 Market Analysis of Instant Messaging (IM) in Central & South China 2013-2017
  - 2.3.5 Market Analysis of Instant Messaging (IM) in Southwest China 2013-2017
  - 2.3.6 Market Analysis of Instant Messaging (IM) in Northwest China 2013-2017
- 2.4 Market Development Forecast of Instant Messaging (IM) in China 2018-2023
  - 2.4.1 Market Development Forecast of Instant Messaging (IM) in China 2018-2023
  - 2.4.2 Market Development Forecast of Instant Messaging (IM) by Regions 2018-2023

### **CHAPTER 3 CHINA MARKET STATUS AND FORECAST BY TYPES**

- 3.1 Whole China Market Status by Types
  - 3.1.1 Consumption Volume of Instant Messaging (IM) in China by Types
  - 3.1.2 Revenue of Instant Messaging (IM) in China by Types

### 3.2 China Market Status by Types in Major Countries

#### 3.2.1 Market Status by Types in North China

#### 3.2.2 Market Status by Types in Northeast China

#### 3.2.3 Market Status by Types in East China

#### 3.2.4 Market Status by Types in Central & South China

#### 3.2.5 Market Status by Types in Southwest China

#### 3.2.6 Market Status by Types in Northwest China

### 3.3 Market Forecast of Instant Messaging (IM) in China by Types

## **CHAPTER 4 CHINA MARKET STATUS AND FORECAST BY DOWNSTREAM INDUSTRY**

### 4.1 Demand Volume of Instant Messaging (IM) in China by Downstream Industry

### 4.2 Demand Volume of Instant Messaging (IM) by Downstream Industry in Major Countries

#### 4.2.1 Demand Volume of Instant Messaging (IM) by Downstream Industry in North China

#### 4.2.2 Demand Volume of Instant Messaging (IM) by Downstream Industry in Northeast China

#### 4.2.3 Demand Volume of Instant Messaging (IM) by Downstream Industry in East China

#### 4.2.4 Demand Volume of Instant Messaging (IM) by Downstream Industry in Central & South China

#### 4.2.5 Demand Volume of Instant Messaging (IM) by Downstream Industry in Southwest China

#### 4.2.6 Demand Volume of Instant Messaging (IM) by Downstream Industry in Northwest China

### 4.3 Market Forecast of Instant Messaging (IM) in China by Downstream Industry

## **CHAPTER 5 MARKET DRIVING FACTOR ANALYSIS OF INSTANT MESSAGING (IM)**

### 5.1 China Economy Situation and Trend Overview

### 5.2 Instant Messaging (IM) Downstream Industry Situation and Trend Overview

## **CHAPTER 6 INSTANT MESSAGING (IM) MARKET COMPETITION STATUS BY MAJOR PLAYERS IN CHINA**

### 6.1 Sales Volume of Instant Messaging (IM) in China by Major Players

- 6.2 Revenue of Instant Messaging (IM) in China by Major Players
- 6.3 Basic Information of Instant Messaging (IM) by Major Players
  - 6.3.1 Headquarters Location and Established Time of Instant Messaging (IM) Major Players
  - 6.3.2 Employees and Revenue Level of Instant Messaging (IM) Major Players
- 6.4 Market Competition News and Trend
  - 6.4.1 Merger, Consolidation or Acquisition News
  - 6.4.2 Investment or Disinvestment News
  - 6.4.3 New Product Development and Launch

## **CHAPTER 7 INSTANT MESSAGING (IM) MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA**

- 7.1 Line
  - 7.1.1 Company profile
  - 7.1.2 Representative Instant Messaging (IM) Product
  - 7.1.3 Instant Messaging (IM) Sales, Revenue, Price and Gross Margin of Line
- 7.2 Pidgin
  - 7.2.1 Company profile
  - 7.2.2 Representative Instant Messaging (IM) Product
  - 7.2.3 Instant Messaging (IM) Sales, Revenue, Price and Gross Margin of Pidgin
- 7.3 Google
  - 7.3.1 Company profile
  - 7.3.2 Representative Instant Messaging (IM) Product
  - 7.3.3 Instant Messaging (IM) Sales, Revenue, Price and Gross Margin of Google
- 7.4 Cisco Jabber
  - 7.4.1 Company profile
  - 7.4.2 Representative Instant Messaging (IM) Product
  - 7.4.3 Instant Messaging (IM) Sales, Revenue, Price and Gross Margin of Cisco Jabber
- 7.5 Apple Messages
  - 7.5.1 Company profile
  - 7.5.2 Representative Instant Messaging (IM) Product
  - 7.5.3 Instant Messaging (IM) Sales, Revenue, Price and Gross Margin of Apple Messages
- 7.6 Facebook Messenger
  - 7.6.1 Company profile
  - 7.6.2 Representative Instant Messaging (IM) Product
  - 7.6.3 Instant Messaging (IM) Sales, Revenue, Price and Gross Margin of Facebook Messenger

## 7.7 Slack

7.7.1 Company profile

7.7.2 Representative Instant Messaging (IM) Product

7.7.3 Instant Messaging (IM) Sales, Revenue, Price and Gross Margin of Slack

## 7.8 ICQ

7.8.1 Company profile

7.8.2 Representative Instant Messaging (IM) Product

7.8.3 Instant Messaging (IM) Sales, Revenue, Price and Gross Margin of ICQ

## 7.9 IBM Sametime

7.9.1 Company profile

7.9.2 Representative Instant Messaging (IM) Product

7.9.3 Instant Messaging (IM) Sales, Revenue, Price and Gross Margin of IBM

## Sametime

## 7.10 Microsoft Skype

7.10.1 Company profile

7.10.2 Representative Instant Messaging (IM) Product

7.10.3 Instant Messaging (IM) Sales, Revenue, Price and Gross Margin of Microsoft

## Skype

## 7.11 WhatsApp Messenger

7.11.1 Company profile

7.11.2 Representative Instant Messaging (IM) Product

7.11.3 Instant Messaging (IM) Sales, Revenue, Price and Gross Margin of WhatsApp

## Messenger

## 7.12 Tencent

7.12.1 Company profile

7.12.2 Representative Instant Messaging (IM) Product

7.12.3 Instant Messaging (IM) Sales, Revenue, Price and Gross Margin of Tencent

## 7.13 Telegram

7.13.1 Company profile

7.13.2 Representative Instant Messaging (IM) Product

7.13.3 Instant Messaging (IM) Sales, Revenue, Price and Gross Margin of Telegram

## 7.14 YY

7.14.1 Company profile

7.14.2 Representative Instant Messaging (IM) Product

7.14.3 Instant Messaging (IM) Sales, Revenue, Price and Gross Margin of YY

## 7.15 Windows Live Messenger

7.15.1 Company profile

7.15.2 Representative Instant Messaging (IM) Product

7.15.3 Instant Messaging (IM) Sales, Revenue, Price and Gross Margin of Windows

Live Messenger

7.16 WeChat

7.17 Trillian

7.18 China Mobile

7.19 Yahoo Messenger

7.20 Viber

7.21 Centericq

7.22 Alibaba

7.23 BeeNut

7.24 BitlBee

7.25 Pidgin

7.26 Adium

7.27 Gajim

7.28 Adium

7.29 Fire

7.30 Alibaba

## **CHAPTER 8 UPSTREAM AND DOWNSTREAM MARKET ANALYSIS OF INSTANT MESSAGING (IM)**

8.1 Industry Chain of Instant Messaging (IM)

8.2 Upstream Market and Representative Companies Analysis

8.3 Downstream Market and Representative Companies Analysis

## **CHAPTER 9 COST AND GROSS MARGIN ANALYSIS OF INSTANT MESSAGING (IM)**

9.1 Cost Structure Analysis of Instant Messaging (IM)

9.2 Raw Materials Cost Analysis of Instant Messaging (IM)

9.3 Labor Cost Analysis of Instant Messaging (IM)

9.4 Manufacturing Expenses Analysis of Instant Messaging (IM)

## **CHAPTER 10 MARKETING STATUS ANALYSIS OF INSTANT MESSAGING (IM)**

10.1 Marketing Channel

10.1.1 Direct Marketing

10.1.2 Indirect Marketing

10.1.3 Marketing Channel Development Trend

10.2 Market Positioning



- 10.2.1 Pricing Strategy
- 10.2.2 Brand Strategy
- 10.2.3 Target Client
- 10.3 Distributors/Traders List

## **CHAPTER 11 REPORT CONCLUSION**

## **CHAPTER 12 RESEARCH METHODOLOGY AND REFERENCE**

- 12.1 Methodology/Research Approach
  - 12.1.1 Research Programs/Design
  - 12.1.2 Market Size Estimation
  - 12.1.3 Market Breakdown and Data Triangulation
- 12.2 Data Source
  - 12.2.1 Secondary Sources
  - 12.2.2 Primary Sources
- 12.3 Reference

## I would like to order

Product name: Instant Messaging (IM)-China Market Status and Trend Report 2013-2023

Product link: <https://marketpublishers.com/r/I31B00F785AEN.html>

Price: US\$ 2,980.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/I31B00F785AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970