

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

<https://marketpublishers.com/r/I2A6D848D34EN.html>

Date: August 2019

Pages: 144

Price: US\$ 3,480.00 (Single User License)

ID: I2A6D848D34EN

## Abstracts

### Report Summary

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

Main market players of Instant Messaging (IM) in Europe, 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 Europe Instant Messaging (IM) market as:

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

Germany

United Kingdom

France

Italy

Spain

Benelux

Russia

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

PC

Mobile

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

Personal

Enterprise

Other

Europe 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 Europe Instant Messaging (IM) Market Status and Trend 2013-2023
  - 1.5.2 Regional Instant Messaging (IM) Market Status and Trend 2013-2023

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

- 2.1 Market Status of Instant Messaging (IM) in Europe 2013-2017
- 2.2 Consumption Market of Instant Messaging (IM) in Europe by Regions
  - 2.2.1 Consumption Volume of Instant Messaging (IM) in Europe by Regions
  - 2.2.2 Revenue of Instant Messaging (IM) in Europe by Regions
- 2.3 Market Analysis of Instant Messaging (IM) in Europe by Regions
  - 2.3.1 Market Analysis of Instant Messaging (IM) in Germany 2013-2017
  - 2.3.2 Market Analysis of Instant Messaging (IM) in United Kingdom 2013-2017
  - 2.3.3 Market Analysis of Instant Messaging (IM) in France 2013-2017
  - 2.3.4 Market Analysis of Instant Messaging (IM) in Italy 2013-2017
  - 2.3.5 Market Analysis of Instant Messaging (IM) in Spain 2013-2017
  - 2.3.6 Market Analysis of Instant Messaging (IM) in Benelux 2013-2017
  - 2.3.7 Market Analysis of Instant Messaging (IM) in Russia 2013-2017
- 2.4 Market Development Forecast of Instant Messaging (IM) in Europe 2018-2023
  - 2.4.1 Market Development Forecast of Instant Messaging (IM) in Europe 2018-2023
  - 2.4.2 Market Development Forecast of Instant Messaging (IM) by Regions 2018-2023

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

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

- 3.1.2 Revenue of Instant Messaging (IM) in Europe by Types
- 3.2 Europe Market Status by Types in Major Countries
  - 3.2.1 Market Status by Types in Germany
  - 3.2.2 Market Status by Types in United Kingdom
  - 3.2.3 Market Status by Types in France
  - 3.2.4 Market Status by Types in Italy
  - 3.2.5 Market Status by Types in Spain
  - 3.2.6 Market Status by Types in Benelux
  - 3.2.7 Market Status by Types in Russia
- 3.3 Market Forecast of Instant Messaging (IM) in Europe by Types

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

- 4.1 Demand Volume of Instant Messaging (IM) in Europe 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 Germany
  - 4.2.2 Demand Volume of Instant Messaging (IM) by Downstream Industry in United Kingdom
  - 4.2.3 Demand Volume of Instant Messaging (IM) by Downstream Industry in France
  - 4.2.4 Demand Volume of Instant Messaging (IM) by Downstream Industry in Italy
  - 4.2.5 Demand Volume of Instant Messaging (IM) by Downstream Industry in Spain
  - 4.2.6 Demand Volume of Instant Messaging (IM) by Downstream Industry in Benelux
  - 4.2.7 Demand Volume of Instant Messaging (IM) by Downstream Industry in Russia
- 4.3 Market Forecast of Instant Messaging (IM) in Europe by Downstream Industry

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

- 5.1 Europe 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 EUROPE**

- 6.1 Sales Volume of Instant Messaging (IM) in Europe by Major Players
- 6.2 Revenue of Instant Messaging (IM) in Europe 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)-Europe Market Status and Trend Report 2013-2023

Product link: <https://marketpublishers.com/r/l2A6D848D34EN.html>

Price: US\$ 3,480.00 (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/l2A6D848D34EN.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