

# **Cloud Telephony Service Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented, By Deployment (Services, Cloud), By Network Type (Voice over Internet Protocol, Public switched telephones), By Application (Conferencing, Customer relationship management, Sales and marketing multilevel VR), By End-Users (Retail, IT, Healthcare, Media and entertainment, Government, BFSI), By Region & Competition, 2021-2031F**

<https://marketpublishers.com/r/C6B0AA4ACB61EN.html>

Date: January 2026

Pages: 181

Price: US\$ 4,500.00 (Single User License)

ID: C6B0AA4ACB61EN

## **Abstracts**

The Global Cloud Telephony Service Market is projected to experience substantial growth, expanding from a valuation of USD 27.09 billion in 2025 to USD 48.02 billion by 2031, with a compound annual growth rate of 10.01%. Cloud telephony services operate by hosting applications, switching, and storage via third-party providers on the cloud, enabling businesses to access telecommunication functions over the internet without needing on-premise Private Branch Exchange hardware. Key factors driving this market expansion include the need for cost-effective scalability, the widespread transition to remote and hybrid work environments, and increasing demand for integrated unified communications. Data from CTIA in 2024 indicates that mobile wireless data traffic reached a record 132.5 trillion megabytes, highlighting the significant growth in data capacity required to support the adoption of IP-based communication services.

Despite this strong growth trajectory, the market faces a major challenge regarding service reliability and quality assurance. Since cloud telephony relies entirely on internet connectivity, technical issues such as packet loss, jitter, and latency can severely

impact voice quality. This susceptibility to network instability presents a significant barrier to adoption for organizations that depend on guaranteed, uninterrupted voice performance for their essential business operations.

## **Market Driver**

The integration of Artificial Intelligence and Machine Learning is fundamentally transforming the Global Cloud Telephony Service Market by optimizing operational efficiency and enhancing the quality of customer interactions. Service providers are increasingly incorporating generative AI to automate intricate workflows, offer real-time call analytics, and deliver hyper-personalized experiences that traditional systems cannot provide. This technological advancement enables businesses to shift from reactive communication methods to predictive engagement strategies, generating value well beyond basic voice connectivity. According to Twilio's '2024 State of Customer Engagement Report' from April 2024, seven out of ten companies are already using AI to personalize content and marketing, emphasizing the vital role of intelligent automation in modern communication infrastructures.

Concurrent with this, the strategic migration from traditional PSTN to VoIP solutions serves as a primary catalyst for market expansion, driven by the aging copper wire infrastructure and the financial advantages of OPEX-based cloud models. Organizations are rapidly retiring on-premise hardware in favor of scalable, software-centric platforms that support hybrid workforces and significantly lower maintenance costs. This shift is reflected in the adoption rates of major unified communication providers; Microsoft reported in its 'Fiscal Year 2024 Third Quarter Results' from April 2024 that Teams Phone had surpassed 20 million PSTN users, signaling an accelerated move toward cloud-native telephony. Additionally, Ericsson reported that 5G subscriptions grew by 160 million in the first quarter of 2024 alone, reinforcing the mobile-first strategies essential for the viability of cloud telephony.

## **Market Challenge**

The main obstacle hindering the growth of the Global Cloud Telephony Service Market is the inherent vulnerability of these systems to network instability, which directly compromises service reliability and quality assurance. Unlike traditional systems that utilize dedicated lines, cloud telephony depends on public internet connectivity to transmit voice data. This reliance means that technical fluctuations such as latency and packet loss can immediately reduce call clarity, leading to robotic audio or dropped calls. For enterprises managing critical operations, this potential for service disruption

creates a substantial risk barrier, causing many organizations to hesitate in fully migrating to cloud-based alternatives due to fears that network volatility could damage operational efficiency and customer trust.

This apprehension is supported by recent industry data highlighting the frequency of network-related disruptions. The Uptime Institute reported in 2024 that outages caused by networking issues increased to account for 23% of all significant IT service interruptions. This statistic underscores the tangible operational risks associated with relying on third-party connectivity. Consequently, the inability to guarantee absolute stability forces cautious enterprises to retain hybrid or on-premise backups, thereby slowing the comprehensive adoption of pure cloud telephony solutions.

## **Market Trends**

The move towards Omnichannel Customer Engagement Strategies is broadening the market's scope beyond standalone voice services, as enterprises increasingly combine telephony with rich media channels like WhatsApp and RCS. This trend is fueled by the need for seamless, context-aware interactions where customers can switch between voice calls and messaging apps without losing conversation history. Unlike traditional call centers that operate in isolation, modern cloud telephony platforms are evolving into unified engagement hubs that orchestrate diverse communication paths to improve resolution rates. Infobip's 'Messaging Trends Report 2025' from March 2025 notes that global RCS traffic surged by 500% as brands actively integrated rich messaging capabilities into their wider omnichannel communication strategies.

Additionally, the rise of Programmable Voice APIs and CPaaS functionality represents a fundamental shift from rigid, pre-packaged phone systems toward highly customizable, developer-centric solutions. Businesses are prioritizing platforms that allow them to embed voice capabilities directly into their own applications and workflows, enabling unique customer journeys that off-the-shelf software cannot accommodate. This structural change empowers organizations to tailor every aspect of the call experience, from dynamic routing based on real-time data to custom in-app voice controls, treating telephony as a flexible software feature rather than a fixed utility. According to Twilio's '2025 State of Customer Engagement Report' from June 2025, 96% of businesses plan to build custom CX tools rather than buying off-the-shelf solutions, highlighting the market-wide preference for the adaptability offered by programmable communication technologies.

## **Key Market Players**

RingCentral, Inc.

8x8, Inc.

Vonage Holdings Corp.

Cisco Systems, Inc.

Twilio Group

Plivo Inc.,

Nextiva, Inc.

Dialpad, Inc.

Ooma, Inc.,

CloudTalk s.r.o

Telnyx LLC

Net2Phone Global Services, LLC,

## **Report Scope**

In this report, the Global Cloud Telephony Service Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Cloud Telephony Service Market, By Deployment

Services

Cloud

Cloud Telephony Service Market, By Network Type

Voice over Internet Protocol

Public switched telephones

### Cloud Telephony Service Market, By Application

Conferencing

Customer relationship management

Sales

marketing multilevel VR

### Cloud Telephony Service Market, By End-Users

Retail

IT

Healthcare

Media and entertainment

Government

BFSI

### Cloud Telephony Service Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Cloud Telephony Service Market.

## **Available Customizations:**

Global Cloud Telephony Service Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## **Company Information**

Detailed analysis and profiling of additional market players (up to five).

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