

# **Vietnam Enterprise Business Chat Software Market, By Deployment Mode (On-Premises, Cloud), By Operating System (Android, iOS), By Device (PC, Mobile), By End User Industry (BFSI, Healthcare, IT and Telecommunication, Retail, Travel and Hospitality), By Organization Size (SME, Large Enterprises), By Region, Competition, Forecast & Opportunities, 2017-2027**

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## **Abstracts**

Vietnam enterprise business chat software market stood at USD30.30 million in 2021, and is anticipated to grow with a CAGR of 20.57% during the forecast period, 2023-2027, to achieve the market value USD92.97 million by 2027. The growing trend of working from home and enterprises functioning based on the work from the home platform is actively driving the growth of the Vietnam enterprise business chat software market in the upcoming five years. Higher adoption of artificial intelligence-based optimized communications and growing adoption of the internet of things are anticipated to support further the growth of the Vietnam enterprise business chat software market in the next five years. Growing demand for the end-to-end encrypted conversations and communications, along with surging demand for the secure distribution of the data, further aids the growth of the Vietnam enterprise business chat software market in the future five years. Enterprise business chat software is a business communication app used to connect with employees. The enterprise business chat software can be used to view conversations, send messages, and share data with one tab and one password. Added features of video sharing, voice calling, Voice over Wi-Fi and IP, Web RTC, instant texting, etc., adds to the growing demand and thus influence the adoption of the services, thereby substantiating the growth of the Vietnam enterprise business chat

software market in the forecast years through 2027.

Risks of data theft while transferring, malicious code attacks and increasing software virus attacks also influence the market growth. Using the business chat software also inhibits internet service providers, phone service providers, government agencies, and even telecoms organizations from accessing the encryption keys required to decode the conversation, thus driving the growth of the Vietnam enterprise business chat software market in the forecast period.

The Vietnam enterprise business chat software market can be segmented into deployment mode, operating system, device, end user industry, organization size, competitive landscape, and regional distribution. Based on deployment mode, the market is segmented into on-premises and cloud. On premises deployment is anticipated to hold the largest revenue shares of the market and dominate the market segment in the upcoming five years on the grounds of higher dependency of the end users over the traditional in-house implementation of the services. The cloud-based deployment is expected to gain faster growth in the next five years due to enhanced services, security solutions, and efficient access to secured data. Based on operating system, the market is segmented into android and IOS. Based on device, the market is segmented into PC and mobile. Based on end user industry, the market is segmented into BFSI, healthcare, IT and Telecommunication, retail, travel, and hospitality. Based on organization size, the market is segmented into SME and large enterprises. Based on region, the market is segmented into North Vietnam, South Vietnam, and Central Vietnam.

VNG Corporation, Slack Technologies, LLC, Zoho Vietnam, Zendesk, Inc., Livechat Software SA, Chatwork Vietnam, Flock FZ-LLC, Atlassian, Inc., Bitrix24, Skype Technologies (Microsoft Vietnam) are among the major market players in the Vietnam enterprise business chat software market.

Years considered for this report:

Historical Years: 2017 - 2020

Base Year: 2021

Estimated Year: 2022E

Forecast Period: 2023F– 2027F

### Objective of the Study:

To analyze the historical growth in market size of Vietnam enterprise business chat software market from 2017 to 2021.

To estimate and forecast the market size of Vietnam enterprise business chat software market from 2022E to 2027F and growth rate until 2027F.

To classify and forecast Vietnam enterprise business chat software market based on deployment mode, operating system, device, end user industry, organization size, competitive landscape, and regional distribution.

To identify dominant region or segment in the Vietnam enterprise business chat software market.

To identify drivers and challenges for Vietnam enterprise business chat software market.

To examine competitive developments such as expansions, new software launches, mergers & acquisitions, etc., in Vietnam enterprise business chat software market.

To identify and analyze the profile of leading players operating in Vietnam enterprise business chat software market.

To identify key sustainable strategies adopted by market players in Vietnam enterprise business chat software market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of service providers and software developers across the country. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the service providers that could not be identified due to the limitations of secondary research. TechSci Research analyzed the service providers, software developing companies, distribution channels and presence of all

major players across the country.

TechSci Research calculated the market size of Vietnam enterprise business chat software market using a bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these software and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Service providers, software developers

Government bodies such as regulating authorities and policy makers

Organizations, forums, and alliances related to enterprise business chat software

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as service providers, software developing companies, suppliers, partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, Vietnam Enterprise Business Chat Software Market has been segmented into the following categories in addition to the industry trends which have also been listed below:

Vietnam Enterprise Business Chat Software Market, By Deployment Mode:

On-Premises

Cloud

Vietnam Enterprise Business Chat Software Market, By Operating System:

Android

iOS

Vietnam Enterprise Business Chat Software Market, By Device:

Mobile

PC

Vietnam Enterprise Business Chat Software Market, By End User Industry:

BFSI

Healthcare

IT and Telecommunication

Retail

Travel and Hospitality

Vietnam Enterprise Business Chat Software Market, By Organization Size:

Large Enterprises

SME

Vietnam Enterprise Business Chat Software Market, By Region:

North Vietnam

South Vietnam

Central Vietnam

## Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in Vietnam enterprise business chat software market.

## Available Customizations:

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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