

IM Software and Apps Market Size, Share, and Outlook, 2025 Report- By Application (Business use, Educational use, Social use), By Device (PC, Phone, Wearable devices), By End-User (Enterprise, Personal), 2018-2032

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Abstracts

IM Software and Apps Market Outlook

The IM Software and Apps Market size is expected to register a growth rate of 9.2% during the forecast period from \$26.68 Billion in 2025 to \$49.4 Billion in 2032. The IM Software and Apps market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on IM Software and Apps segments across 22 countries from 2021 to 2032. Key segments in the report include By Application (Business use, Educational use, Social use), By Device (PC, Phone, Wearable devices), By End-User (Enterprise, Personal). Over 70 tables and charts showcase findings from our latest survey report on IM Software and Apps markets.

IM Software and Apps Market Insights, 2025

The IM Software and Apps Market is evolving with AI-powered chatbot automation, automation-enhanced encrypted messaging, and machine learning-driven sentiment analysis. Companies such as Slack, Microsoft Teams, WhatsApp Business, and Signal are leading with AI-enhanced real-time auto-replies, blockchain-backed secure messaging, and IoT-integrated enterprise collaboration tools. The adoption of automation-powered AI-driven conversational AI assistants, AI-enhanced enterprise

messaging compliance solutions, and cloud-native real-time multilingual chat translation is improving communication efficiency. However, cybersecurity risks in AI-powered instant messaging, regulatory challenges in automation-enhanced encrypted communication laws, and technical issues in AI-driven multilingual chatbot optimization remain hurdles. Additionally, FCC regulations on AI-powered messaging encryption, evolving GDPR-style data privacy laws for automation-enhanced chat apps, and increasing enterprise investment in AI-driven communication platforms are influencing market dynamics.

Five Trends that will define global IM Software and Apps market in 2025 and Beyond

A closer look at the multi-million market for IM Software and Apps identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading IM Software and Apps companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future. The impact of tariffs by the US administration also significantly impact the profitability of IM Software and Apps vendors.

What are the biggest opportunities for growth in the IM Software and Apps industry?

The IM Software and Apps sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2032. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

IM Software and Apps Market Segment Insights

The IM Software and Apps industry presents strong offers across categories. The analytical report offers forecasts of IM Software and Apps industry performance across segments and countries. Key segments in the industry include%li%By Application (Business use, Educational use, Social use), By Device (PC, Phone, Wearable devices), By End-User (Enterprise, Personal). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, IM Software and Apps market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global IM Software and Apps industry ecosystem. It assists decision-makers in evaluating global IM Software and Apps market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the IM Software and Apps industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios%li%low growth, reference case, and high growth cases.

Asia Pacific IM Software and Apps Market Analysis%li%A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with over 4.5 billion population, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe IM Software and Apps Industry 2025%li%Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for IM Software and Apps with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future.

Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key IM Software and Apps market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US IM Software and Apps market Insights%li%Vendors are exploring new opportunities within the US IM Software and Apps industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US IM Software and Apps companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American IM Software and Apps market.

Latin American IM Software and Apps market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported in Q1 -2025 and the prospects remain strong for rest of 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa IM Software and Apps Markets%li%New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African IM Software and Apps markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern IM Software and Apps markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of

growth.

Competitive Landscape%li%How IM Software and Apps companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Atlassian Corp Plc, Bigantsoft, Cisco Systems Inc, Facebook, IBM Corp, Kakao, Line, Microsoft, Tencent Holdings Ltd.

IM Software and Apps Market Segmentation

By Application

Business use

Educational use

Social use

By Device

PC

Phone

Wearable devices

By End-User

Enterprise

Personal

Leading Companies

Atlassian Corp Plc

Bigantsoft

Cisco Systems Inc

Facebook

IBM Corp

Kakao

Line

Microsoft

Tencent Holdings Ltd

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

Contents

1. TABLE OF CONTENTS

List of Figures and Tables

2. EXECUTIVE SUMMARY

2.1 Key Highlights

2.1.1 IM Software and Apps Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest IM Software and Apps Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

3. RESEARCH METHODOLOGY

3.1 Primary Research Surveys

3.2 Secondary Data Sources

3.3 Data Triangulation

3.4 Forecast Methodology

3.5 Assumptions and Limitations

4. INTRODUCTION TO GLOBAL IM SOFTWARE AND APPS MARKET IN 2025

4.1 Industry Panorama

4.2 Leading Companies Profiled in the Study

4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

4.5 Regional Analysis

4.6 Porter's Five Force Analysis

- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 IM Software and Apps Industry Value Chain Analysis
 - 4.7.1 Stage of Value Chain
 - 4.7.2 Key Activities of Companies
 - 4.7.3 Companies Included in Each Stage
 - 4.7.4 Key Insights

5. IM SOFTWARE AND APPS MARKET OUTLOOK TO 2032

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032

By Application

Business use

Educational use

Social use

By Device

PC

Phone

Wearable devices

By End-User

Enterprise

Personal

6. GLOBAL IM SOFTWARE AND APPS MARKET OUTLOOK ACROSS GROWTH SCENARIOS

- 6.1 Low Growth Scenario**
- 6.2 Base/Reference Case**
- 6.3 High Growth Scenario**

6. NORTH AMERICA IM SOFTWARE AND APPS MARKET SIZE OUTLOOK

- 6.1 Key Market Statistics, 2024**
- 6.2 North America IM Software and Apps Market Trends and Growth**

Opportunities

6.2.1 North America IM Software and Apps Market Outlook by Type

6.2.2 North America IM Software and Apps Market Outlook by Application

6.3 North America IM Software and Apps Market Outlook by Country

6.3.1 The US IM Software and Apps Market Outlook, 2021- 2032

6.3.2 Canada IM Software and Apps Market Outlook, 2021- 2032

6.3.3 Mexico IM Software and Apps Market Outlook, 2021- 2032

7. EUROPE IM SOFTWARE AND APPS MARKET SIZE OUTLOOK

7.1 Key Market Statistics, 2024

7.2 Europe IM Software and Apps Market Trends and Growth Opportunities

7.2.1 Europe IM Software and Apps Market Outlook by Type

7.2.2 Europe IM Software and Apps Market Outlook by Application

7.3 Europe IM Software and Apps Market Outlook by Country

7.3.2 Germany IM Software and Apps Market Outlook, 2021- 2032

7.3.3 France IM Software and Apps Market Outlook, 2021- 2032

7.3.4 The UK IM Software and Apps Market Outlook, 2021- 2032

7.3.5 Spain IM Software and Apps Market Outlook, 2021- 2032

7.3.6 Italy IM Software and Apps Market Outlook, 2021- 2032

7.3.7 Russia IM Software and Apps Market Outlook, 2021- 2032

7.3.8 Rest of Europe IM Software and Apps Market Outlook, 2021- 2032

8. ASIA PACIFIC IM SOFTWARE AND APPS MARKET SIZE OUTLOOK

8.1 Key Market Statistics, 2024

8.2 Asia Pacific IM Software and Apps Market Trends and Growth Opportunities

8.2.1 Asia Pacific IM Software and Apps Market Outlook by Type

8.2.2 Asia Pacific IM Software and Apps Market Outlook by Application

8.3 Asia Pacific IM Software and Apps Market Outlook by Country

8.3.1 China IM Software and Apps Market Outlook, 2021- 2032

8.3.2 India IM Software and Apps Market Outlook, 2021- 2032

8.3.3 Japan IM Software and Apps Market Outlook, 2021- 2032

8.3.4 South Korea IM Software and Apps Market Outlook, 2021- 2032

8.3.5 Australia IM Software and Apps Market Outlook, 2021- 2032

8.3.6 South East Asia IM Software and Apps Market Outlook, 2021- 2032

8.3.7 Rest of Asia Pacific IM Software and Apps Market Outlook, 2021- 2032

9. SOUTH AMERICA IM SOFTWARE AND APPS MARKET SIZE OUTLOOK

9.1 Key Market Statistics, 2024

9.2 South America IM Software and Apps Market Trends and Growth Opportunities

9.2.1 South America IM Software and Apps Market Outlook by Type

9.2.2 South America IM Software and Apps Market Outlook by Application

9.3 South America IM Software and Apps Market Outlook by Country

9.3.1 Brazil IM Software and Apps Market Outlook, 2021- 2032

9.3.2 Argentina IM Software and Apps Market Outlook, 2021- 2032

9.3.3 Rest of South and Central America IM Software and Apps Market Outlook, 2021- 2032

10. MIDDLE EAST AND AFRICA IM SOFTWARE AND APPS MARKET SIZE OUTLOOK

10.1 Key Market Statistics, 2024

10.2 Middle East and Africa IM Software and Apps Market Trends and Growth Opportunities

10.2.1 Middle East and Africa IM Software and Apps Market Outlook by Type

10.2.2 Middle East and Africa IM Software and Apps Market Outlook by Application

10.3 Middle East and Africa IM Software and Apps Market Outlook by Country

10.3.1 Saudi Arabia IM Software and Apps Market Outlook, 2021- 2032

10.3.2 The UAE IM Software and Apps Market Outlook, 2021- 2032

10.3.3 Rest of Middle East IM Software and Apps Market Outlook, 2021- 2032

10.3.4 South Africa IM Software and Apps Market Outlook, 2021- 2032

10.3.5 Egypt IM Software and Apps Market Outlook, 2021- 2032

10.3.6 Rest of Africa IM Software and Apps Market Outlook, 2021- 2032

11. COMPANY PROFILES

11.1 Leading 10 Companies

Atlassian Corp Plc

Bigantsoft

Cisco Systems Inc

Facebook

IBM Corp

Kakao

Line

Microsoft

Tencent Holdings Ltd

11.2 Overview

11.3 Products and Services

11.4 SWOT Profile

12. APPENDIX

12.1 Subscription Options

12.2 Customization Options

12.3 Publisher Details

I would like to order

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