

# Instant Messaging Market 2020 Global Share, Trend, Segmentation, Analysis and Forecast to 2026

*Wiseguyreports.Com Publish New Market Research Report On-"Instant Messaging Market 2020 Global Analysis, Size, Share, Trends, Opportunities and Growth 2026"*

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[Instant Messaging Market 2020](#)



Global Instant Messaging Market 2020

Instant messaging is a system that utilizes the internet to transmit electronic messages from one user to another. Users can use different chat apps, such as WhatsApp, Facebook Messenger, WeChat and more, to communicate with their loved ones and colleagues instantly and simultaneously. This form of communication is quite popular all across the globe as it is economical, easy to use, and available on different platforms and devices. Smartphones support many communication and messaging apps that allow users to send text and voice messages and also share images and videos. Using these apps, users can stay connected with their loved ones and associates and exchange sensitive information privately. Many social media apps also support instant messaging service.

Market Segment by Top Companies, this report covers

BigAnt

Cisco Jabber

HipChat

IBM Lotus Sametime

Kakao Talk

Line

WeChat

WhatsApp

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Report analysts are of the opinion that the use of instant chat and messaging apps will increase among individuals as well as business organizations over the forecast period. The e-commerce sector will also witness an upsurge while there will be a gradual decline in call centers. Increase in instant messaging is due to the growing penetration of smartphones, tablets, and other devices among the young and the old population. Some instant messaging apps also allow users to share clickable hyperlinks, PDF files, and Microsoft Word documents. Users can select communicating parties from their contact list and message them anytime and from anywhere.

#### Segmentation:

The global market for instant messaging is segmented by types and applications.

Based on types, the market is divided into enterprise instant messaging and consumer instant messaging.

Based on applications, the market is split up into business and enterprise chatting, personal chatting, and entertainment and social chatting.

#### Regional Analysis:

Instant messaging is popularly used all around the world. The main regions considered for analyzing its global market are North America (The United States, Canada and Mexico), Europe (Germany, UK, France, Russia and Italy), Asia-Pacific (India, China, Korea, Japan and Southeast Asia), South America (Brazil, Columbia and Argentina), and the Middle East and Africa (UAE, Nigeria, Saudi Arabia, Egypt and South Africa).

The Asia-Pacific region leads the instant messaging market, thanks to the increasing use of smartphones, tablets, and other electronic devices in India, China, South Korea, and Southeast Asian countries. The presence of many service providers in this region, cheap data tariff plans, rapid development of telecom infrastructure in urban as well as rural areas, deployment of faster 4G networks, and availability of free messaging apps have given a push to instant messaging. The Middle East and Africa is the fastest-growing region with an impressive CAGR of about 10% over the analysis period. The United States of America will continue to play a vital role in the global market. Europe is yet another important region and its market size is expected to grow at a notable rate by 2023.

#### Industry News:

WhatsApp and Facebook Messenger are the most popularly used instant messaging apps around the world, with their usage growing at a much faster rate when compared to their original platform Facebook.

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