Global Instant Messaging Market 2015-2019

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**Description:**
Report forecast the global instant messaging market to grow at a CAGR of 4.89% for enterprise IM and 19.42% for consumer IM over the period 2014-2019.

Instant messaging (IM) is a set of software applications bundled together to have real-time conversations, play games, and share photos, videos, or any documents via the internet. This help users to exchange conversations which can be viewed in a small screen where both the parties are available online. With the presence updater feature, quick responses can be obtained without delay by just sending the messages to the buddy list.

Instant messenger is an effective tool that is used either by the individual users or by the business organizations to communicate with each other instantly and simultaneously. IM software is based on the client-server model where the client can start a session after logging into user account which gets connected to the central server.

This report covers the present scenario and the growth prospects of the global instant messaging market for the period 2015-2019. To calculate the market size, the report considers revenue generated from enterprise IM and consumer IM.

**Global Instant Messaging Market 2015-2019,** has been prepared based on an in-depth market analysis with inputs from industry experts. The report provides the vendor landscape for the top players in the market. In addition, the report discusses the major drivers that influence the growth of the global instant messaging market. It also outlines the challenges faced by players and the market at large, as well as the key trends that are emerging in the market.

**Key vendors**
- BigAnt Office Messenger
- Cisco Jabber
- HipChat
- IBM Lotus Sametime
- Kakao Talk
- LINE
- WeChat
- WhatsApp

**Other prominent vendors**
- AIM
• Bopup Communication Server
• BROSIX
• DBabble
• eBuddy
• SnapChat
• Tango
• Viber

Market driver
• Increased adoption of smart phones
• For a full, detailed list, view our report

Market challenge
• Limited monetization irrespective of high traffic
• For a full, detailed list, view our report

Market trend
• Convergence and collaboration of communication
• For a full, detailed list, view our report

Key questions answered in this report
• What will the market size be in 2019 and what will the growth rate be?
• What are the key market trends?
• What is driving this market?
• What are the challenges to market growth?
• Who are the key vendors in this market space?
• What are the market opportunities and threats faced by the key vendors?
• What are the strengths and weaknesses of the key vendors?

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Companies Mentioned:

1. BigAnt  
2. Cisco  
3. HipChat  
4. IBM  
5. Kakao  
6. Line  
7. WeChat  
8. WhatsApp  
9. AIM  
10. Bopup  
11. BROSIX  
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14. SnapChat  
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