

Push To Talk Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The push-to-talk market is expected to register a CAGR above 9.51% during the study period. This market expansion is primarily attributable to the increasing use of cloud-based push-to-talk over cellular (POC) technologies. The real-time and secure communication offered by cloud-based PoC is boosting the penetration of wireless PTT devices and multimedia sharing to close the communication gaps. Enterprises are using PTT to take advantage of various benefits such as cost control, improved call management, advanced safety and convenience, and portable two-way communication.

Key Highlights

During the projection period, market participants will benefit greatly from evolving technologies such as the Internet of Things (IoT), artificial intelligence (AI), natural language processing, and expanding online applications. Additionally, major market players use marketing techniques, such as mergers and acquisitions, to grow their businesses internationally. For instance, last year, a France-based SaaS company Sendinblue acquired PushOwl. This bootstrapped Indian start-up makes an online marketing tool for e-commerce stores to enable web push notifications.

Increasing utilization of PTT over LTE networks has benefitted businesses from expansive commercial coverage, which is quite more prominent than that provided by shared or private LMR networks. Also, PTT over cellular extends communications beyond the single function of voice to include video, data, and connectivity with back-end business systems. Additionally, PoC offers a greater selection of affordable and ruggedized end-user device options, including feature phones, smartphones, and phablets, providing the mobile solution for virtually any type of worker and work environment at a low cost compared to LMR and rugged two-way radios.

Surging demand for digitalized products due to the advantages over analog products is expected to propel the demand for PTT in the forecast timeframe. Digitized devices provide Machine-to-Machine (M2M) support and other high-end Industrial Internet of Things (IIoT) applications by providing a strong communication experience and greater spectrum efficiency. Industries may provide voice and data services, including M2M applications, on a highly dependable network that provides coverage over the full-service zone by utilizing modern digital mission-critical LMR systems.

In the anticipated timeframe, a delay in the standardization of spectrum allocation will impede the market growth. The main

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

advantage of constructing the 5G network is higher frequencies. However, it is still being determined when wireless carriers will be granted access to these spectrums to deploy 5G infrastructure.

The push-to-talk market experienced minimum effect during the COVID-19 pandemic, as the demand for push-to-talk over cellular is still highly preferred for public safety and security application. The push-to-talk over cellular devices is extensively used by disaster management and government agencies, especially in COVID-19 hotspots for communicating in those areas. Industry experts also suggest that the push-to-talk over cellular equipment is a game-changer technology for public-safety communications.

Push to Talk Market Trends

Public Safety and Security Sector to Witness the Highest Adoption of PTT Devices

The increasing adoption of PTT devices like specialized feature phones, ultra-rugged devices, and smartphones in the public safety and security domain is expected to drive the market. Numerous global public safety companies, such as Honeywell, 3M, and Phoenix Health and Safety, are employing push-to-talk solutions owing to features and innovative benefits.

Additionally, public authorities communicate using these devices, such as walkie-talkies, during emergencies. Players in the market are focusing on launching new products to strengthen their geographical presence. For instance, last year, Siyata Mobile Inc., one of the global vendors of Push-to-Talk over Cellular (POC) devices and cellular signal booster systems, announced that United States Cellular Corporation, the fourth-largest wireless carrier in the United States with 4.8 million retail connections in 21 states, will launch Siyata's rugged SD7 device onto their network.

Public safety communications networks should be secure, resilient, dependable, and accessible. Current mobile broadband cellular networks fail to meet public safety requirements and interoperability. Therefore, numerous forms of LMR networks with differences in capabilities, interfaces, and operation are being developed by many organizations for commercial, private, and public safety applications.

The other factors accountable for the segment's growth are the rising need for cost-effective services, government initiatives, and the adoption of cloud-based PTT solutions. Improved compliance, such as DOT compliance and surging investment and R&D activities to upgrade push-to-talk solutions, are expected to drive market growth. Additionally, increasing public expenditure for order and safety is expected to propel the demand for the PTT market. For instance, according to HM Treasury, the United Kingdom spent around 38.6 billion on public order and safety, with the highest area of spending being police service, which accounted for GBP 21.49 billion.

North America Accounted for a Substantial Share in the Forecast Period

With the rising penetration of core technologies and the presence of telecom service providers and PoC vendors, such as AT&T and Motorola Solutions, the demand for the market will grow in the projected timeframe. Also, the growing demand for efficient and cost-effective solutions is the key factor driving the demand in North America.

The United States has a major share in the North American market owing to the rising adoption of push-to-talk solutions among various end-use industries such as public safety organizations, government and defense, healthcare, and others. Thus, key players in this market are focused on adopting product expansion strategies to cater to the rising demands for efficient and cost-effective solutions.

The rapid expansion of the North American push to the talk market is attributed to the high adoption of ultra-rugged smartphones and the fast speed of cellular infrastructure construction in the United States and Canada. Key companies, including Verizon Wireless, AT&T, Sprint, and Motorola Solutions, are present in the United States that substantially impact the expansion of the

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

push-to-talk industry.

The regional players are also focusing on launching new products for noise suppression and high-volume speakers for loud environments. For instance, this year, Hytera US, a supplier of two-way radios, launched PNC360S Push-to-Talk over Cellular radio. The newly launched product PNC360S supports instant group and individual voice calling over nationwide wireless networks and push-to-talk over local Wi-Fi networks, as programmed by the user.

Push to Talk Market Competitor Analysis

The push-to-talk market is moderately competitive, owing to the presence of many small and large players. The market is concentrated with the key players adopting strategies, such as product innovation, to stay ahead of the competition. Some of the players in the market are AT&T Inc., Verizon Wireless, Motorola Solutions Inc., T-Mobile, and Qualcomm Technologies, Incorporation.

In May 2022: The UK Home Office officials planned to seek a mission-critical-push-to-talk (MCPTT) service from a vendor other than Motorola Solutions for the Emergency Services Network (ESN). Still, it has asked the Competition and Market Authority (CMA) to impose new interworking requirements on Motorola Solutions.

In February 2022: Thuraya Telecommunications Company, a subsidiary of the UAE's flagship satellite solutions provider, Al Yah Satellite Communications Company PJSC, announced that it launched its new IP-based radio communications solution, Thuraya Push-to-Talk (PTT). The new solution would allow users to create private networks and integrate different technologies.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHT

4.1 Market Overview

4.2 Industry Attractiveness - Porter's Five Forces Analysis

4.2.1 Threat of New Entrants

4.2.2 Bargaining Power of Buyers/Consumers

4.2.3 Bargaining Power of Suppliers

4.2.4 Threat of Substitute Products

4.2.5 Intensity of Competitive Rivalry

4.3 Assessment of the Impact of COVID-19 on the Market

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

5 MARKET DYNAMICS

5.1 Market Drivers

5.1.1 Evolving Technologies to Support Growth

5.1.2 Proliferation of Rugged and Ultra-rugged Smartphones

5.1.3 Increasing Transition of Analog LMR Systems to Digital LMR Systems

5.2 Market Challenges/Restrain

5.2.1 Delay in the Standardization of Spectrum Allocation

6 MARKET SEGMENTATION

6.1 Component

6.1.1 Hardware

6.1.2 Solutions

6.1.3 Services

6.2 Network Type

6.2.1 LMR

6.2.2 Cellular

6.3 Vertical

6.3.1 Public Safety

6.3.2 Government and Defense

6.3.3 Commercial

6.4 Geography

6.4.1 North America

6.4.2 Europe

6.4.3 Asia-Pacific

6.4.4 Latin America

6.4.5 Middle East

7 COMPETITIVE LANDSCAPE

7.1 Company Profiles

7.1.1 AT&T Inc.

7.1.2 Verizon Wireless

7.1.3 Motorola Solutions Inc.

7.1.4 T-Mobile

7.1.5 Qualcomm Technologies Incorporation

7.1.6 Iridium

7.1.7 Tait Communications

7.1.8 Zebra

7.1.9 Telstra

7.1.10 Hytera

8 INVESTMENT ANALYSIS

9 FUTURE OF THE MARKET

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Push To Talk Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-28"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

