

Push-to-talk Market by Offering (Hardware, Solutions, and Services), Network Type (LMR and Cellular), Vertical (Government & Public Safety, Aerospace & Defense, and Transportation & Logistics) and Region - Global Forecast to 2028

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Report description:

The push-to-talk (PTT) market is estimated at USD 35.3 billion in 2023 to USD 57.4 billion by 2028, at a Compound Annual Growth Rate (CAGR) of 10.2%. The demand for quick, convenient, and informal communication experiences has fueled the development and adoption of PTT applications for smartphones and consumer devices. These apps cater to the need for instant gratification, simplicity, and efficiency, making them a popular choice for both social and recreational communication. Additionally, features like group communication, cost savings, and integration with other functionalities contribute to their widespread use in personal contexts.

"By network type, land mobile radio segment to hold the largest market size during the forecast period."

Land Mobile Radio (LMR) segment is a critical communication tool primarily used in industries where reliable, instant, and group-based voice communication is essential. LMR systems, often called two-way radios, have long been the backbone of communication for first responders, public safety agencies, transportation, and utilities. PTT functionality lets users quickly establish a voice connection by pressing a button, ensuring immediate and efficient communication during emergencies or day-to-day operations.

Based on vertical, the travel & hospitality segment is expected to register the fastest growth rate during the forecast period. The PTT technology has revolutionized the travel and hospitality segment by enhancing communication efficiency and guest satisfaction. In this sector, where seamless communication is pivotal, PTT enables instant voice communication between staff members, improving coordination and response times. Hotel and resort employees can quickly address guest requests, such as room service or housekeeping, resulting in a more personalized and efficient guest experience. Overall, PTT technology has become an indispensable tool in the travel and hospitality industry, enhancing both operational efficiency and guest satisfaction.

"Asia Pacific highest growth rate during the forecast period."

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PTT has become vital for enhancing coordination and response times in countries like Japan, South Korea, and China, where densely populated urban areas coexist with vast rural landscapes. Additionally, the affordability and accessibility of smartphones have made PTT applications widely available to businesses and individuals, further driving its adoption. As the Asia Pacific region continues to experience economic growth and modernization, adopting PTT technology will likely persist and evolve to meet the evolving communication needs of the region's diverse industries and populations.

Breakdown of primaries

The study contains insights from various industry experts, from solution vendors to Tier 1 companies. The break-up of the primaries is as follows:

- By Company Type: Tier 1 - 25%, Tier 2 - 40%, and Tier 3 - 35%
- By Designation: C-level -45%, D-level - 35%, and Others - 20%
- By Region: North America - 40%, Europe - 35%, Asia Pacific - 20%, RoW- 5%.

The major players in the PTT market include AT&T Inc. (US); Verizon Wireless (US); Motorola Solutions, Inc. (US); T-Mobile (US); Qualcomm Incorporated (US); Zebra Technologies Corporation (US); Telstra Group Limited (Australia); Hytera Communications Corporation Limited (China); Telefonaktiebolaget LM Ericsson (Sweden); Bell Canada (Canada); Iridium Communications Inc. (US); Tait Communications (New Zealand); Airbus SE (Netherlands); L3Harris Technologies, Inc. (US); ServiceMax, a PTC Technology (US); Simoco Wireless Solutions (UK); GroupTalk (Sweden); Orion Labs, Inc. (US); Zello Inc. (US); Procore Technologies, Inc. (US); VoxerNet LLC (US); International Push to Talk Ltd (England); Enterprise Secure Chat (US); AINA Wireless (US); Azetti Networks (Spain); PeakPTT (US); RugGear (China); ProMobi Technologies (India); and TeamConnect (US). These players have adopted various growth strategies, such as partnerships, agreements and collaborations, new product launches, enhancements, and acquisitions to expand their footprint in the PTT market.

Research Coverage

The market study covers the PTT market size across different segments. It aims to estimate the market size and the growth potential across different segments, including offerings (hardware, solutions, and services), network type, vertical, and region. The study includes an in-depth competitive analysis of the leading market players, their company profiles, key observations related to product and business offerings, recent developments, and market strategies.

Key Benefits of Buying the Report

The report will help the market leaders/new entrants with information on the closest approximations of the global PTT market's revenue numbers and subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. Moreover, the report will provide insights for stakeholders to understand the market's pulse and provide them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (growing demand for PoC, proliferation of rugged and ultra-rugged smartphones, growing need for driver safety, and transition of LMR systems from analog to digital), restraints (dependence on a stable network connection) opportunities (high-speed 5G network for enhancing PTT-related operations, and standardization of infrastructure platforms), and challenges (LMR and PTT interoperability issues, and high existing investments by public sector to deploy LMR systems) influencing the growth of the PTT market. Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the PTT market. Market Development: Comprehensive information about lucrative markets - the report analyses the PTT market across various regions. Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the PTT market. Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players AT&T Inc. (US); Verizon Wireless (US); Motorola Solutions, Inc. (US); T-Mobile (US); Qualcomm Incorporated (US); Zebra

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Technologies Corporation (US); Telstra Group Limited (Australia); Hytera Communications Corporation Limited (China); Telefonaktiebolaget LM Ericsson (Sweden); Bell Canada (Canada); Iridium Communications Inc. (US); Tait Communications (New Zealand); Airbus SE (Netherlands); L3Harris Technologies, Inc. (US); ServiceMax, a PTC Technology (US); Simoco Wireless Solutions (UK); GroupTalk (Sweden); Orion Labs, Inc. (US); Zello Inc. (US); Procore Technologies, Inc. (US); VoxerNet LLC (US); International Push to Talk Ltd (England); Enterprise Secure Chat (US); AINA Wireless (US); Azetti Networks (Spain); PeakPTT (US); RugGear (China); ProMobi Technologies (India); and TeamConnect (US).

Table of Contents:

1 INTRODUCTION 37

1.1 STUDY OBJECTIVES 37

1.2 MARKET DEFINITION 37

1.3 STUDY SCOPE 38

1.3.1 MARKET SEGMENTATION 38

FIGURE 1 PUSH-TO-TALK MARKET: MARKET SEGMENTATION 38

1.3.2 REGIONS COVERED 38

1.3.3 INCLUSIONS AND EXCLUSIONS 39

1.3.4 YEARS CONSIDERED 39

1.4 CURRENCY CONSIDERED 40

TABLE 1 USD EXCHANGE RATES, 2020-2022 40

1.5 STAKEHOLDERS 40

1.6 IMPACT OF RECESSION 41

1.7 SUMMARY OF CHANGES 41

2 RESEARCH METHODOLOGY 42

2.1 RESEARCH DATA 42

FIGURE 2 PUSH-TO-TALK MARKET: RESEARCH DESIGN 42

2.1.1 SECONDARY DATA 43

2.1.1.1 Key data from secondary sources 43

2.1.2 PRIMARY DATA 43

2.1.2.1 Primary interviews with experts 44

2.1.2.2 Breakdown of primary profiles 44

FIGURE 3 BREAKDOWN OF PRIMARY INTERVIEWS: BY COMPANY TYPE, DESIGNATION, AND REGION 44

2.1.2.3 Primary sources 45

2.1.2.4 Key insights from industry experts 45

2.2 MARKET SIZE ESTIMATION 45

FIGURE 4 MARKET SIZE ESTIMATION METHODOLOGY-APPROACH 1 (SUPPLY SIDE): REVENUE OF OFFERINGS IN PUSH-TO-TALK MARKET 46

FIGURE 5 MARKET SIZE ESTIMATION METHODOLOGY: APPROACH 2 (DEMAND SIDE): PUSH-TO-TALK MARKET 46

2.2.1 BOTTOM-UP APPROACH 47

FIGURE 6 BOTTOM-UP APPROACH 47

FIGURE 7 MARKET SIZE ESTIMATION USING BOTTOM-UP APPROACH 48

2.2.2 TOP-DOWN APPROACH 48

FIGURE 8 TOP-DOWN APPROACH 48

2.3 DATA TRIANGULATION 49

FIGURE 9 MARKET BREAKUP AND DATA TRIANGULATION 49

2.4 GROWTH FORECAST ASSUMPTIONS 50

TABLE 2 FACTOR ANALYSIS 50

2.5 RESEARCH ASSUMPTIONS 50

TABLE 3 RESEARCH ASSUMPTIONS 50

2.6 RISK ASSESSMENT 51

TABLE 4 RISK ASSESSMENT: PUSH-TO-TALK MARKET 51

2.7 LIMITATIONS 51

2.8 IMPLICATION OF RECESSION ON PUSH-TO-TALK MARKET 52

3 EXECUTIVE SUMMARY 53

FIGURE 10 PUSH-TO-TALK MARKET TO WITNESS SIGNIFICANT GROWTH DURING FORECAST PERIOD 54

FIGURE 11 PUSH-TO-TALK MARKET: REGIONAL SNAPSHOT 55

4 PREMIUM INSIGHTS 56

4.1 ATTRACTIVE OPPORTUNITIES IN GLOBAL PUSH-TO-TALK MARKET 56

FIGURE 12 PROLIFERATION OF PUSH-TO-TALK TECHNOLOGY OVER CELLULAR NETWORKS TO DRIVE GLOBAL MARKET 56

4.2 PUSH-TO-TALK MARKET, BY OFFERING, 2023 56

FIGURE 13 HARDWARE SEGMENT TO HOLD LARGEST MARKET SHARE IN PUSH-TO-TALK MARKET IN 2023 56

4.3 PUSH-TO-TALK MARKET, BY NETWORK TYPE, 2023 57

FIGURE 14 CELLULAR SEGMENT TO WITNESS HIGHER GROWTH RATE IN FORECAST PERIOD 57

4.4 PUSH-TO-TALK MARKET, BY SOLUTION, 2023 57

FIGURE 15 MISSION-CRITICAL PUSH-TO-TALK SOLUTION SEGMENT TO LEAD MARKET IN 2023 57

4.5 PUSH-TO-TALK MARKET, BY VERTICAL, 2023 VS. 2028 58

FIGURE 16 GOVERNMENT & PUBLIC SAFETY SEGMENT TO LEAD MARKET DURING FORECAST PERIOD 58

4.6 PUSH-TO-TALK MARKET IN NORTH AMERICA: SOLUTION AND TOP THREE VERTICALS 58

FIGURE 17 MISSION-CRITICAL PUSH-TO-TALK SOLUTIONS AND GOVERNMENT & PUBLIC SAFETY TO HOLD LARGEST MARKET SHARES IN 2023 58

5 MARKET OVERVIEW AND INDUSTRY TRENDS 59

5.1 INTRODUCTION 59

5.2 MARKET DYNAMICS 59

FIGURE 18 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES: PUSH-TO-TALK MARKET 59

5.2.1 DRIVERS 60

5.2.1.1 Growing demand for PoC 60

5.2.1.2 Proliferation of rugged and ultra-rugged smartphones 60

5.2.1.3 Growing need for driver safety 60

5.2.1.4 Transition of LMR systems from analog to digital 61

5.2.2 RESTRAINTS 61

5.2.2.1 Dependence on stable network connection 61

5.2.3 OPPORTUNITIES 61

5.2.3.1 High-speed 5G network to enhance push-to-talk-related operations 61

5.2.3.2 Standardization of infrastructure platforms 62

5.2.4 CHALLENGES 62

5.2.4.1 LMR and PTT interoperability issues 62

5.2.4.2 High existing investments by public sector to deploy LMR systems 62

5.3 INDUSTRY TRENDS 63

5.3.1 BRIEF HISTORY OF PUSH-TO-TALK TECHNOLOGY 63

FIGURE 19 BRIEF HISTORY OF PUSH-TO-TALK TECHNOLOGY 63

5.3.1.1 1990s 63

5.3.1.2 2000s 63

5.3.1.3 2010s 63

5.3.1.4 2020s 63

5.3.2 ECOSYSTEM ANALYSIS 64

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FIGURE 20 PUSH-TO-TALK MARKET: ECOSYSTEM 64

TABLE 5 PUSH-TO-TALK MARKET: ECOSYSTEM 64

5.3.2.1 Solution providers 65

5.3.2.2 Service providers 65

5.3.2.3 Hardware providers 65

5.3.3 CASE STUDY ANALYSIS 66

5.3.3.1 Case study 1: Windsor Regional Hospital used Bell Push-to-Talk solution to help its nonclinical teams provide outstanding patient care 66

5.3.3.2 Case study 2: Hydro-Quebec worked with Network Innovations and Tel-Loc to leverage Iridium Push-To-Talk (PTT) solutions for keeping field workers, medical and safety personnel, and operations centers connected throughout development of new utility line 66

5.3.3.3 Case study 3: Orion Labs increased Summit Hospitality Group's operational efficiency across properties with its PTT Voice Services 67

5.3.3.4 Case study 4: Zello's ZelloWork helped YRC Worldwide improve communications for dispatchers 67

5.3.3.5 Case study 5: Connexus Energy selected Motorola's WAVE to improve workforce communications 68

5.3.4 VALUE CHAIN ANALYSIS 68

FIGURE 21 VALUE CHAIN ANALYSIS: PUSH-TO-TALK MARKET 69

5.3.5 TARIFF AND REGULATORY LANDSCAPE 69

5.3.5.1 Tariff related to Push-to-Talk devices 69

TABLE 6 TARIFF RELATED TO TELEPHONE SETS WITH CORDLESS HANDSETS 69

5.3.5.2 Regulatory bodies, government agencies, and other organizations 70

TABLE 7 NORTH AMERICA: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS 70

TABLE 8 EUROPE: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS 70

TABLE 9 ASIA PACIFIC: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS 71

TABLE 10 ROW: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS 71

5.3.5.3 North America 71

5.3.5.3.1 US 71

5.3.5.3.2 Canada 71

5.3.5.4 Europe 72

5.3.5.5 Asia Pacific 72

5.3.5.5.1 China 72

5.3.5.5.2 India 72

5.3.5.6 Middle East & Africa 72

5.3.5.6.1 UAE 72

5.3.5.7 Latin America 73

5.3.5.7.1 Brazil 73

5.3.5.7.2 Mexico 73

5.3.6 PORTER'S FIVE FORCES ANALYSIS 73

TABLE 11 PUSH-TO-TALK MARKET: PORTER'S FIVE FORCES MODEL ANALYSIS 73

FIGURE 22 PUSH-TO-TALK MARKET: PORTER'S FIVE FORCES MODEL 74

5.3.6.1 Threat of new entrants 74

5.3.6.2 Threat of substitutes 74

5.3.6.3 Bargaining power of buyers 75

5.3.6.4 Bargaining power of suppliers 75

5.3.6.5 Intensity of competitive rivalry 75

5.3.7 PATENT ANALYSIS 75

5.3.7.1 Methodology 75

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5.3.7.2 Document types 75

TABLE 12 PATENTS FILED, JANUARY 2021-AUGUST 2023 75

5.3.7.3 Innovation and patent applications 76

FIGURE 23 NUMBER OF PATENTS GRANTED ANNUALLY, 2021-2023 76

5.3.7.3.1 Top applicants 76

FIGURE 24 TOP 10 PATENT APPLICANTS WITH HIGHEST NUMBER OF PATENT APPLICATIONS, 2021-2023 76

TABLE 13 LIST OF PATENTS IN PUSH-TO-TALK MARKET, 2021-2023 76

5.3.8 HS CODE: TELEPHONE SETS (8517) 77

5.3.8.1 Export scenario for HS Code: 8517 77

FIGURE 25 PUSH-TO-TALK TELEPHONE SETS EXPORT, BY KEY COUNTRY, 2015-2022 (USD BILLION) 77

5.3.8.2 Import scenario for HS Code: 8517 78

FIGURE 26 PUSH-TO-TALK TELEPHONE SETS IMPORT, BY KEY COUNTRY, 2015-2022 (USD BILLION) 78

5.3.9 TRENDS AND DISRUPTIONS IMPACTING BUYERS'/CLIENTS' BUSINESSES 78

5.3.10 KEY CONFERENCES & EVENTS, 2023-2024 79

TABLE 14 DETAILED LIST OF CONFERENCES & EVENTS, 2023-2024 79

5.3.11 PRICING ANALYSIS 80

5.3.11.1 Average selling price trend of key players, by solution and service 80

TABLE 15 AVERAGE SELLING PRICES OF KEY PLAYERS, BY SOLUTION AND SERVICE 80

5.3.11.2 Indicative pricing analysis, by hardware 80

TABLE 16 INDICATIVE PRICING ANALYSIS, BY HARDWARE 80

5.3.12 KEY STAKEHOLDERS & BUYING CRITERIA 81

5.3.12.1 Key stakeholders in buying criteria 81

FIGURE 27 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE END USERS 81

TABLE 17 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE END USERS 81

5.3.12.2 Buying criteria 82

FIGURE 28 KEY BUYING CRITERIA FOR TOP THREE END USERS 82

TABLE 18 KEY BUYING CRITERIA FOR TOP THREE END USERS 82

5.3.13 BEST PRACTICES IN PUSH-TO-TALK MARKET 82

5.3.13.1 Choose appropriate equipment 82

5.3.13.2 Set up group and private channels 82

5.3.13.3 Practice emergency protocols 83

5.3.14 CURRENT AND EMERGING BUSINESS MODELS 83

5.3.14.1 Subscription-services model 83

5.3.14.2 Integration-with-other-application model 83

5.3.14.3 Paid add-ons model 83

5.3.15 PUSH-TO-TALK FRAMEWORKS AND TECHNIQUES 83

5.3.15.1 Push-to-talk techniques 83

5.3.15.1.1 Single-channel PTT 83

5.3.15.1.2 Multi-channel PTT 83

5.3.15.1.3 Encrypted PTT 83

5.3.15.2 Push-to-talk framework 84

FIGURE 29 ONE-TO-MANY PUSH-TO-TALK OVER CELLULAR GROUP SESSION (VOICE TRANSMISSION) PTT FRAMEWORK 84

5.3.16 TECHNOLOGY ANALYSIS 84

5.3.16.1 Key technologies 84

5.3.16.1.1 VoIP 84

5.3.16.1.2 Encryption 85

5.3.16.2 Complementary technologies 85

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5.3.16.2.1	Location tracking	85
5.3.16.2.2	Cellular technologies	85
5.3.16.3	Adjacent technologies	85
5.3.16.3.1	Cloud computing	85
5.3.16.3.2	Artificial intelligence and machine learning	85
5.3.16.3.3	Mesh networks	86
5.3.16.3.4	IoT	86
5.3.17	FUTURE LANDSCAPE OF PUSH-TO-TALK MARKET	86
5.3.17.1	Push-to-talk technology roadmap to 2030	86
5.3.17.1.1	Short-term roadmap (2023-2025)	86
5.3.17.1.2	Mid-term roadmap (2026-2028)	86
5.3.17.1.3	Long-term roadmap (2029-2030)	86
5.3.18	KEY FEATURES OF PUSH-TO-TALK DEVICES	87
5.3.18.1	Multimedia sharing	87
5.3.18.2	Real-time location tracking	87
5.3.18.3	Communication	87
5.3.18.4	Integration	87
5.3.18.5	Alerting & broadcasting	87
5.3.18.6	LMR interoperability	87
5.3.18.7	End-to-end encryption	87
5.3.18.8	Web dispatch	87
6	PUSH-TO-TALK MARKET, BY OFFERING	88
6.1	INTRODUCTION	89
FIGURE 30	SOLUTIONS SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD	89
6.1.1	OFFERING: PUSH-TO-TALK MARKET DRIVERS	89
TABLE 19	PUSH-TO-TALK MARKET, BY OFFERING, 2017-2022 (USD MILLION)	90
TABLE 20	PUSH-TO-TALK MARKET, BY OFFERING, 2023-2028 (USD MILLION)	90
6.2	HARDWARE	90
6.2.1	GROWING NUMBER OF END-USE DEVICES TO DRIVE ADOPTION OF PTT HARDWARE	90
TABLE 21	HARDWARE: PUSH-TO-TALK MARKET, BY REGION, 2017-2022 (USD MILLION)	90
TABLE 22	HARDWARE: PUSH-TO-TALK MARKET, BY REGION, 2023-2028 (USD MILLION)	91
6.3	SOLUTIONS	91
6.3.1	PUSH-TO-TALK SOLUTIONS TO ENABLE RELIABLE COMMUNICATION FOR MISSION-CRITICAL PURPOSES	91
FIGURE 31	OVER-THE-TOP PTT SOLUTIONS SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD	91
TABLE 23	PUSH-TO-TALK MARKET, BY SOLUTION, 2017-2022 (USD MILLION)	92
TABLE 24	PUSH-TO-TALK MARKET, BY SOLUTION, 2023-2028 (USD MILLION)	92
TABLE 25	SOLUTION: PUSH-TO-TALK MARKET, BY REGION, 2017-2022 (USD MILLION)	92
TABLE 26	SOLUTION: PUSH-TO-TALK MARKET, BY REGION, 2023-2028 (USD MILLION)	92
6.3.2	CARRIER-INTEGRATED PTT SOLUTION	93
TABLE 27	CARRIER-INTEGRATED PTT SOLUTION: PUSH-TO-TALK MARKET, BY REGION, 2017-2022 (USD MILLION)	93
TABLE 28	CARRIER-INTEGRATED PTT SOLUTION: PUSH-TO-TALK MARKET, BY REGION, 2023-2028 (USD MILLION)	93
6.3.3	OVER-THE-TOP PTT SOLUTION	93
TABLE 29	OVER-THE-TOP PTT SOLUTION: PUSH-TO-TALK MARKET, BY REGION, 2017-2022 (USD MILLION)	94
TABLE 30	OVER-THE-TOP PTT SOLUTION: PUSH-TO-TALK MARKET, BY REGION, 2023-2028 (USD MILLION)	94
6.3.4	MISSION-CRITICAL PTT SOLUTION	94
TABLE 31	MISSION-CRITICAL PTT SOLUTION: PUSH-TO-TALK MARKET, BY REGION, 2017-2022 (USD MILLION)	95
TABLE 32	MISSION-CRITICAL PTT SOLUTION: PUSH-TO-TALK MARKET, BY REGION, 2023-2028 (USD MILLION)	95

6.4 SERVICES 95

FIGURE 32 SUPPORT & MAINTENANCE SERVICES SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD 95

TABLE 33 PUSH-TO-TALK MARKET, BY SERVICE, 2017-2022 (USD MILLION) 96

TABLE 34 PUSH-TO-TALK MARKET, BY SERVICE, 2023-2028 (USD MILLION) 96

TABLE 35 SERVICES: PUSH-TO-TALK MARKET, BY REGION, 2017-2022 (USD MILLION) 96

TABLE 36 SERVICES: PUSH-TO-TALK MARKET, BY REGION, 2023-2028 (USD MILLION) 97

6.4.1 CONSULTING 97

6.4.1.1 Need for technical expertise in setting up robust PTT system to drive demand for consulting services 97

TABLE 37 CONSULTING: PUSH-TO-TALK MARKET, BY REGION, 2017-2022 (USD MILLION) 97

TABLE 38 CONSULTING: PUSH-TO-TALK MARKET, BY REGION, 2023-2028 (USD MILLION) 97

6.4.2 IMPLEMENTATION 98

6.4.2.1 Implementation services to help critical communications organizations operate at their highest capacity 98

TABLE 39 IMPLEMENTATION: PUSH-TO-TALK MARKET, BY REGION, 2017-2022 (USD MILLION) 98

TABLE 40 IMPLEMENTATION: PUSH-TO-TALK MARKET, BY REGION, 2023-2028 (USD MILLION) 98

6.4.3 SUPPORT & MAINTENANCE 98

6.4.3.1 Need for 24/7 real-time support to fuel demand for support and maintenance services 98

TABLE 41 SUPPORT & MAINTENANCE: PUSH-TO-TALK MARKET, BY REGION, 2017-2022 (USD MILLION) 99

TABLE 42 SUPPORT & MAINTENANCE: PUSH-TO-TALK MARKET, BY REGION, 2023-2028 (USD MILLION) 99

7 PUSH-TO-TALK MARKET, BY NETWORK TYPE 100

7.1 INTRODUCTION 101

FIGURE 33 SERVICES SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD 101

7.1.1 NETWORK TYPE: PUSH-TO-TALK MARKET DRIVERS 101

TABLE 43 PUSH-TO-TALK MARKET, BY NETWORK TYPE, 2017-2022 (USD MILLION) 101

TABLE 44 PUSH-TO-TALK MARKET, BY NETWORK TYPE, 2023-2028 (USD MILLION) 102

7.2 LAND MOBILE RADIO 102

7.2.1 GROWING ADOPTION IN PUBLIC SAFETY VERTICAL TO DRIVE MARKET FOR LAND MOBILE RADIO SYSTEMS 102

TABLE 45 LAND MOBILE RADIO: PUSH-TO-TALK MARKET, BY REGION, 2017-2022 (USD MILLION) 102

TABLE 46 LAND MOBILE RADIO: PUSH-TO-TALK MARKET, BY REGION, 2023-2028 (USD MILLION) 103

7.3 CELLULAR 103

7.3.1 HIGH SPEED AND LOW LATENCY COMMUNICATIONS TO DRIVE MARKET 103

TABLE 47 CELLULAR: PUSH-TO-TALK MARKET, BY REGION, 2017-2022 (USD MILLION) 103

TABLE 48 CELLULAR: PUSH-TO-TALK MARKET, BY REGION, 2023-2028 (USD MILLION) 104

8 PUSH-TO-TALK MARKET, BY VERTICAL 105

8.1 INTRODUCTION 106

FIGURE 34 TRAVEL & HOSPITALITY SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD 106

8.1.1 VERTICAL: PUSH-TO-TALK MARKET DRIVERS 106

TABLE 49 PUSH-TO-TALK MARKET, BY VERTICAL, 2017-2022 (USD MILLION) 107

TABLE 50 PUSH-TO-TALK MARKET, BY VERTICAL, 2023-2028 (USD MILLION) 108

8.2 GOVERNMENT & PUBLIC SAFETY 108

8.2.1 NEED FOR RELIABLE, STABLE, AND FLEXIBLE GROUP COMMUNICATION SYSTEM WITH PTT FUNCTIONALITY TO BOOST MARKET 108

8.2.2 GOVERNMENT & PUBLIC SAFETY: PUSH-TO-TALK USE CASES 109

8.2.2.1 Emergency command centers 109

8.2.2.2 Search and rescue operations 109

8.2.2.3 Fire departments 109

TABLE 51 GOVERNMENT & PUBLIC SAFETY: PUSH-TO-TALK MARKET, BY REGION, 2017-2022 (USD MILLION) 109

TABLE 52 GOVERNMENT & PUBLIC SAFETY: PUSH-TO-TALK MARKET, BY REGION, 2023-2028 (USD MILLION) 109

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8.3	AEROSPACE & DEFENSE	110
8.3.1	REAL-TIME COORDINATION DURING MILITARY OPERATIONS AND REMOTE CONTROL OF UNMANNED VEHICLES TO DRIVE MARKET	110
8.3.2	AEROSPACE & DEFENSE: PUSH-TO-TALK USE CASES	110
8.3.2.1	Air traffic control	110
8.3.2.2	Tactical communication	110
TABLE 53	AEROSPACE & DEFENSE: PUSH-TO-TALK MARKET, BY REGION, 2017-2022 (USD MILLION)	110
TABLE 54	AEROSPACE & DEFENSE: PUSH-TO-TALK MARKET, BY REGION, 2023-2028 (USD MILLION)	111
8.4	TRANSPORTATION & LOGISTICS	111
8.4.1	RELIABLE DELIVERY OF SHIPMENTS AND REAL-TIME TRACKING OF FLEETS TO BOOST MARKET	111
8.4.2	TRANSPORTATION & LOGISTICS: PUSH-TO-TALK USE CASES	111
8.4.2.1	Fleet management and dispatch	111
8.4.2.2	Warehouse operations	111
TABLE 55	TRANSPORTATION & LOGISTICS: PUSH-TO-TALK MARKET, BY REGION, 2017-2022 (USD MILLION)	112
TABLE 56	TRANSPORTATION & LOGISTICS: PUSH-TO-TALK MARKET, BY REGION, 2023-2028 (USD MILLION)	112
8.5	MANUFACTURING	112
8.5.1	PUSH-TO-TALK SOLUTIONS TO HELP MANUFACTURERS IMPROVE WORKER SAFETY AND PRODUCTIVITY	112
8.5.2	MANUFACTURING: PUSH-TO-TALK USE CASES	113
8.5.2.1	Maximize worker safety	113
8.5.2.2	Streamline communications	113
TABLE 57	MANUFACTURING: PUSH-TO-TALK MARKET, BY REGION, 2017-2022 (USD MILLION)	113
TABLE 58	MANUFACTURING: PUSH-TO-TALK MARKET, BY REGION, 2023-2028 (USD MILLION)	113
8.6	CONSTRUCTION & MINING	113
8.6.1	PUSH-TO-TALK SOLUTIONS TO OFFER EFFECTIVE COMMUNICATION OPTIONS AT CONSTRUCTION SITES	113
8.6.2	CONSTRUCTION & MINING: PUSH-TO-TALK USE CASES	114
8.6.2.1	Site coordination	114
8.6.2.2	Remote monitoring	114
TABLE 59	CONSTRUCTION & MINING: PUSH-TO-TALK MARKET, BY REGION, 2017-2022 (USD MILLION)	114
TABLE 60	CONSTRUCTION & MINING: PUSH-TO-TALK MARKET, BY REGION, 2023-2028 (USD MILLION)	114
8.7	ENERGY & UTILITIES	115
8.7.1	PUSH-TO-TALK DEVICES TO ENABLE REAL-TIME COMMUNICATION AND ENSURE SAFETY OF LARGE WORKFORCES IN ENERGY & UTILITIES VERTICAL	115
8.7.2	ENERGY & UTILITIES: PUSH-TO-TALK USE CASES	115
8.7.2.1	Smart grid management	115
8.7.2.2	Disaster response and recovery	115
TABLE 61	ENERGY & UTILITIES: PUSH-TO-TALK MARKET, BY REGION, 2017-2022 (USD MILLION)	115
TABLE 62	ENERGY & UTILITIES: PUSH-TO-TALK MARKET, BY REGION, 2023-2028 (USD MILLION)	116
8.8	TRAVEL & HOSPITALITY	116
8.8.1	INTEGRATED VOICE AND BUSINESS APPLICATIONS TO IMPROVE OVERALL GUEST AND TRAVELER EXPERIENCE	116
8.8.2	TRAVEL & HOSPITALITY: PUSH-TO-TALK USE CASES	116
8.8.2.1	Event management	116
8.8.2.2	Maintenance and housekeeping	116
TABLE 63	TRAVEL & HOSPITALITY: PUSH-TO-TALK MARKET, BY REGION, 2017-2022 (USD MILLION)	117
TABLE 64	TRAVEL & HOSPITALITY: PUSH-TO-TALK MARKET, BY REGION, 2023-2028 (USD MILLION)	117
8.9	HEALTHCARE	117
8.9.1	FASTER RESPONSE TIMES AND IMPROVED COLLABORATION TO PROPEL MARKET GROWTH	117
8.9.2	HEALTHCARE: PUSH-TO-TALK USE CASES	117

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8.9.2.1	Speedy response time	117
8.9.2.2	Security and safety	118
TABLE 65	HEALTHCARE: PUSH-TO-TALK MARKET, BY REGION, 2017-2022 (USD MILLION)	118
TABLE 66	HEALTHCARE: PUSH-TO-TALK MARKET, BY REGION, 2023-2028 (USD MILLION)	118
8.10	OTHER VERTICALS	118
8.10.1	OTHER VERTICALS: PUSH-TO-TALK USE CASES	119
8.10.1.1	Network maintenance	119
8.10.1.2	Administrative communication	119
8.10.1.3	Store management	119
TABLE 67	OTHER VERTICALS: PUSH-TO-TALK MARKET, BY REGION, 2017-2022 (USD MILLION)	119
TABLE 68	OTHER VERTICALS: PUSH-TO-TALK MARKET, BY REGION, 2023-2028 (USD MILLION)	119
9	PUSH-TO-TALK MARKET, BY REGION	120
9.1	INTRODUCTION	121
TABLE 69	PUSH-TO-TALK MARKET, BY REGION, 2017-2022 (USD MILLION)	121
TABLE 70	PUSH-TO-TALK MARKET, BY REGION, 2023-2028 (USD MILLION)	121
9.2	NORTH AMERICA	122
9.2.1	NORTH AMERICA: RECESSION IMPACT	122
9.2.2	NORTH AMERICA: PUSH-TO-TALK MARKET DRIVERS	122
FIGURE 35	NORTH AMERICA: MARKET SNAPSHOT	123
TABLE 71	NORTH AMERICA: PUSH-TO-TALK MARKET, BY OFFERING, 2017-2022 (USD MILLION)	123
TABLE 72	NORTH AMERICA: PUSH-TO-TALK MARKET, BY OFFERING, 2023-2028 (USD MILLION)	124
TABLE 73	NORTH AMERICA: PUSH-TO-TALK MARKET, BY SOLUTION, 2017-2022 (USD MILLION)	124
TABLE 74	NORTH AMERICA: PUSH-TO-TALK MARKET, BY SOLUTION, 2023-2028 (USD MILLION)	124
TABLE 75	NORTH AMERICA: PUSH-TO-TALK MARKET, BY SERVICE, 2017-2022 (USD MILLION)	124
TABLE 76	NORTH AMERICA: PUSH-TO-TALK MARKET, BY SERVICE, 2023-2028 (USD MILLION)	125
TABLE 77	NORTH AMERICA: PUSH-TO-TALK MARKET, BY NETWORK TYPE, 2017-2022 (USD MILLION)	125
TABLE 78	NORTH AMERICA: PUSH-TO-TALK MARKET, BY NETWORK TYPE, 2023-2028 (USD MILLION)	125
TABLE 79	NORTH AMERICA: PUSH-TO-TALK MARKET, BY VERTICAL, 2017-2022 (USD MILLION)	125
TABLE 80	NORTH AMERICA: PUSH-TO-TALK MARKET, BY VERTICAL, 2023-2028 (USD MILLION)	126
TABLE 81	NORTH AMERICA: PUSH-TO-TALK MARKET, BY COUNTRY, 2017-2022 (USD MILLION)	126
TABLE 82	NORTH AMERICA: PUSH-TO-TALK MARKET, BY COUNTRY, 2023-2028 (USD MILLION)	126
9.2.3	US	126
9.2.3.1	Highly developed telecom infrastructure and presence of several PTT vendors to drive market	126
TABLE 83	US: PUSH-TO-TALK MARKET, BY OFFERING, 2017-2022 (USD MILLION)	127
TABLE 84	US: PUSH-TO-TALK MARKET, BY OFFERING, 2023-2028 (USD MILLION)	127
TABLE 85	US: PUSH-TO-TALK MARKET, BY SOLUTION, 2017-2022 (USD MILLION)	127
TABLE 86	US: PUSH-TO-TALK MARKET, BY SOLUTION, 2023-2028 (USD MILLION)	127
TABLE 87	US: PUSH-TO-TALK MARKET, BY SERVICE, 2017-2022 (USD MILLION)	128
TABLE 88	US: PUSH-TO-TALK MARKET, BY SERVICE, 2023-2028 (USD MILLION)	128
TABLE 89	US: PUSH-TO-TALK MARKET, BY NETWORK TYPE, 2017-2022 (USD MILLION)	128
TABLE 90	US: PUSH-TO-TALK MARKET, BY NETWORK TYPE, 2023-2028 (USD MILLION)	128
TABLE 91	US: PUSH-TO-TALK MARKET, BY VERTICAL, 2017-2022 (USD MILLION)	129
TABLE 92	US: PUSH-TO-TALK MARKET, BY VERTICAL, 2023-2028 (USD MILLION)	129
9.2.4	CANADA	129
9.2.4.1	Adoption of critical communication solutions to fuel market growth	129
TABLE 93	CANADA: PUSH-TO-TALK MARKET, BY OFFERING, 2017-2022 (USD MILLION)	130
TABLE 94	CANADA: PUSH-TO-TALK MARKET, BY OFFERING, 2023-2028 (USD MILLION)	130

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TABLE 95	CANADA: PUSH-TO-TALK MARKET, BY SOLUTION, 2017-2022 (USD MILLION)	130
TABLE 96	CANADA: PUSH-TO-TALK MARKET, BY SOLUTION, 2023-2028 (USD MILLION)	130
TABLE 97	CANADA: PUSH-TO-TALK MARKET, BY SERVICE, 2017-2022 (USD MILLION)	131
TABLE 98	CANADA: PUSH-TO-TALK MARKET, BY SERVICE, 2023-2028 (USD MILLION)	131
TABLE 99	CANADA: PUSH-TO-TALK MARKET, BY NETWORK TYPE, 2017-2022 (USD MILLION)	131
TABLE 100	CANADA: PUSH-TO-TALK MARKET, BY NETWORK TYPE, 2023-2028 (USD MILLION)	131
TABLE 101	CANADA: PUSH-TO-TALK MARKET, BY VERTICAL, 2017-2022 (USD MILLION)	132
TABLE 102	CANADA: PUSH-TO-TALK MARKET, BY VERTICAL, 2023-2028 (USD MILLION)	132
9.3	EUROPE	132
9.3.1	EUROPE: RECESSION IMPACT	133
9.3.2	EUROPE: PUSH-TO-TALK MARKET DRIVERS	133
TABLE 103	EUROPE: PUSH-TO-TALK MARKET, BY OFFERING, 2017-2022 (USD MILLION)	133
TABLE 104	EUROPE: PUSH-TO-TALK MARKET, BY OFFERING, 2023-2028 (USD MILLION)	134
TABLE 105	EUROPE: PUSH-TO-TALK MARKET, BY SOLUTION, 2017-2022 (USD MILLION)	134
TABLE 106	EUROPE: PUSH-TO-TALK MARKET, BY SOLUTION, 2023-2028 (USD MILLION)	134
TABLE 107	EUROPE: PUSH-TO-TALK MARKET, BY SERVICE, 2017-2022 (USD MILLION)	134
TABLE 108	EUROPE: PUSH-TO-TALK MARKET, BY SERVICE, 2023-2028 (USD MILLION)	135
TABLE 109	EUROPE: PUSH-TO-TALK MARKET, BY NETWORK TYPE, 2017-2022 (USD MILLION)	135
TABLE 110	EUROPE: PUSH-TO-TALK MARKET, BY NETWORK TYPE, 2023-2028 (USD MILLION)	135
TABLE 111	EUROPE: PUSH-TO-TALK MARKET, BY VERTICAL, 2017-2022 (USD MILLION)	135
TABLE 112	EUROPE: PUSH-TO-TALK MARKET, BY VERTICAL, 2023-2028 (USD MILLION)	136
TABLE 113	EUROPE: PUSH-TO-TALK MARKET, BY COUNTRY, 2017-2022 (USD MILLION)	136
TABLE 114	EUROPE: PUSH-TO-TALK MARKET, BY COUNTRY, 2023-2028 (USD MILLION)	136
9.3.3	GERMANY	137
9.3.3.1	Increase in developments in PoC services to boost market	137
TABLE 115	GERMANY: PUSH-TO-TALK MARKET, BY OFFERING, 2017-2022 (USD MILLION)	137
TABLE 116	GERMANY: PUSH-TO-TALK MARKET, BY OFFERING, 2023-2028 (USD MILLION)	137
TABLE 117	GERMANY: PUSH-TO-TALK MARKET, BY SOLUTION, 2017-2022 (USD MILLION)	137
TABLE 118	GERMANY: PUSH-TO-TALK MARKET, BY SOLUTION, 2023-2028 (USD MILLION)	138
TABLE 119	GERMANY: PUSH-TO-TALK MARKET, BY SERVICE, 2017-2022 (USD MILLION)	138
TABLE 120	GERMANY: PUSH-TO-TALK MARKET, BY SERVICE, 2023-2028 (USD MILLION)	138
TABLE 121	GERMANY: PUSH-TO-TALK MARKET, BY NETWORK TYPE, 2017-2022 (USD MILLION)	138
TABLE 122	GERMANY: PUSH-TO-TALK MARKET, BY NETWORK TYPE, 2023-2028 (USD MILLION)	138
TABLE 123	GERMANY: PUSH-TO-TALK MARKET, BY VERTICAL, 2017-2022 (USD MILLION)	139
TABLE 124	GERMANY: PUSH-TO-TALK MARKET, BY VERTICAL, 2023-2028 (USD MILLION)	139
9.3.4	UNITED KINGDOM	139
9.3.4.1	Increasing demand for digital transformation to drive market	139
9.3.5	FRANCE	140
9.3.5.1	Advanced economy and flourishing IoT, AI, and ML technologies to drive market	140
9.3.6	ITALY	140
9.3.6.1	Increasing adoption of cloud-based PTT devices to fuel market growth	140
9.3.7	SPAIN	140
9.3.7.1	Increasing popularity of smartphones and other mobile devices to drive market	140
9.3.8	NORDICS	141
9.3.8.1	High level of mobile adoption and growing demand for real-time communication to increase adoption of push-to-talk technology	141
9.3.9	REST OF EUROPE	141

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9.4 ASIA PACIFIC 141

9.4.1 ASIA PACIFIC: RECESSION IMPACT 141

9.4.2 ASIA PACIFIC: PUSH-TO-TALK MARKET DRIVERS 142

FIGURE 36 ASIA PACIFIC: MARKET SNAPSHOT 142

TABLE 125 ASIA PACIFIC: PUSH-TO-TALK MARKET, BY OFFERING, 2017-2022 (USD MILLION) 143

TABLE 126 ASIA PACIFIC: PUSH-TO-TALK MARKET, BY OFFERING, 2023-2028 (USD MILLION) 143

TABLE 127 ASIA PACIFIC: PUSH-TO-TALK MARKET, BY SOLUTION, 2017-2022 (USD MILLION) 143

TABLE 128 ASIA PACIFIC: PUSH-TO-TALK MARKET, BY SOLUTION, 2023-2028 (USD MILLION) 143

TABLE 129 ASIA PACIFIC: PUSH-TO-TALK MARKET, BY SERVICE, 2017-2022 (USD MILLION) 144

TABLE 130 ASIA PACIFIC: PUSH-TO-TALK MARKET, BY SERVICE, 2023-2028 (USD MILLION) 144

TABLE 131 ASIA PACIFIC: PUSH-TO-TALK MARKET, BY NETWORK TYPE, 2017-2022 (USD MILLION) 144

TABLE 132 ASIA PACIFIC: PUSH-TO-TALK MARKET, BY NETWORK TYPE, 2023-2028 (USD MILLION) 144

TABLE 133 ASIA PACIFIC: PUSH-TO-TALK MARKET, BY VERTICAL, 2017-2022 (USD MILLION) 145

TABLE 134 ASIA PACIFIC: PUSH-TO-TALK MARKET, BY VERTICAL, 2023-2028 (USD MILLION) 145

TABLE 135 ASIA PACIFIC: PUSH-TO-TALK MARKET, BY COUNTRY, 2017-2022 (USD MILLION) 145

TABLE 136 ASIA PACIFIC: PUSH-TO-TALK MARKET, BY COUNTRY, 2023-2028 (USD MILLION) 146

9.4.3 CHINA 146

9.4.3.1 Continuous demand for integrated voice and data on mobile devices to drive market 146

TABLE 137 CHINA: PUSH-TO-TALK MARKET, BY OFFERING, 2017-2022 (USD MILLION) 146

TABLE 138 CHINA: PUSH-TO-TALK MARKET, BY OFFERING, 2023-2028 (USD MILLION) 147

TABLE 139 CHINA: PUSH-TO-TALK MARKET, BY SOLUTION, 2017-2022 (USD MILLION) 147

TABLE 140 CHINA: PUSH-TO-TALK MARKET, BY SOLUTION, 2023-2028 (USD MILLION) 147

TABLE 141 CHINA: PUSH-TO-TALK MARKET, BY SERVICE, 2017-2022 (USD MILLION) 147

TABLE 142 CHINA: PUSH-TO-TALK MARKET, BY SERVICE, 2023-2028 (USD MILLION) 148

TABLE 143 CHINA: PUSH-TO-TALK MARKET, BY NETWORK TYPE, 2017-2022 (USD MILLION) 148

TABLE 144 CHINA: PUSH-TO-TALK MARKET, BY NETWORK TYPE, 2023-2028 (USD MILLION) 148

TABLE 145 CHINA: PUSH-TO-TALK MARKET, BY VERTICAL, 2017-2022 (USD MILLION) 148

TABLE 146 CHINA: PUSH-TO-TALK MARKET, BY VERTICAL, 2023-2028 (USD MILLION) 149

9.4.4 INDIA 149

9.4.4.1 Rise in adoption of PTT solutions in defense services to drive market 149

9.4.5 JAPAN 149

9.4.5.1 Surge in demand for cost-effective communication solutions to fuel market growth 149

9.4.6 AUSTRALIA & NEW ZEALAND 150

9.4.6.1 Need for more secure and reliable communication solutions to boost market 150

9.4.7 REST OF ASIA PACIFIC 150

9.5 MIDDLE EAST & AFRICA 150

9.5.1 MIDDLE EAST & AFRICA: RECESSION IMPACT 150

9.5.2 MIDDLE EAST & AFRICA: PUSH-TO-TALK MARKET DRIVERS 151

TABLE 147 MIDDLE EAST & AFRICA: PUSH-TO-TALK MARKET, BY OFFERING, 2017-2022 (USD MILLION) 151

TABLE 148 MIDDLE EAST & AFRICA: PUSH-TO-TALK MARKET, BY OFFERING, 2023-2028 (USD MILLION) 151

TABLE 149 MIDDLE EAST & AFRICA: PUSH-TO-TALK MARKET, BY SOLUTION, 2017-2022 (USD MILLION) 151

TABLE 150 MIDDLE EAST & AFRICA: PUSH-TO-TALK MARKET, BY SOLUTION, 2023-2028 (USD MILLION) 152

TABLE 151 MIDDLE EAST & AFRICA: PUSH-TO-TALK MARKET, BY SERVICE, 2017-2022 (USD MILLION) 152

TABLE 152 MIDDLE EAST & AFRICA: PUSH-TO-TALK MARKET, BY SERVICE, 2023-2028 (USD MILLION) 152

TABLE 153 MIDDLE EAST & AFRICA: PUSH-TO-TALK MARKET, BY NETWORK TYPE, 2017-2022 (USD MILLION) 152

TABLE 154 MIDDLE EAST & AFRICA: PUSH-TO-TALK MARKET, BY NETWORK TYPE, 2023-2028 (USD MILLION) 153

TABLE 155 MIDDLE EAST & AFRICA: PUSH-TO-TALK MARKET, BY VERTICAL, 2017-2022 (USD MILLION) 153

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TABLE 156	MIDDLE EAST & AFRICA: PUSH-TO-TALK MARKET, BY VERTICAL, 2023-2028 (USD MILLION)	153
TABLE 157	MIDDLE EAST & AFRICA: PUSH-TO-TALK MARKET, BY COUNTRY, 2017-2022 (USD MILLION)	154
TABLE 158	MIDDLE EAST & AFRICA: PUSH-TO-TALK MARKET, BY COUNTRY, 2023-2028 (USD MILLION)	154
9.5.3	MIDDLE EAST	154
TABLE 159	MIDDLE EAST: PUSH-TO-TALK MARKET, BY OFFERING, 2017-2022 (USD MILLION)	154
TABLE 160	MIDDLE EAST: PUSH-TO-TALK MARKET, BY OFFERING, 2023-2028 (USD MILLION)	154
TABLE 161	MIDDLE EAST: PUSH-TO-TALK MARKET, BY SOLUTION, 2017-2022 (USD MILLION)	155
TABLE 162	MIDDLE EAST: PUSH-TO-TALK MARKET, BY SOLUTION, 2023-2028 (USD MILLION)	155
TABLE 163	MIDDLE EAST: PUSH-TO-TALK MARKET, BY SERVICE, 2017-2022 (USD MILLION)	155
TABLE 164	MIDDLE EAST: PUSH-TO-TALK MARKET, BY SERVICE, 2023-2028 (USD MILLION)	155
TABLE 165	MIDDLE EAST: PUSH-TO-TALK MARKET, BY NETWORK TYPE, 2017-2022 (USD MILLION)	156
TABLE 166	MIDDLE EAST: PUSH-TO-TALK MARKET, BY NETWORK TYPE, 2023-2028 (USD MILLION)	156
TABLE 167	MIDDLE EAST: PUSH-TO-TALK MARKET, BY VERTICAL, 2017-2022 (USD MILLION)	156
TABLE 168	MIDDLE EAST: PUSH-TO-TALK MARKET, BY VERTICAL, 2023-2028 (USD MILLION)	157
TABLE 169	MIDDLE EAST: PUSH-TO-TALK MARKET, BY COUNTRY, 2017-2022 (USD MILLION)	157
TABLE 170	MIDDLE EAST: PUSH-TO-TALK MARKET, BY COUNTRY, 2023-2028 (USD MILLION)	157
9.5.3.1	KSA	157
9.5.3.1.1	Focus on safe communications in hazardous areas to drive market	157
TABLE 171	KSA: PUSH-TO-TALK MARKET, BY OFFERING, 2017-2022 (USD MILLION)	158
TABLE 172	KSA: PUSH-TO-TALK MARKET, BY OFFERING, 2023-2028 (USD MILLION)	158
TABLE 173	KSA: PUSH-TO-TALK MARKET, BY SOLUTION, 2017-2022 (USD MILLION)	158
TABLE 174	KSA: PUSH-TO-TALK MARKET, BY SOLUTION, 2023-2028 (USD MILLION)	158
TABLE 175	KSA: PUSH-TO-TALK MARKET, BY SERVICE, 2017-2022 (USD MILLION)	159
TABLE 176	KSA: PUSH-TO-TALK MARKET, BY SERVICE, 2023-2028 (USD MILLION)	159
TABLE 177	KSA: PUSH-TO-TALK MARKET, BY NETWORK TYPE, 2017-2022 (USD MILLION)	159
TABLE 178	KSA: PUSH-TO-TALK MARKET, BY NETWORK TYPE, 2023-2028 (USD MILLION)	159
TABLE 179	KSA: PUSH-TO-TALK MARKET, BY VERTICAL, 2017-2022 (USD MILLION)	160
TABLE 180	KSA: PUSH-TO-TALK MARKET, BY VERTICAL, 2023-2028 (USD MILLION)	160
9.5.3.2	UAE	160
9.5.3.2.1	Adoption of mission-critical and smart city services by UAE government to propel market growth	160
9.5.3.3	Rest of Middle East	161
9.5.4	AFRICA	161
9.5.4.1	Transition from analog to digital systems to accelerate market growth	161
9.6	LATIN AMERICA	161
9.6.1	LATIN AMERICA: RECESSION IMPACT	161
9.6.2	LATIN AMERICA: PUSH-TO-TALK MARKET DRIVERS	162
TABLE 181	LATIN AMERICA: PUSH-TO-TALK MARKET, BY OFFERING, 2017-2022 (USD MILLION)	162
TABLE 182	LATIN AMERICA: PUSH-TO-TALK MARKET, BY OFFERING, 2023-2028 (USD MILLION)	162
TABLE 183	LATIN AMERICA: PUSH-TO-TALK MARKET, BY SOLUTION, 2017-2022 (USD MILLION)	162
TABLE 184	LATIN AMERICA: PUSH-TO-TALK MARKET, BY SOLUTION, 2023-2028 (USD MILLION)	163
TABLE 185	LATIN AMERICA: PUSH-TO-TALK MARKET, BY SERVICE, 2017-2022 (USD MILLION)	163
TABLE 186	LATIN AMERICA: PUSH-TO-TALK MARKET, BY SERVICE, 2023-2028 (USD MILLION)	163
TABLE 187	LATIN AMERICA: PUSH-TO-TALK MARKET, BY NETWORK TYPE, 2017-2022 (USD MILLION)	163
TABLE 188	LATIN AMERICA: PUSH-TO-TALK MARKET, BY NETWORK TYPE, 2023-2028 (USD MILLION)	163
TABLE 189	LATIN AMERICA: PUSH-TO-TALK MARKET, BY VERTICAL, 2017-2022 (USD MILLION)	164
TABLE 190	LATIN AMERICA: PUSH-TO-TALK MARKET, BY VERTICAL, 2023-2028 (USD MILLION)	164
TABLE 191	LATIN AMERICA: PUSH-TO-TALK MARKET, BY COUNTRY, 2017-2022 (USD MILLION)	164

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TABLE 192	LATIN AMERICA: PUSH-TO-TALK MARKET, BY COUNTRY, 2023-2028 (USD MILLION)	165
9.6.3	BRAZIL	165
9.6.3.1	Spike in demand for remote solutions in organizations to boost market	165
TABLE 193	BRAZIL: PUSH-TO-TALK MARKET, BY OFFERING, 2017-2022 (USD MILLION)	165
TABLE 194	BRAZIL: PUSH-TO-TALK MARKET, BY OFFERING, 2023-2028 (USD MILLION)	165
TABLE 195	BRAZIL: PUSH-TO-TALK MARKET, BY SOLUTION, 2017-2022 (USD MILLION)	166
TABLE 196	BRAZIL: PUSH-TO-TALK MARKET, BY SOLUTION, 2023-2028 (USD MILLION)	166
TABLE 197	BRAZIL: PUSH-TO-TALK MARKET, BY SERVICE, 2017-2022 (USD MILLION)	166
TABLE 198	BRAZIL: PUSH-TO-TALK MARKET, BY SERVICE, 2023-2028 (USD MILLION)	166
TABLE 199	BRAZIL: PUSH-TO-TALK MARKET, BY NETWORK TYPE, 2017-2022 (USD MILLION)	167
TABLE 200	BRAZIL: PUSH-TO-TALK MARKET, BY NETWORK TYPE, 2023-2028 (USD MILLION)	167
TABLE 201	BRAZIL: PUSH-TO-TALK MARKET, BY VERTICAL, 2017-2022 (USD MILLION)	167
TABLE 202	BRAZIL: PUSH-TO-TALK MARKET, BY VERTICAL, 2023-2028 (USD MILLION)	168
9.6.4	MEXICO	168
9.6.4.1	Telecom reforms and government initiatives to boost adoption of PTT technology	168
9.6.5	REST OF LATIN AMERICA	168
10	COMPETITIVE LANDSCAPE	169
10.1	INTRODUCTION	169
10.2	STRATEGIES ADOPTED BY KEY PLAYERS	169
TABLE 203	OVERVIEW OF STRATEGIES ADOPTED BY KEY PLAYERS	169
10.3	HISTORICAL REVENUE ANALYSIS	170
FIGURE 37	HISTORICAL REVENUE ANALYSIS OF KEY PLAYERS, 2020-2022 (USD MILLION)	170
10.4	MARKET SHARE ANALYSIS OF KEY PLAYERS	170
TABLE 204	PUSH-TO-TALK MARKET: DEGREE OF COMPETITION	170
10.5	COMPANY EVALUATION MATRIX	171
10.5.1	STARS	171
10.5.2	EMERGING LEADERS	171
10.5.3	PERVASIVE PLAYERS	171
10.5.4	PARTICIPANTS	171
FIGURE 38	GLOBAL PTT MARKET COMPANY EVALUATION MATRIX, 2023	172
10.5.5	COMPANY FOOTPRINT	172
TABLE 205	OFFERING FOOTPRINT	172
TABLE 206	VERTICAL FOOTPRINT	173
TABLE 207	REGIONAL FOOTPRINT	174
TABLE 208	COMPANY FOOTPRINT	175
10.6	STARTUP/SME EVALUATION MATRIX	176
10.6.1	PROGRESSIVE COMPANIES	176
10.6.2	RESPONSIVE COMPANIES	177
10.6.3	DYNAMIC COMPANIES	177
10.6.4	STARTING BLOCKS	177
FIGURE 39	GLOBAL PTT MARKET STARTUP/SME EVALUATION MATRIX, 2023	177
10.6.5	COMPETITIVE BENCHMARKING	178
TABLE 209	PTT MARKET: DETAILED LIST OF STARTUPS/SMES	178
TABLE 210	COMPETITIVE BENCHMARKING OF STARTUPS/SMES	179
TABLE 211	PTT MARKET: COMPETITIVE BENCHMARKING OF KEY PLAYERS	179
10.7	COMPETITIVE SCENARIO	180
10.7.1	PRODUCT LAUNCHES	180

TABLE 212 PRODUCT LAUNCHES, 2020-2023 180

10.7.2 DEALS 181

TABLE 213 DEALS, 2020-2023 181

Push-to-talk Market by Offering (Hardware, Solutions, and Services), Network Type (LMR and Cellular), Vertical (Government & Public Safety, Aerospace & Defense, and Transportation & Logistics) and Region - Global Forecast to 2028

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Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>

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Signature



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