

## **Mobile Collaboration - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

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### **Report description:**

The Mobile Collaboration Market size is estimated at USD 61.01 billion in 2024, and is expected to reach USD 104.16 billion by 2029, growing at a CAGR of 11.29% during the forecast period (2024-2029).

Mobile collaboration is becoming indispensable for every organization in this increasingly mobile and inclusive business world. By converging voice, video, and data communications, mobile collaboration provides various functionalities driving the market forward.

#### Key Highlights

- The emerging trend of BYOD (Bring Your Own Device), which is a perfect model to complement the shifting paradigm of a typical workplace, is expected to drive market growth. With the rapid transition from desktop to mobile, BYOD allows various employees in different organizations to use the devices they are familiar with, which improves collaboration and general productivity and drives innovation.
- Moreover, the results of a well-deployed mobile collaboration solution may improve business operations and raise employee satisfaction levels.
- Currently, employees across various organizations expect flexible working alternatives, while organizations focus on providing solutions that meet the needs of the employees. This trend is expected to increase productivity, as employees are likely to have accessibility to efficient solutions on their preferred devices at any point in time from any geographical location, which is a primary factor driving the growth of the market studied.

#### Mobile Collaboration Market Trends

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## Retail Segment is Expected to Witness High Growth

- Mobile collaboration services enable retailers to access a better platform for collaboration and smarter ways to interact seamlessly. Moreover, using virtual devices like mobiles and tablets reduces costs and enables flexible expansions across enterprises.
- The changing customer-purchasing trends have resulted in a dynamic shift in the modern retail industry from a single point of interaction to omnichannel interactions, such as the web or social media. The increasing consumer demand has created the need for an enhanced shopping experience across all channels.
- Mobile collaboration is a service/solution that combines all communication and networking resources, such as server-based applications, telephone, instant messaging, email, and video, into a single infrastructure. With multiple features offered in a single service, the adoption of mobile collaboration services in the retail industry is growing globally, thus fueling the growth of the market studied.
- Moreover, with the increasing retail sales (e-commerce), the market is expected to have positive growth, as mobile collaboration has the potential to improve the customer experience and provide significant cost savings and flexibility.

## North America is Expected to Hold the Largest Market Share

- The market in North America is forecast to grow strongly due to the high adoption of next-generation technology and the presence of major players in that Region, which should provide an excellent growth opportunity.
- Moreover, the Region, owing to the resources and budgetary constraints imposed on small and mid-sized retailers in the Region, which is an essential driver of the market for mobile telecommunications services across the Region
- The market is driven by large players like IBM, which invests in and provides Mobile Collaboration services throughout the Region. In addition, IBM offers consumer software systems to locate key information and remain in touch with the work environment through its collaboration with Cisco Systems.
- Moreover, The growing demand for flexible work arrangements throughout the Region is helping to fuel this market growth. Mobile collaboration tools are increasingly used as employees seek greater flexibility in working conditions. These tools enable staff to work wherever and whenever convenient to improve working-life balance and employee satisfaction.
- To innovate at work and maintain competitiveness, other companies in this Region are equipping their employees with the ability to use mobility as a tool for collaboration via cloud sharing, Smart Devices, or Mobiles. This has indirectly led to an increase in the use of mobility collaboration services. The Region's market continues to grow due to the trend toward Hybrid Cloud Models to exploit greater scale and availability.

## Mobile Collaboration Industry Overview

The mobile collaboration market is moderately competitive, owing to many small and large players running their businesses in the domestic and international markets. The market is moderately concentrated, with major players adopting key strategies, such as product innovation, service innovation, and mergers and acquisitions. Some of the major players in the market are Cisco Systems Inc., Microsoft Corporation, and IBM Corporation, among others.

In June 2019, Microsoft Corporation and Oracle Corporation announced a cloud interoperability partnership, enabling customers to migrate and run mission-critical enterprise workloads across Microsoft Azure and Oracle Cloud. Enterprises could seamlessly connect Azure services, like Analytics and AI, to Oracle Cloud services, like Autonomous Databases.

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Additional Benefits:

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

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