Cloud Collaboration - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Cloud Collaboration Market is expected to register a CAGR of 13.5% during the forecast period.

Key Highlights
- Cloud collaboration solutions also offer high agility to companies while enabling easy data sharing among remote and virtual users. Companies are now looking for services that offer easy access and increased productivity with the changing business requirements, thereby supporting the growing need for agile support.
- With the increasing automation trends, coupled with the changing mobility, it has become increasingly important for organizations to look for solutions that can offer services, thereby reducing overall infrastructure costs. Moreover, businesses adopting mobile services are implementing new policies to increase their employee interaction and ease of use, which has become essential to provide access to data across multiple end-point devices.
- The growing demand for the Internet of Things (IoT) application across various end-user sectors among emerging economies is also fuelling operational feasibility, thereby providing relevant and secure cloud solutions. As most enterprises across regions are investing in these technology services, such investments are propelling the demand for the growth of the cloud collaboration market.
- Companies like Microsoft and Google offer various team collaboration tools and software, such as Office 365, Microsoft Teams, Microsoft SharePoint, Google Hangouts, and Google Drive. In May 2022, Microsoft announced the launch of Live Share, a capability for users' apps to go beyond passive screen sharing and enable participants to co-watch, co-edit, co-create, and more in Teams meetings. Developers can use new preview extensions to the Teams SDK to easily extend existing Teams apps and create Live Share experiences in meetings.
- The COVID-19 outbreak has been forcing multiple organizations to review their IT strategies as a top priority. Various organizations have also emphasized the importance of having the right cloud-based collaboration tool that will allow employees to

work remotely to limit the impact on productivity.
- The cloud-based solutions have been providing vital connectivity for businesses and populations. The supporting efforts in ensuring the workers can access critical business information while enabling secure real-time collaboration between co-workers are a primary reason for the increased adoption of these solutions.

Cloud Collaboration Market Trends

Unified Communication and Collaboration Solutions to Drive the Market Growth

- Unified communication and solution have been making it easier for workers to stay connected to other employees and for customers and clients to reach them no matter where they are. With the need to make enterprises more efficient and collaborative, the last few years have seen collaboration solutions rise steadily. These tools have increased productivity and unlocked innovation by enabling virtual teams to work together across geographies.
- Another trend driving the demand for cloud-based solutions is the enterprises' desire to incorporate collaboration and communication tools into their business applications and workflow integration.
- Unified communications and solutions, since their launch, have emerged as a cost-effective solution for multiple organizations across various industries, such as healthcare and education. Moreover, the cloud-based delivery of these unified communications offered by companies, such as Mitel Networks Corporation and IBM, shapes the way organizations manage their communication networks.
- According to AT&T, business leaders are increasingly looking for ways that will change the workplace. The market is witnessing robust growth in adopting cloud-hosted collaboration solutions due to the increase in the mobile workforce, coupled with the BYOD trend. In fact, unified communications and collaboration solutions are taking a significant share of cloud-based deployments.
- Moreover, enterprises are increasingly comfortable using cloud-based solutions as stand-alone or complementary hybrid solutions. One example of such a cloud-based collaboration application is Cisco's Spark, previously known as Project Squared.

Europe to Hold Significant Market Share

- Europe occupies a significant portion of the demand for cloud applications. According to Eurostat, the enterprise use of cloud computing services in the European Union (EU) in 2021 was 41 percent, which was 4% higher than that in 2020. Cloud penetration is increasing with automation trends, which has become increasingly crucial for enterprises to look for solutions that can offer these services.
- In June 2022, the European Commission announced that it had launched a dialogue with Member States on the joint creation of a Collaborative Cloud for Cultural Heritage to help safeguard European cultural treasures through digital infrastructure. The collaborative cloud would enable unprecedented transdisciplinary and large-scale collaboration between specialists, such as cultural heritage scholars, curators, archivists, and conservators.
- As cloud storage and collaboration tools are shaping the future of email communication, they are increasingly adopted by businesses using the cloud for emails and using automation and streamlining solutions, such as ERP.
- Besides hybrid cloud growth, companies are increasingly engaged in cloud-based technologies. Google, AWS, IBM, and Salesforce are engaged in significant cloud technology developments and make up a significant share of Spain's current market for cloud-based services. Such factors are expected to create a scope for the cloud collaboration market in the region.
- By streamlining internal communications and enabling a collaborative culture, businesses could be empowered to work more productively and, more importantly, as one unified unit, which will ultimately support the businesses' agility and increase the speed of decision-making that is necessary for businesses of any size to remain competitive in today's fast-paced business world.

These are some of the factors that are expected to drive the market in the European region.

Cloud Collaboration Industry Overview

The cloud collaboration market is highly competitive and consists of several major players. In terms of market share, few of the major players currently dominate the market. The major players with prominent shares in the market focus on expanding their customer base across foreign countries. The players are leveraging strategic collaborative initiatives to increase their market share and profitability. The companies operating in the market are also acquiring start-ups working on cloud collaboration technologies to strengthen their product capabilities. Some of the recent developments in the market are that in October 2022, Adobe announced the Adobe MAX, a creativity conference solution, the expansion of collaboration tools within Adobe Creative Cloud, and Document Cloud enabling new workflows that will empower creators to meet ever-growing content demands across multiple platforms. In August 2022, Microsoft Teams and Barclays Bank PLC announced that Barclays had deployed Microsoft Teams as its preferred collaboration platform, powering collaboration for more than 120,000 colleagues and service partners in key locations around the globe. Under the agreement, Barclays is streamlining its existing communications and collaboration solutions, with Teams replacing several previously used point solutions across the company.

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 INSIGHTS
4.1 Market Overview
4.2 Industry Attractiveness- Porter Five Forces
4.2.1 Bargaining Power of Suppliers
4.2.2 Bargaining Power of Buyers/Consumers
4.2.3 Threat of New Entrants
4.2.4 Threat of Substitute Products
4.2.5 Intensity of Competitive Rivalry
4.3 Assessment of COVID-19 Impact on the Industry

5 MARKET DYNAMICS
5.1 Introduction to Market Drivers and Restraints
5.2 Market Drivers
5.2.1 Increased Mobility and Changing Working Trends, such as BYOD
5.2.2 Rising Need for Workforce Productivity and Enterprise Agility across Time Zones
5.3 Market Restraints

5.3.1 Data Security Concerns and Application Integration Complexities

6 MARKET SEGMENTATION
6.1 By Solution
6.1.1 Unified Communication and Collaboration
6.1.2 Enterprise Social Collaboration
6.1.3 Project and Team Management
6.1.4 Document Management System
6.1.5 Support Services
6.2 By Deployment Type
6.2.1 Public Cloud
6.2.2 Private Cloud
6.2.3 Hybrid Cloud
6.3 By End-user Industry
6.3.1 Telecommunication and ITES
6.3.2 Media and Entertainment
6.3.3 Education
6.3.4 Healthcare and Life Sciences
6.3.5 Banking and Financial System
6.3.6 Government and Public Sectors
6.3.7 Other End-user Industries
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 and Africa

7 COMPETITIVE LANDSCAPE
7.1 Company Profiles
7.1.1 Microsoft Corporation
7.1.2 Cisco Systems Inc.
7.1.3 Oracle Corporation
7.1.4 HighQ Solutions
7.1.5 IBM Corporation
7.1.6 Box Inc.
7.1.7 Citrix Systems Inc.
7.1.8 Jive Software Inc.
7.1.9 Mitel Networks Corp.
7.1.10 Intralinks Holdings Inc.
7.1.11 Salesforce.com Inc.
7.1.12 Hyperoffice
7.1.13 Atlassian Corporation PLC
7.1.14 Adobe Systems
7.1.15 Zoho Corporation

8 INVESTMENT ANALYSIS

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