

Europe IP Telephony And Unified Communications As-a-service - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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Report description:

The Europe IP Telephony And Unified Communications As-a-service Market size is estimated at USD 26.01 billion in 2025, and is expected to reach USD 39.01 billion by 2030, at a CAGR of 8.44% during the forecast period (2025-2030).

Key Highlights

- Rapid growth in the European market for IP telephony and unified communications as a service (UCaaS) is benefiting enterprises and creating opportunities for service providers. As the Integrated Services Digital Network (ISDN) is phased out, enterprises are seizing the opportunity to transition to Internet Protocol (IP)-based solutions. These include line-side voice over IP (VoIP), SIP trunking, cloud private branch exchange (PBX), and UCaaS.
- VoIP has seen consistent growth over the past two decades. With ongoing technological advancements, robust industry backing, and its widespread adoption, there's no sign of this momentum waning. As reliance on VoIP deepens among individuals and organizations, it's crucial to stay attuned to market trends to maximize its benefits.
- In recent years, communication channels have increasingly converged into unified platforms. This evolution gave rise to Unified Communications as a Service (UCaaS). While VoIP serves as the foundational technology, UCaaS encompasses a broader spectrum, integrating services like web and video conferencing, faxing, instant messaging, and team collaboration into a cohesive platform.
- One of the standout advantages of UCaaS is its potential to streamline and economize the setup of communication networks. Organizations can forgo the need to purchase and install disparate tools, be it for video, audio, instant messaging, or telephony.
- However, the European IP Telephony & Unified Communications As-A-Service (UCaaS) Market grapples with significant regulatory challenges. The EU Electronic Communications Code, known for its stringent telecommunications regulations, presents compliance challenges for industry players. This framework mandates strict compliance, especially emphasizing data privacy, security, and service quality, binding firms offering VoIP, SIP trunking, and cloud communication solutions.

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Europe IP Telephony and UCaaS Market Trends

Adoption of 5G will drive the Market

- The fifth-generation wireless network technology, 5G, is expected to revolutionize internet connectivity. Its primary benefits include higher internet speeds, shorter reaction times, and the elimination of packet loss and jitter during data transmission. VoIP users will benefit from improved call quality, faster connectivity while making and receiving calls, and higher capacity.
- 5G networks are designed to provide ultra-low latency, faster data speeds, and enhanced reliability compared to their 4G predecessors. These features make 5G an ideal enabler for real-time communication solutions like IP telephony and UCaaS. By facilitating seamless audio and video communications, 5G supports businesses in adopting innovative communication tools, enhancing collaboration, and improving overall productivity.
- Telefonica Germany, which goes by the brand name O2, intends to deploy the base stations to boost capacity for huge events. Each mobile device has an antenna that may be extended up to 30 meters. O2 customers can get 4G and 5G coverage from the base stations, which will use a range of spectrum bands, including the 3.6 GHz band.
- In April 2025, Belarus is set to launch a unified 5G network, mirroring the strategy of Malaysia. According to the decree, Belarus will adopt a single infrastructure operator model for its 5G rollout. In addition, the country aims to bolster its current 4G services and broaden their reach. This strategy isn't unprecedented for Belarus. Presently, mobile operators A1, MTS, and Life deliver 4G services via wholesale agreements with the state-owned beCloud.
- As 5G technology advances, UCaaS is set to enhance and streamline communications and collaboration solutions. In Europe, notable strides are being made. For example, in September 2024, a consortium comprising the European Broadcasting Union (EBU), Broadcast Networks Europe (BNE), and backed by Qualcomm Technologies, has come together to create a unified receiver profile for 5G Broadcast. Their goal is to accelerate the rollout of smartphones equipped with 5G Broadcast reception across Europe.

Artificial Intelligence Integration will drive the Market

- AI has made enormous strides in many areas, and the VoIP industry is no exception. Service delivery will improve at call centers that rely on humans to make and pick up calls, for example. This can be accomplished by giving consumers AI-assisted self-help solutions and options, leaving human agents to handle only the most difficult issues.
- AI can also evaluate call center interactions between agents and customers to forecast customer behavior and the most frequently asked questions. Human agents can better serve clients by predicting what they need and resolving their issues in less time once this data has been distilled into an understandable manner.
- Also, in 2024, France topped the rankings for European nations on the government's artificial intelligence (AI) readiness index, achieving a score of 79.36. This positions France as the leading European nation prepared to integrate AI across its public services, including healthcare, education, and transportation.
- Looking at the growing demand many companies are integrating AI in their solutions. For instance, in July 2024, 8x8, Inc. a company providing unified communications platform announced recent innovations and enhancements to the 8x8 cloud platform. The company delivers the latest AI-powered platform innovations to drive customer experience across the entire business. Such growing innovation drives the market significantly.
- Compared to today's benefits achieved only through VoIP technology, artificial intelligence and VoIP have significantly impacted technology, specifically in the telecommunications world where artificial intelligence is used for shipping VoIP delivering more benefits and increased efficiency for small businesses to large.

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Europe IP Telephony and UCaaS Industry Overview

The European IP Telephony and Unified Communications as-a-service market is semi-fragmented due to the presence of various regional players such as Freshworks Inc, Intermedia.net, Inc, Microsoft, Mitel Networks Corp., Ooma, Inc, and Other. In addition, key companies are involved in multiple strategies, such as mergers and acquisitions and product innovation, to gain a competitive edge over others.\

Europe IP telephony and unified communications as-a-service market is segmented by solutions (hardware, software), by type (integrated access/session initiation protocol (SIP) trunking, managed IP PBX, hosted IP PBX), by Organizations (Large enterprises, Small enterprises), by End user (BFSI, Healthcare, Retail, IT & Telecom, Government, Manufacturing, others), Geography (United Kingdom, Germany, France, Italy, Rest of Europe)

Additional Benefits:

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

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