

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

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Report description:

The MNS Market is expected to register a CAGR of 18.5% during the forecast period.

Key Highlights

- Public security is one of the primary concerns for both developed & developing countries, and it results in an upsurge in the adoption of MNS. MNS are critical systems during natural disasters, including hurricanes, floods, earthquakes, and circumstances threatening human life. It is an effective and direct way to communicate with the public, ensuring residents are up-to-date and have accurate information. It can be used for emergency and non-emergency situations and offers extensive threat response, staff protection, and regulatory compliance.
- With the COVID-19 outbreak across regions, more people are working from home, and governments worldwide are taking initiatives to slow the spread of the virus. Amid these changes, the need for a mass notification system is more than ever since the public health and safety department wants to share information with the public and guide them toward the right resources and dos & don'ts. Taking advantage of this scenario, a few players in the United States started offering their solutions for free/no cost to attract attention toward their solutions and platforms.
- Governments and first responders must warn and inform everyone at risk when critical events happen. Public warning systems effectively provide citizens and visitors from other countries with trusted information to help them stay safe. By June this year, the European Electronic Communications Code (EECC) Article 110 requires all EU countries to operate a public warning system that can send geo-targeted emergency alerts to all mobile phone users in the affected area during a natural or artificial disaster. In 2020, BEREC (the Body of European Regulators for Electronic Communications) also published its guidelines on assessing the effectiveness of public warning systems transmitted by different means to help governments implement Article 110.
- Public security concerns have risen over the last decade as individuals are defied with various hazardous situations from artificial and regular emergencies. The loss of life and damage to property can be enormous in the case of any destructive event. Each

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country has a different set of rules and regulations for managing Hazardous Materials (HAZMAT) incidents and industrial accidents and a separate and dedicated infrastructure to maintain public safety and security, which anticipates supporting the growth of mass notification systems.

- The market studied is witnessing an increase in competition among the players. Companies in the market are increasingly looking for strategic relationships to develop their existing systems. For instance, KOVA Corp. partnered with Everbridge, a prominent mass notification systems provider, to integrate its proprietary Emergency Alert Notification System (KEANS) with the groundbreaking group notification system pioneered by Everbridge. KEANS is a VoIP-based crash phone system that, coupled with Everbridge tech, will allow emergency management agencies and other organizations to send out notifications efficiently using various communications channels.

Mass Notification Systems Market Trends

Increasing Adoption of MNS in Healthcare Sector

- MNS is a communication broadcast tool that can simultaneously contact large numbers of people with minimal effort on the part of the system administrator. In the healthcare sector, MNS serves two purposes communicating periodic messages for events, such as inventory counts, and alerting staff, patients, and visitors to emergencies.
- The digitally connected environment and efficient clinical communication have become indispensable in the healthcare sector, which has paved the path for the growth of the MNS. For example, the Norwegian Directorate of Health uses Everbridge Public Warning to communicate with 5.4 million Norwegian citizens, including thousands of visitors roaming on mobile networks. Norway uses the same system to notify Norwegians traveling in countries with a high risk of COVID-19 of changes to quarantine procedures on their return.
- Last year, OnSolve, a prominent MNS provider, strengthened its partnership with the Rhode Island Emergency Management Agency (RIEMA) to power the distribution of COVID-19 vaccines to newly eligible Rhode Island residents. This expanded partnership supported vaccine distribution efforts when Rhode Island residents 16 years of age or older became eligible to receive the COVID-19 vaccine and will now support the expanded eligibility to residents 12 to 15 years of age.
- Country-wise regulations determine the type of mass notification system its healthcare facilities can use. For instance, America's Disabilities Act specifies that healthcare facilities must have an emergency alert system suitable for hearing-restricted and sight-restricted patients.

North America is Expected to Hold Significant Market Share

- The design standards, such as UFC and the National Fire Protection Association, address the functional criteria and installation standards for emergency communications and mass notification systems and have been the launchpad for emergency communication standards for non-military facilities, such as offices, hospitals, and schools.
- The growing adoption of Internet Protocol (IP) based notification devices is one of the key factors driving the market's growth in this region. IP-connected computers, smartphones, and telephones are increasingly integrated with on-premise MNS solutions, such as fire alarms and security sensors. Furthermore, rising BYOD trends across educational facilities and corporations are another major factor boosting the market growth in the future.
- The Valentine's Day shooting at Marjory Stoneman Douglas High School resulted in the deaths of 17 people. While there is no universally accepted definition of a mass shooting, there is no doubt that these large-scale acts of violence have increased in recent years. As a result of these activities, the US government is increasingly focusing on public safety. Recently, the Boston government announced a series of investments to support public safety for a growing city. Mass notification systems are thus an

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essential component.

- The Kirksville City Council approved purchasing a mass notification system from ReGroup. The agreement is a five-year deal, and the city has reportedly spent USD 6,500 for the first year and USD 5,500 in subsequent years till this year.
- The increasing demand for fast message delivery in emergency cases, the development and adoption of pioneering technologies, and the presence of major companies like Blackberry, Motorola, Honeywell, etc., in this region are the major factors driving the market. Furthermore, the rising adoption of duress-based solutions in enterprises across education and healthcare end-users contributes to the growth.

Mass Notification Systems Industry Overview

The Mass Notification Systems market is highly concentrated due to the majority of the market being occupied by a few dominant players. The new companies entering the market have to compete with prominent industry leaders. Some key players in the market are Honeywell International Inc., Eaton Corporation, Motorola Solutions Inc., Blackboard Inc., and OnSolve. Some recent developments in the market include:

- December 2022 - The Sacramento Office of Emergency Services unveiled Rave Mobile Safety as its new emergency alert system. Residents in Sacramento County will now get emergency notifications via the system.

Additional Benefits:

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

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