



# Social Media Messaging Market Demand, Supply, Application, Segmentation, Opportunity, Market Development to 2022

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*Social Media Messaging Market to 2022 has been prepared based on an in-depth market analysis with inputs from industry experts*

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## Description

Orbis Research announces that it has published a new study [Social Media Messaging: Market Shares, Strategy, and Forecasts, Worldwide, 2016 to 2022](#). The 2016 study has 380 pages, 121 tables and figures. Worldwide Social Media Messaging markets are poised to revolutionize communications by evolving a lifestyle support platform that has broad capabilities to connect people.

Social messaging platforms leverage smart phones to deliver an increasingly broad set of lifestyle functions. Social media platforms that have been adept at moving to embrace the mobile revolution in user adoption. The smart phone can do everything. Messaging is the preferred medium of the smart phone.

Social media messaging usage is dependent on opening and engaging with the app. Message platforms are the most used apps globally. Social media messaging has transcended simple communication and become a platform for gaming, commerce and payment, media, taxi services and beyond. As these trends play out globally, mobile messaging leaders are evolving into central communication hubs.

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Social messaging platforms leverage smart phones to deliver an increasingly broad set of lifestyle functions. Tencent (TCEHY) in China owns WeChat. This dominates the messaging market. Chat apps are widely used for shopping in China. They make consumer goods more available. In the U.S, Americans have access to brick-and-mortar shopping options.

Tencent Holdings Ltd provides Internet value-added services, mobile services, online advertising,

and e-Commerce transactions services to users in the People's Republic of China. WeChat is used by 500,000 people to connect. WeChat is available for iOS and Android. It supports a group chat conversation. Twitter WeChat broadcast messages mimics a basic function of digital messaging, allowing broadcast of a single message to a group capability.

Facebook as a social media platform has benefitted from embracing the mobile revolution in user adoption. The smart phone can do everything. Tablets and cell phones have replaced PCs. Messaging is the preferred medium of the smart phone.

KakaoTalk was the number one social media messaging app when measuring the number of sessions. Sessions refers to usage, opening and engaging with the app. Topping the list with 55 sessions, the KakaoTalk app was shown to be used 1.5~7 times more than the other five messaging apps on the top 10 list. These results are significant. Message platforms are the most used apps globally. KakaoTalk is the most frequently visited and heavily replied on app per user, proving its potential to be one of the most influential services among its users.

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KakaoTalk has already transcended simple communication and become a platform for gaming, commerce and payment, media, taxi services and beyond. As these trends play out globally, mobile messaging leaders are evolving into central communication hubs.

Facebook Messenger implements texting via the smartphone data plan. It bypasses the need to pay for each text. Users do not have to pay for every message. Facebook Messenger works with the data plan. Messenger works after the users sign in to Facebook.

Social media messaging supports the sharing of information. Social media messaging companies enable marketers to display advertising, and provide development platforms for application developers. Social media messaging companies compete to attract, engage, and retain people who use a digital screen to share information. The aim is to attract and retain marketers, and to attract and retain developers to build compelling mobile and web applications that integrate with products.

According to Susan Eustis, lead author of the study, "Users of social media messaging platforms are delighted with the effectiveness of texting. It works in real time, but without the interruptions created by a voice call. Building more functionality on the messaging platform will achieve key milestone in telecommunications. The platforms are evolving an e-commerce component.

As the e-commerce platforms evolve, the SOA once and only once delivery messaging will become a key aspect of the messaging platforms, providing an opportunity to transform the communications industry by adding a retail component. Social networks provide an intuitive base for communications, people generally want to talk to people they know and to buy things

recommended by people they know.

New platform components and new designs are bringing that transformation forward. By furthering the growth of innovation message text users can get better connections to their friends and colleagues. By enhancing the platform and the user experience customer bases are going over one billion, creating the prospect that the entire market will grow rapidly.”

The worldwide market for social media messaging platforms is \$8.6 billion anticipated to reach \$27.2 billion by 2022. The complete report provides a comprehensive analysis including user numbers for those generating revenue, and counting separately, the much larger number of users not generating revenue. Segment analysis looks at texting, games, video, and e-commerce revenue, providing users, market value, forecasts, as well as a detailed competitive market shares and analysis of major players’ success, challenges, and strategies in each segment and sub-segment. The reports cover markets for social media texting platform specialties and sub-specialties.

## Companies Profiled

### Market Leaders

Baidu  
Tencent Wechat  
Facebook Whatsapp  
Daum Kakao  
IBM

### Market Participants

Apple  
Baidu  
Blackberry  
Daum Kakao  
Facebook  
Fiorano  
Five  
Fujitsu  
Google  
Hike  
International Business Machines (IBM)  
Kik  
Naver / Line  
Microsoft  
NetDirect  
Newcall / Nimbuzz  
Owler

Rakuten  
Snapchat  
Software AG  
Tango  
Tawkers  
Tencent  
Tencent WeChat  
Tibco  
Tumblr  
Twitter  
Yahoo  
Yik Yak  
Yolodata  
Weather Messaging

Key Topics  
Texting  
Text Smart Phone  
Social Media Messaging  
Premier Mobile Lifestyle Platforms  
Social messaging software  
Social messaging platforms  
lifestyle support platform  
Texting software  
Video texting  
Mobile Is Key Driver of Social Messaging  
Mobile-Feed Based Environment Information  
Messaging With Mission Critical Systems  
Message Trends  
Messaging E-Commerce Communication  
SOA Governance Lifecycle  
SOA  
Services Oriented Architecture  
Systems Integration  
Communication Platform  
Game texting  
Video Platform

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