

Rich Communication Services (RCS) Market 2021: Expeditious Growth Expected In Coming Years

By region, on the other hand, North America appeared as the highest revenue holder in the same year.

PORTLAND, OREGON, UNITED STATES, August 16, 2021 /

EINPresswire.com/ -- Increase in awareness about the benefits of RCS over existing OTT services, surge in number of online marketing & advertising companies among small and medium enterprises, development of voice over long term evolution technology (Vo-LTE) along with mobility service, and rise in adoption of cloud-based services for managing mobile content fuel the global rich communication services market. By organization size, the large enterprises segment held the major share in 2019. By region, on the other hand, North America appeared as the highest revenue holder in the same year. The global rich communication services (RCS) market was pegged at \$1.15 billion in 2019 and is estimated to hit \$12.27 billion by 2027, registering a CAGR of 34.7% from 2020 to 2027. The report provides an in-depth analysis of the top investment pockets, top winning strategies, drivers & opportunities, market size & estimations, competitive landscape, and changing market trends.



Explore Report Description: <https://www.alliedmarketresearch.com/rich-communication-services-market>

Increase in awareness about the benefits of RCS over existing OTT services, surge in number of online marketing & advertising companies among small and medium enterprises, development of voice over long term evolution technology (Vo-LTE) along with mobility service, and rise in adoption of cloud-based services for managing mobile content fuel the global rich communication services market. On the other hand, limited end to end encryption solutions and increasing competition over over-the-top (OTT) platforms impede the growth to some extent. Nevertheless, penetration of 5G networks and smartphones across the globe is projected to create lucrative opportunities in the industry.

Download Sample Report: <https://www.alliedmarketresearch.com/request-sample/3916>

Impact of Covid-19 on Rich Communication Services (RCS) Market:

- The outbreak of covid-19 gave way to surge in demand for rich communication services, since health organizations across the globe chose to communicate more effectually with public.
- At the same time, the demand for A2P communication has also taken a spike, which, accordingly, has reinforced the global rich communication services market.

Get detailed COVID-19 impact analysis on the Rich Communication Services Market:
<https://www.alliedmarketresearch.com/request-for-customization/3916?reqfor=covid>

The global rich communication services market is analyzed across deployment model, enterprise size, application, industry vertical, and region. By deployment type, the cloud segment contributed to more than half of the total market revenue in 2019, and is projected to lead the trail by 2027. The same segment would also exhibit the fastest CAGR of 36.4% throughout the forecast period.

By organization size, the large enterprises segment accounted for nearly three-fifths of the total market share in 2019, and is expected to dominate by the end of 2027. Simultaneously, the SME's segment would grow at the fastest CAGR of 36.6% during the forecast period.

For Purchase Inquiry: <https://www.alliedmarketresearch.com/purchase-enquiry/3916>

By region, North America garnered the highest share in 2019, accounting for around two-fifths of the global market. At the same time, the market across Asia-Pacific would portray the fastest CAGR of 39.8% from 2020 to 2027. The other two regions analyzed through the report include LAMEA and Europe.

The leading market players analyzed in the global rich communication services market report include Vodafone Idea Limited (NSE:IDEA), Google LLC/Alphabet Inc., China Mobile (HKG: 0941), Ericsson (NASDAQ: ERIC), Verizon Communications Inc., SK Telecom, Deutsche Telekom AG, ZTE Corporation, AT&T Inc., and Huawei Technologies Co. Ltd. These market players have adopted different strategies including partnership, expansion, collaboration, joint ventures, and others to reinforce their status in the industry.

Official Press Release: <https://www.alliedmarketresearch.com/press-release/rich-communication-services-market.html>

Similar Research Reports for Information, Communication and Technology:

[Data Science Platform Market Expected to Reach \\$183,688 Mn by 2023](#)

[Healthcare Cyber Security Market to Reach \\$12,467 Million Globally by 2023](#)

[Smart Locks Market Expected to Reach \\$1,175 Million by 2023](#)

AVENUE- A Subscription-Based Library (Premium on-demand, subscription-based pricing model):

AMR introduces its online premium subscription-based library Avenue, designed specifically to offer cost-effective, one-stop solution for enterprises, investors, and universities. With Avenue, subscribers can avail an entire repository of reports on more than 2,000 niche industries and more than 12,000 company profiles. Moreover, users can get an online access to quantitative and qualitative data in PDF and Excel formats along with analyst support, customization, and updated versions of reports.

Get an access to the library of reports at any time from any device and anywhere. For more details, follow the link: <https://www.alliedmarketresearch.com/library-access>

About Allied Market Research:

Allied Market Research (AMR) is a full-service market research and business-consulting wing of Allied Analytics LLP based in Portland, Oregon. Allied Market Research provides global enterprises as well as medium and small businesses with unmatched quality of "Market Research Reports" and "Business Intelligence Solutions." AMR has a targeted view to provide business insights and consulting to assist its clients to make strategic business decisions and achieve sustainable growth in their respective market domains. AMR offers its services across 11 industry verticals including Life Sciences, Consumer Goods, Materials & Chemicals, Construction & Manufacturing, Food & Beverages, Energy & Power, Semiconductor & Electronics, Automotive & Transportation, ICT & Media, Aerospace & Defense, and BFSI.

We are in professional corporate relations with various companies and this helps us in digging out market data that helps us generate accurate research data tables and confirms utmost accuracy in our market forecasting. Each and every data presented in the reports published by us is extracted through primary interviews with top officials from leading companies of domain concerned. Our secondary data procurement methodology includes deep online and offline research and discussion with knowledgeable professionals and analysts in the industry.

David Correa
Allied Analytics LLP
+1 800-792-5285

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/548999937>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.