

# Appointment Scheduling Software Market Trend to Reflect Tremendous Growth Potential With A Highest CAGR of 13.1% by 2026

*The adoption of AI & natural language processing integration in appointment scheduling software is anticipated to offer significant opportunities in the market.*

PORTLAND, PORTLAND, OR, UNITED STATES, July 5, 2023 /

EINPresswire.com/ -- According to the report, the global [appointment scheduling software market size](#) garnered \$205.85 million in 2018, and is expected to reach \$546.31 million by 2026, registering a CAGR of 13.1% from 2019 to 2026.



Upsurge in usage of smartphones and the internet, optimization of business performance to save time, and rise in adoption of m-health apps drive the growth in the market. However, lack of network infrastructure and awareness regarding software hinder market growth. On the other hand, demand for minimized administration efforts and the usage of artificial intelligence (AI) & natural language processing (NLP) for appointment scheduling would create new opportunities in the industry.

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Based on type, the web-based, SaaS segment garnered nearly two-fifths of the total market share in 2018, and would maintain its lead position during the forecast period. This is attributed to low investment costs and affordability of monthly plans of web-based, SaaS appointment scheduling software. However, the mobile native app segment is estimated to grow at the highest CAGR of 14.6% from 2019 to 2026, owing to surge in smartphone penetration, rise in need for mobility in businesses, and rapid growth in use of mobile apps in various industries such as healthcare.

On the basis of organization size, the large enterprises segment held the major share, contributing to nearly two-thirds of the total market share, and is anticipated to dominate in terms of revenue throughout the forecast period. This is due to awareness regarding convenience provided by online bookings and scheduling software. On the other hand, the SMEs segment is expected to register the fastest growth rate with a CAGR of 14.2% during the forecast period, owing to rise in awareness and adoption of affordable monthly plans offered by market vendors based on the needs of businesses.

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Based on region, Asia-Pacific would grow at the highest CAGR of 15.3% from 2019 to 2026, owing to rapid increase in smartphone penetration, availability of affordable & fast internet connectivity in the region, and growth in a number of small and medium-sized enterprises. However, North America contributed to more than two-fifths of the total market share in 2018 and will maintain its leadership status throughout the forecast period. This is due to huge presence of service-based businesses, enterprises with fast internet connections, and early adoption of digitalization in the region.

Key market players explored in the research include Appointy, Melian Labs, Inc., Acuity Scheduling (Squarespace), Setmore, MindBody, Square, Inc., SimplyBook.me, Timetrade, SuperSaaS, and 10to8.

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Key Benefits for Appointment Scheduling Software Market:

- This study presents the analytical depiction of the industry along with the current trends and appointment scheduling software market forecast to determine the imminent investment pockets.
- The report presents information related to key drivers, restraints, and appointment scheduling software market opportunities.
- The market is quantitatively analyzed from 2018 to 2026 to highlight the financial competency of the appointment scheduling software industry.
- Porter's five forces analysis illustrates the potency of buyers & suppliers in the market.

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Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

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Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep presented in the reports published by us is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

#### Contact:

David Correa

5933 NE Wi

Toll-Free: 1-800-792-5285

UK: +44-845-528-1300n Sivers Drive

#205, Portland, OR 97220

United States

Hong Kong: +852-301-84916

India (Pune): +91-20-66346060

Fax: +1-855-550-5975

help@alliedmarketresearch.com

Web: <https://www.alliedmarketresearch.com>

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Allied Market Research

Allied Market Research

+1 800-792-5285

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