

# Enterprise Collaboration Market 2032 | Global Analysis, Share, Size, Growth, Trends & Industry Report

*The increase in the trend of BYOD and enterprise mobility across all major regions is expected to drive the industry's growth.*

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EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Enterprise Collaboration Market](#),

by Type

(Solution, Service), by Deployment Mode (On-premise, Cloud), by

Application (Communication Tools, Conferencing Tools, Coordination Tools), by Industry Vertical (IT and Telecom, Manufacturing, BFSI, Retail and Consumer Goods, Education, Transportation and Logistics, Healthcare, Others): Global Opportunity Analysis and Industry Forecast, 2023-2032".

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The growing demand for applications across various sectors in emerging economies are boosting viability, providing relevant cloud security solutions to enterprises. ”

*Allied Market Research*

The enterprise collaboration market was valued at \$48.6 billion in 2022, and is estimated to reach \$195.1 billion by 2032, growing at a CAGR of 15.2% from 2023 to 2032.

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The shift to hybrid work models, which combine remote and in-office work, has become a permanent feature of the

business landscape. Collaboration tools that support seamless communication and productivity in these hybrid settings are in high demand. Artificial intelligence (AI) and automation are being embedded into collaboration tools to enhance user experiences. These technologies enable features such as chatbots, predictive analytics, and automated workflows, which boost



productivity and efficiency. Moreover, cloud-based collaboration services have become the standard for scalability and accessibility. Many organizations are transitioning from on-premises solutions to cloud-based platforms for collaboration. In addition, enterprise collaboration providers are adopting environmentally friendly practices in response to growing environmental awareness. This includes using renewable energy to power data centers, implementing eco-friendly data center designs, and minimizing their carbon footprint. Furthermore, the education and training sectors are increasingly relying on collaboration tools to facilitate remote learning and development, creating new opportunities for growth in these markets. Moreover, the growing usage of mobile devices to operate numerous social networking platforms boosts the enterprise collaboration market growth. Emerging economizing, such as China and India, are also experiencing a similar trend, owing to the increasing usage of smartphones due to their easy accessibility. These advantages are propelling the growth of the enterprise collaboration market

Furthermore, major market players have undertaken various strategies to increase the competition and offer enhanced services to their customers. For instance, in June 2022, Fujitsu and Salesforce Japan Co., Ltd. announced the partnership to create new digital solutions for the healthcare sector in the Japanese market. The two companies were to support this project by utilizing Salesforce Japan's track record and skills as an industry leader in customer relationship management and Fujitsu's expertise in the trustworthy handling of medical and pharmaceutical data and computer technology. Moreover, in April 2023, Google Cloud launched an AI-enabled platform for prior authorization and claims processing powered by a new data and analytics tool. The latest offering will convert unstructured data into structured data and can help payers meet existing and proposed CMS rules around interoperability and prior authorization, including using HL7 FHIR. Such strategies will be helpful for enterprise collaboration market forecast.

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On the basis of industry vertical, the BFSI segment attained the highest enterprise collaboration market size in 2022. This is because BFSI institutions are harnessing the power of collaboration tools to access real-time data analytics and insights. These insights are crucial for making data-driven decisions, optimizing processes, and improving risk management strategies.

On the basis of region, Asia-Pacific is expected to witness the fastest CAGR from 2023 to 2032, owing to the increasing adoption of workplace collaboration software by businesses for improved employee engagement and workforce collaboration.

The pandemic redefined work models, with remote work becoming the new norm. As a result, collaboration tools played a pivotal role in maintaining business continuity and employee productivity. Moreover, the education sector witnessed a surge in demand for online learning platforms and virtual classrooms. Collaboration tools tailored for educational institutions flourished during the pandemic. In addition, the pandemic highlighted the importance of having robust collaboration tools in place for business continuity and disaster preparedness.

Organizations learned the value of having remote work capabilities to ensure operations continue during crises. Therefore, the COVID-19 pandemic had a positive impact on the [enterprise collaboration industry](#).

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### Key findings of the study

By type, the solution segment led the enterprise collaboration market share in terms of revenue in 2022.

By deployment mode, the on-premise segment led the enterprise collaboration market in terms of revenue in 2022.

By application, the communication tools segment led the enterprise collaboration market in terms of revenue in 2022.

By industry vertical, the IT and telecom providers segment led the enterprise collaboration market in terms of revenue in 2022.

By region, North America generated the highest revenue in 2022.

The key players profiled in the enterprise collaboration market analysis are Adobe Inc, Cloud Software Group, Inc., Microsoft Corporation, Huawei Technologies Co. Ltd., SAP SE, IBM Corporation, Cisco Systems, Inc., Salesforce, Inc., Meta, and Google LLC. These players have adopted various strategies to increase their market penetration and strengthen their position in the enterprise collaboration industry.

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