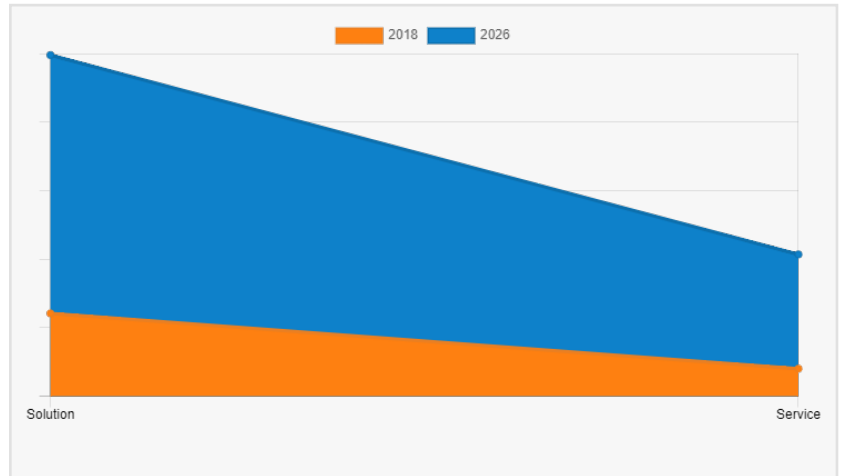


Mass Notification System Market to Grow at a CAGR of 20.30% and Reach \$35.23 Billion by 2026

WILMINGTON, DE, UNITED STATES,
November 27, 2023 /

EINPresswire.com/ -- According to a recent report published by Allied Market Research, titled, "[Mass Notification System Market](#) by Component, Deployment Model, Organization Size, Type, and Industry Vertical: Global Opportunity Analysis and Industry Forecast, 2019-2026,"



The global market was valued at \$8.05 billion in 2018, and the mass notification system market forecast is projected to reach \$35.23 billion by 2026, growing at a CAGR of 20.30% from 2019 to 2026.

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The transportation & logistics sector to witness significant growth, owing to reduce rising threats such as plane hijacks, terror activities, smuggling and to identify weather related situations.”

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Mass notification system is a platform that delivers the notifications to an individual or group of people using their locations and visual intelligence. The primary goal of mass notification systems is to identify emergency and non-emergency situations in an organization for improving safety and security of the company. Numerous benefits, such as faster incident resolution and recovery by allowing the initiator to send messages to thousands of people in minimal time are some of the factors that boost the growth of the market.

Many organizations are adopting this solution for various benefits such as better compliance tracking, improving employee safety and increase in customer satisfaction, which provides lucrative opportunity for the market growth.

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Competitive Analysis:

The competitive environment of [Mass Notification System Industry](#) is further examined in the report. It includes details about the key players in the market's strengths, product portfolio, Mass Notification System Market share and size analysis, operational results, and market positioning. It comprises the actions taken by the players to grow and expand their presence through agreements and entering new business sectors. Mergers and acquisitions, joint ventures, and product launches are some of the other techniques used by players.

Key Players:

IBM Corporation
Oracle Corporation
SAS institute
Tibco Software
Hitachi Vantara
Teradata Corporation
Alteryx
Impetus
Trifacta Software Inc.
Paxata Inc and Many More

By region, the global mass notification system market was dominated by North America in 2018 and is expected to maintain this trend during the forecast period. The major factors driving the growth of the market in this region include increase in implementation of cloud, AI and machine learning solutions among the enterprises, and rise in internet users in the U.S. However, Asia-Pacific is expected to witness the highest growth rate during the forecast period, owing to technological advancements across different industry verticals and numerous government initiatives for public safety and security.

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The in-building solutions segment dominated the mass notification system industry in 2018 and is projected to maintain its dominance during the forecast period, owing to increase in adoption of in-building solution in residential and commercial centers. Furthermore, the wide area solution segment is expected to grow at a significant CAGR during the forecast period, owing to its numerous benefits such as providing high speed of data transmission, cheap installation, and maintenance cost.

The government & public sector dominated the mass notification system market in 2018 and is projected to maintain its dominance during the forecast period, owing to the adoption of mass notification system technology among various governments across the globe for public safety

and protection of large segment of population. Furthermore, the transport & logistics sector is expected to grow at a significant CAGR during the forecast period, owing to the adoption of mass notification system technology among the transportation & logistics industry for reducing the number of accidents on road.

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