

Rich Communication Services (RCS) in Enterprise Messaging: Trends, Growth Drivers, and Market Outlook - 2027

Growing penetration of 5G networks, increasing investment by top players, and increasing use of smartphones create lucrative opportunities for the RCS market.

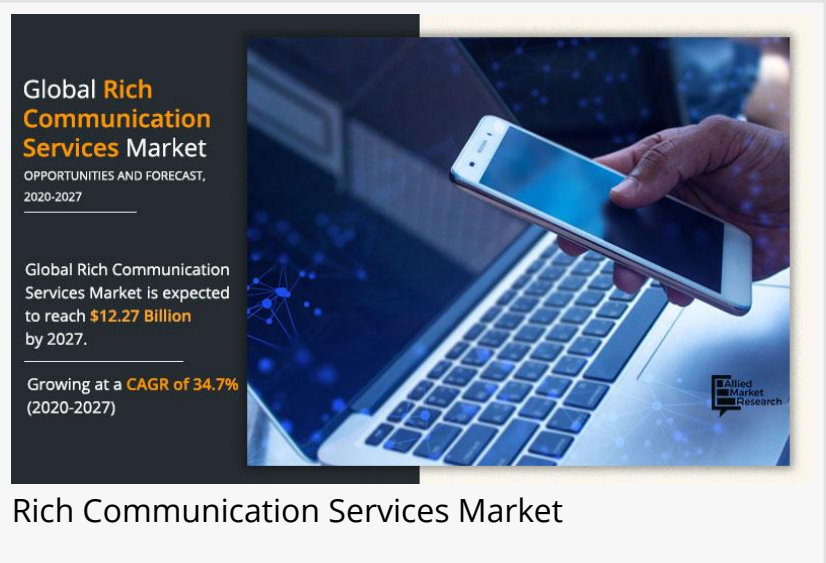
PORTLAND, PORTLAND, OR, UNITED STATE, August 21, 2024

/EINPresswire.com/ -- According to a recent report published by Allied Market Research, The global [rich communication services market](#) size was valued at \$1,155 million in 2019, and is projected to reach at \$12,279

million by 2027, growing at a CAGR of 34.7% from 2020 to 2027. The growth of the global rich communication services (RCS) market is driven by factors such as growing number of online marketing & advertising companies and increasing development of voice over long-term evolution technology (VO-LTE) along with mobility service.

Asia-Pacific is expected to witness the highest growth rate during the forecast period, owing to increasing demand for rich communication service across the region. This is attributed to the emergence of high-end technologies such artificial intelligence, 5G network, growing need of sending bulk messages for marketing, and a major shift toward digitization by SMEs, which positively impact the growth of the market.

Moreover, in recent decade, the key players of the market are expanding their presence in emerging countries, such as India, China, and Japan, due to their growing users of high-end mobile phones and variable devices. They are heavily investing in these countries with cutting-edge technology. This is expected to boost the confidence of Asia-Pacific enterprises to adopt rich communication service, which is anticipated to further boost the adoption among the end users.



Moreover, rising adoption of cloud-based services among small & medium-scale enterprises for managing mobile content further boosts the rich communication services market growth globally. However, limited end-to-end encryption and increasing competition by over-the-top platforms hinder the growth of the rich communication services market globally. Furthermore, growing penetration of 5G networks and growing investment by top players in 5G networks; increasing use of smartphones; and strict regulations for OTT messaging services create lucrative opportunities for the rich communication services market globally.

In 2019, the global rich communication services market share was dominated by the large enterprises segment, and is expected to maintain this trend during the forecast period as the implementation of rich communication service is further helping IT & telecommunication teams of large enterprises to change the way of communication with messaging, which can deliver rich content. As the messaging and communicating needs are changing, they do not cope well with the traditional way of messaging in large enterprises or campus environments. Therefore, rich communication service implementation is growing at a rapid pace among large enterprises, which provides a dynamic and flexible approach. However, small & medium enterprises are expected to witness the highest growth in the coming years, owing to growing focus on sharing of rich content and rise in awareness about the benefits of audio visual messaging for better understanding of the intention of message across SMEs. Therefore, these factors are driving growth of the rich communication services market.

Based on deployment model, the cloud segment dominated the rich communication services market share in 2019, and is expected to maintain its dominance in the coming years as it does not involve capital cost as well as has low maintenance, which is highly preferred by small & medium enterprises. Rise in adoption of cloud-based RCS solution among both large & mid-sized enterprises majorly drives the implementation of cloud-based rich communication service. However, the segment is expected to witness the highest growth during the forecast period. However, the on-premise segment also contribute to the significant share of the market as it allows organizations to keep their data related to confidential work in a secure manner and to improve interaction & communication by using real-time messaging system. Moreover, heavy investment of the top key players in on-premise deployment of rich communication service drives the growth of on-premise RCS-based solutions.

For Report Customization: <https://www.alliedmarketresearch.com/request-for-customization/3916>

Post COVID-19, the global rich communication services market is estimated to grow from \$ 1,524 million in 2020, and reach \$12,279 million by 2027, at a CAGR of 34.7%. The COVID-19 pandemic has been a defining moment, which has transformed business messaging from a functional channel into the mainstream alongside the internet, social media, and TV. Moreover, due to the outbreak of COVID-19 pandemic, business messaging is on the verge of big growth as virtually almost each of the business are looking for ways to survive in the “new normal”.

Factors, such as working from home (WFH), social distancing, and digital transformation of businesses, have become key components in the emergence of business messaging as the ideal channel to communicate with consumers. However, during lockdown, the demand for RCS solutions decreased significantly, indicating that companies expressed little or no interest in using these channels during lockdown. Furthermore, in post-lockdown scenario, SMS messaging is expected to decline as the demand grows for richer forms of messaging, with the scale of RCS ultimately making it the biggest channel.

The key rich communication services industry players profiled in the report are AT&T Inc., Vodafone Idea Limited, Google LLC/Alphabet Inc., Verizon Communications Inc., Deutsche Telekom AG, China Mobile, Ericsson, Huawei Technologies Co. Ltd, ZTE Corporation, and SK Telecom. This study includes market trends, rich communication services market analysis, and future estimations to determine the imminent investment pockets.

Buy Now & Get Exclusive Report at: <https://www.alliedmarketresearch.com/rich-communication-services-market/purchase-options>

Key Findings Of The Study

1. By deployment model, in 2019, the on-premise segment dominated the rich communication services market. However, the cloud-based segment is expected to exhibit significant growth during the forecast period.
2. Based on enterprise size, large enterprises segment accounted for the highest revenue of RCS market in 2019; however, the small & medium enterprises segment is expected to witness the highest growth rate over the forecast period.
3. Depending on XX, the XX segment generated the highest revenue in 2019. However, the XX segment is expected to witness the highest growth rate shortly.
4. Based on XX, the XX segment accounted for the highest revenue in 2019, however, the XX segment is expected to witness the highest growth rate over the forecast period.
5. Region-wise, the RCS market was dominated by North America. However, Asia-Pacific is expected to witness significant growth in the coming years.

About Us:

Allied Market Research (AMR) is a full-service market research and business-consulting wing of Allied Analytics LLP, based in Portland, Oregon. AMR 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 in making strategic business decisions and achieving sustainable growth in their respective market domains.

AMR launched its user-based online library of reports and company profiles, Avenue. An e-access library is accessible from any device, anywhere, and at any time for entrepreneurs, stakeholders, researchers, and students at universities. With reports on more than 60,000 niche markets with data comprising 600,000 pages along with company profiles on more than 12,000 firms, Avenue offers access to the entire repository of information through subscriptions. A hassle-free solution to clients' requirements is complemented with analyst support and customization requests.

Contact:

David Correa

5933 NE Win Sivers Drive

#205, Portland, OR 97220

United States

Toll-Free: 1-800-792-5285

UK: +44-845-528-1300

Hong Kong: +852-301-84916

India (Pune): +91-20-66346060

Fax: +1-855-550-5975

help@alliedmarketresearch.com

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

Follow Us on: LinkedIn Twitter

David Correa

Allied Market Research

+1 800-792-5285

[email us here](#)

Visit us on social media:

[Facebook](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/737071342>

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.

© 1995-2024 Newsmatics Inc. All Right Reserved.