Global Live Chat Software Market Size Growing at a CAGR of 8.8% Reach to USD 1.7 Billion by 2030

WILMINGTON, DE, UNITED STATES, March 13, 2025 /EINPresswire.com/ -- According to the report published by Allied Market Research, Global Live Chat Software Market Size Growing at a CAGR of 8.8% Reach to USD 1.7 Billion by 2030. The report provides an extensive analysis of changing market dynamics, major segments, value chain, competitive scenario, and regional landscape. This research offers valuable able guidance to leading players, investors, shareholders, and startups in devising strategies for sustainable growth and gaining a competitive edge in the market.

The global live chat software market size was valued at $755.23 million in 2020, and is projected to reach $1.7 billion by 2030, growing at a CAGR of 8.8% from 2021 to 2030.

नि:शुल्क नमूना रिपोर्ट (मुफ्त पीडीएफ के पेज - 260 पृष्ठ) के: https://www.alliedmarketresearch.com/request-sample/4391

Rise in need to improve customer relationship management (CRM), as it is crucial for effective revenue generation in any enterprise, and number of advantages of live chat software over conventional customer support boost the growth of the live chat software market. However, lack of standardization and continuous surge in demand for web mobile self-services are the major restraints of this market.

The live chat software market is segmented on the basis of product, device type, end user, and geography. Product segment covered in this study includes informational live chat systems, sales live chat systems, and customer service live chat systems. By device type, the market is segmented into mobile and desktop. By end user, the market is categorized into telecommunication & IT, retail, BFSI, travel & hospitality, education, healthcare, and others (entertainment, media, education, government, and real estate). By region, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

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On the basis of end user, the retail & ecommerce segment dominated the live chat software market in 2020. Online chat software help retailers to connect with the customer during the

shopping process rather than after a purchase. This reduces the need for retailers to deal with customer service requests in the future and allows them to cross-sell or upsell items due to which they are preferred by many of the retailers. However, travel & hospitality registered highest growth during live chat software market forecast period. The proliferation of discount travel agencies and automated ticketing websites in recent years have increased the competition in the travel industry by making it harder to attract customers and make profit. This has fueled the adoption of online chat software by number of players in the global travel & hospitality industry to gain competitive advantages over others.

On the basis of product, the customer service live chat system segment dominated the live chat software market share in 2020, and is expected to maintain its dominance in the upcoming years. Customer service live chat systems strongly reduces the effort it takes for visitors to receive answers to their questions. In the era of customer-focused businesses, live chat systems help to understand how and why unique customer events occur and what changes should be made to improve customer satisfaction. Moreover, rise in awareness about the benefits of the live chat software, which includes improved customer service & loyalty and customer convenience drive the market growth. However, sales live chat system is expected to register highest growth rate during forecasted period.

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North America dominated the live chat software market in 2020. The top start-up accelerators in North America are building artificial intelligence-enabled tools to help businesses with customer support, sales, and marketing. For instance, North American businesses are using bots such as Claire, which is used for testing consumer products, ad campaigns and Scribe, which is an AI-powered "sales development representative" that can identify new leads. The combination of artificial intelligence and live chat software is anticipated to create enormous opportunities for this market.

Some of the key Live chat software industry players profiled in the report include LogMeIn, Inc., LivePerson, Inc., Zendesk, SnapEngage, Livechat, Inc., Olark, Kayako, Inc., Freshdesk, Inc., Woopra, Inc., and Provide Support LLC. This study includes market trends, Live chat software market analysis, and future estimations to determine the imminent investment pockets.

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Thanks for reading this article you can also get individual chapter-wise sections or region-wise report versions like North America Europe or Asia.

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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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