

# Contact Center as a Service (CCaaS) Market Growing at 16.8% CAGR | Reach USD 19.8 Billion by 2031 Globally

WILMINGTON, DE, UNITED STATES, July 16, 2025 /EINPresswire.com/ -- Allied Market Research published a new report, titled, "[Contact Center as a Service \(CCaaS\) Market](#) Growing at 16.8% CAGR | Reach USD 19.8 Billion by 2031 Globally." The report offers an extensive analysis of key growth strategies, drivers, opportunities, key segment, Porter's Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain thorough understanding of the industry and determine steps to be taken to gain competitive advantage.



Contact Center as a Service (CCaaS) Market

The global contact center as a service market was valued at \$4.3 billion in 2021, and is projected to reach \$19.8 billion by 2031, growing at a CAGR of 16.8% from 2022 to 2031.

For more information, contact Allied Market Research at (314) 455-2400 or email [sales@alliedmarketresearch.com](mailto:sales@alliedmarketresearch.com).

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## Driving Factors Contact Center as a Service (CCaaS) Market

Increase in demand for enhanced and seamless end-to-end customer experience and decline in operating cost due to adoption of CaaS have boosted the growth of the global contact center as a service (CaaS) market. However, concerns regarding security, possibility of fraud cases, and activity with the contact center as service hinder the market growth. On the contrary, surge in need for application programming interface-based contact centers would open new opportunities in the future.

## Definition of Contact Center as a Service (CCaaS) Market

Cloud-based software applications called Contact Center as a Service (CCaaS) are utilized by incoming and outgoing departments to deliver an improved client interaction overall while maintaining everything online instead of on premises infrastructure. Contact routing, sales force assistance, and engagement tracking are the main priorities of CCaaS.. Businesses may start a contact center without any hardware by using CCaaS software solutions. Every client touch point is streamlined into a single platform via a CCaaS solution. These exchanges can take place via text messaging, live chat, email, and phone conversations.

### Key Players in Contact Center as a Service (CCaaS) Market

The key players profiled in the Contact Center as a Service (CCaaS) Market report include Accenture LLP, Alphabet Inc. (Google Corporation), Amazon.com Inc. (AWS), AT&T Inc., Cisco Systems, IBM Corporation, Microsoft Corporation, Oracle Corporation and SAP SE. Market players have adopted various strategies, such as product launch, collaboration & partnership, joint venture, and acquisition, to expand their foothold in the Contact Center as a Service (CCaaS) market.

For more information on this report, contact the analyst at:

<https://www.alliedmarketresearch.com/connect-to-analyst/A17509>

By region, the global contact center as a service (CaaS) market across North America held the largest share in 2021, accounting for more than half of the market, and is projected to maintain its leadership position during the forecast period. This is due to growth of IT sector and adoption of latest technologies in the region. However, the market across Asia-Pacific is expected to register the highest CAGR of 19.5% during the forecast period.

By end use verticals, the healthcare segment is projected to manifest the highest CAGR of 20.4% during the forecast period, due to use of automated machine technologies and adoption of telemedicine and e-prescriptions, computer telephony integration, customer collaboration, reporting, and analytics. However, the others segment dominated the global lubricants global contact center as a service industry in 2021, accounting for nearly two-fifths of the market, and is expected to continue to dominate throughout the forecast period.

By offerings, the services segment is estimated to portray the highest CAGR of 21.9% during the forecast period. However, the solutions segment held the largest share in 2021, accounting for more than 90% of the global contact center as a service (CaaS) market. Users may transfer expensive IT resources to the cloud due to commercial solutions for cloud computing like Amazon Web Services and Microsoft Azure, which require better performing customer feedback management solutions. This drives the growth of the segment.

For more information on this report, contact the analyst at (218) 344-3444 or email at [sales@alliedmarketresearch.com](mailto:sales@alliedmarketresearch.com), or visit our website at <https://www.alliedmarketresearch.com/checkout-final/aa6d4b2d98bc4f4346ca0efc01b85b8b>

## Covid-19 Impacts on Contact Center as a Service (CCaaS) Market-

□ The Covid-19 pandemic boosted the demand for cutting-edge technologies such as cloud computing, customer relation management solutions, and artificial intelligence. Businesses across the globe had to embrace such innovations to fulfill their need for digitalization.

□ Several organizations established cloud-based services such as video conferencing, project management, and variety of communications tools that are delivered as a service.

□ CaaS model options helped companies in improving business efficiency and customer experience during the pandemic.

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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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Allied Market Research (AMR) is a market research and business-consulting firm of Allied Analytics LLP, based in Portland, Oregon. AMR offers market research reports, business solutions, consulting services, and insights on markets across 11 industry verticals. Adopting extensive research methodologies, AMR is instrumental in helping its clients to make strategic business decisions and achieve sustainable growth in their market domains. We are equipped with skilled analysts and experts and have a wide experience of working with many Fortune 500 companies and small & medium enterprises.

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

1209 Orange Street,  
Corporation Trust Center,  
Wilmington, New Castle,  
Delaware 19801 USA.

Int'l: +1-503-894-6022

Toll Free: +1-800-792-5285

UK: +44-845-528-1300

India (Pune): +91-20-66346060

Fax: +1-800-792-5285

[help@alliedmarketresearch.com](mailto:help@alliedmarketresearch.com)

David Correa

Allied Market Research

+ +1 800-792-5285

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