Mass Notification Market by Solution, by Application, by Deployment, by Vertical & by Region - Global Forecast to 2020


A mass notification system (MNS) facilitates the broadcast of messages and alerts to masses before, during or after any emergency situation. The MNS keep everyone informed before, during and after any event or disaster. MNS are instrumental in reducing the panic among masses and efficiently driving relief and rescue operations. Customers of mass notification systems consist of large scale companies, Small and Medium Enterprises (SMEs), educational institutions, healthcare companies, defense and surveillance agencies, emergency response teams and also government agencies. Mass notification services provide notifications to individuals or groups such as customers, employees, citizens, and government officials. Increasing number of disasters natural or manmade is expected to continue to be one of the major drivers behind the growth of this industry.

The vendors of mass notification include companies such as IBM Amatra, Honeywell International, Siemens AG, AtHoc, and Eaton Corporation. Other companies mentioned in the report include Everbridge, xMatters, Metis Secure Solutions, Omninet, and MIR3. Major forces driving this market include need for public safety and security, increasing awareness for emergency communication solutions, requisite for business continuity and growing trend towards mobility. Over the next five years, the market for mass notification is expected to evolve, be ubiquitous across its ecosystem, and penetrate the market to a huge extent covering all geographical territories.


The main challenges in this market are lack of regulation regarding mass notification systems in other verticals apart from defense and education. The mass notification regulations were released in October 2009, the U.S. Department of Education while the Department of Defense issued UFC 4-021-01 in December 2002, which is similar to NFPA standards. But apart from these regulations, the other verticals such as energy and power or commercial do not have strict mass notification regulations. Availability of sub-standardized solutions is another restraint in this market.

There are various assumptions that we have taken into consideration for market sizing and forecasting exercise. Few of global assumptions include political, economic, social, technological and economic factors. For instance, exchange rates, one of the economic factors, are expected to have a moderate rating of impact on this market. Therefore, dollar fluctuations are expected to not seriously affect the forecasts in the emerging APAC regions.

The report will help the market leaders/new entrants in this market in the following ways –

1. This report segments the market into devices and applications, covering this market comprehensively. The report provides the closest approximations of the revenue numbers for the overall market and the sub-segments. The market numbers are further split across the different verticals and regions.
2. This report will help them better understand the competitor and gain more insights to better position their business. There is a separate section on competitive landscape, including competitor ecosystem, mergers and acquisition and venture capital funding. Besides, there are company profiles of 10 top players in this market. In this section, market internals are provided that can put them ahead of the competitors.

3. The report helps them understand the pulse of the market. The report provides information on key market drivers, restraints, challenges, and opportunities.

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