Social Media Messaging: Market Shares, Strategies, and Forecasts, Worldwide, 2016 to 2022

Description: The complete report provides a comprehensive analysis including user numbers for those generating revenue, and counting separately, the much larger number of users not generating revenue.

Segment analysis looks at texting, games, video, and e-commerce revenue, providing users, market value, forecasts, as well as a detailed competitive market shares and analysis of major players’ success, challenges, and strategies in each segment and sub-segment. The reports cover markets for social media texting platform specialties and sub-specialties.

Worldwide Social Media Messaging markets are poised to revolutionize communications by evolving a lifestyle support platform that has broad capabilities to connect people.

Social messaging platforms leverage smart phones to deliver an increasingly broad set of lifestyle functions. Social media platforms that have been adept at moving to embrace the mobile revolution in user adoption. The smart phone can do everything. Messaging is the preferred medium of the smart phone.

Social media messaging usage is dependent on opening and engaging with the app. Message platforms are the most used apps globally. Social media messaging has transcended simple communication and become a platform for gaming, commerce and payment, media, taxi services and beyond. As these trends play out globally, mobile messaging leaders are evolving into central communication hubs.

Social messaging platforms leverage smart phones to deliver an increasingly broad set of lifestyle functions. Tencent (TCEHY) in China owns WeChat. This dominates the messaging market. Chat apps are widely used for shopping in China. They make consumer goods more available. In the U.S, Americans have access to brick-and-mortar shopping options.

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