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Americas Survey Management Market - Trends Analysis, Product Usability Profiles & Forecasts to 2023

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Abstracts

360iResearch predicts the americas survey management market to grow from USD 331.29 million in 2016 to USD 1,003.47 million by 2023, at a Compound Annual Growth Rate (CAGR) of 17.15%. The year 2016 has been considered as the base year, while the forecast period is up-to 2023.

The major forces driving the growth of the survey management market include the need to efficiently analyze the hidden patterns in surveys and high penetration of mobile and smart devices for interactive service. However certain factors such as the difficulty in projecting emotions may hinder the market growth. In the middle of difficulty lies opportunity such as the tool to study brand, advertising, media and retail trackers. The possible challenges for the market growth is lack of good survey design practices. But key players in the market are overcoming the challenges with continual improvement and innovation.

Based on industry, the americas survey management market is studied across aerospace & defense, banking, financial services & insurance, consumer goods & retail, education, energy & utilities, government, healthcare & life sciences, information technology, manufacturing, media & entertainment, telecommunication, automotive & transportation & logistics, and travel & hospitality. Based on geography, the americas survey management market is studied across United States, Brazil, Canada, Mexico, and Argentina.

The report features a competitive scenario of the survey management market and provides inclusive analysis of key growth strategies adopted by major players. Key products profiled in the study are CallidusCloud CX, Checkbox Survey, FormSite,

GetFeedback, Google Forms, Qualtrics Research Core, QuestionPro Survey Platform, SmartSurvey, SoGoSurvey, SurveyGizmo Survey Tool, SurveyMonkey, Surveypal, Typeform, Voxco Survey Solution, and Zoho Survey.

Report Highlights:

The report provides deep insights on demand forecasts, market trends and micro and macro indicators. In addition, this report provides insights on the factors that are driving and restraining the demand of survey management market. Moreover, the study highlights current market trends and provides forecast. We also have highlighted future trends in the survey management market that will impact the demand during the forecast period. Moreover, the competitive analysis of survey management market brings an insight on the product usability profiles of the leading players. Additionally, the analysis highlights features & pricing, informant reviews of the key products in the market.

Reasons to Buy:

The survey management market research study reveals hidden insights and dynamic, which in turn helps the players in the ecosystem take better strategic decisions. The firms looking for purchasing the americas survey management market research report could look for following prospects on their way to better understand the market that can aid further decision making and possibly identify the best opportunities to exploit.

Evaluate the qualitative and quantitative aspects of the report and analyze the survey management market penetration with respect to industries and geographies.

Evaluate the key vendors in the survey management market in terms of products satisfaction and business strategy. This helps identify consumer preferences and understand its current position in 360iResearch FPNV Positioning Matrix.

Evaluates the key vendors and deeply analyze competitive landscape, revenue pockets, market trends, growth prospects, pain points, drivers, restraints, challenges and opportunities of the survey management market.

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