+44 20 8123 2220
info@marketpublishers.com

Global Web Content Management Market - Trends Analysis, Product Usability Profiles & Forecasts to 2023

https://marketpublishers.com/r/G560334BBD8EN.html
Date: December 2017
Pages: 120
Price: US$ 3,000.00 (Single User License)
ID: G560334BBD8EN

Abstracts

360iResearch predicts the global web content management market to grow from USD 4,132.10 million in 2016 to USD 12,878.57 million by 2023, at a Compound Annual Growth Rate (CAGR) of 17.63%. 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 web content management market include the continuous content updates and quality improvement on the web properties and assistance in effective content management and collaboration. Moreover, ensures device and platform compatibility for the web properties and easy customization options are also some of the factors that are driving the market growth. However issues related to backend maintenance, and potential websites holdups if not configured properly may hinder the market growth. In the middle of difficulty lies opportunity such as the cloud based cms, multi-channel content marketing, and integrating wcm to offer market data warehousing. The possible challenges for the market growth is migration of existing information. But key players in the market are overcoming the challenges with continual improvement and innovation.

Based on industry, the global web content 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, transportation & logistics, and travel & hospitality. Based on geography, the global web content management market is studied across Americas, Europe, Middle East & Africa, and Asia-Pacific.

+44 20 8123 2220
info@marketpublishers.com

The report features a competitive scenario of the web content management market and provides inclusive analysis of key growth strategies adopted by major players. Key products profiled in the study are Acquia Drupal, Acquia Drupal 8, Adobe Experience Manager, Hippo CMS, IBM Web Content Manager, Kentico CMS, OUCampus, Oracle WebCenter Sites, Progress Sitefinity, and dotCMS Cloud.

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 web content management market. Moreover, the study highlights current market trends and provides forecast. We also have highlighted future trends in the web content management market that will impact the demand during the forecast period. Moreover, the competitive analysis of web content 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 web content 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 global web content 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 web content management market penetration with respect to industries and geographies.

Evaluate the key vendors in the web content 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 web content management market.

+44 20 8123 2220
info@marketpublishers.com

+44 20 8123 2220
info@marketpublishers.com

Contents

1. PREFACE

1.1 Objectives of the Study
1.2 Market Definition
1.3 Market Segmentation & Coverage
1.4 Years Considered for the Study
1.5 Currency & Pricing
1.6 Stakeholders

2. RESEARCH & FORECASTING

2.1 Research Methodology
  2.1.1 Research Instruments
    2.1.1.1 Secondary Instrument
    2.1.1.2 Primary Instrument
  2.1.2 Research Approaches
    2.1.2.1 Bottom-up Approach
    2.1.2.2 Top-down Approach
  2.1.3 Research Reliability & Validity
  2.1.4 Research Assumptions
2.2 Forecasting Methodology
  2.2.1 Methodology for Market Estimation & Forecasting
  2.2.2 Significance and Importance of the Market Estimation & Forecasting

3. EXECUTIVE SUMMARY

4. PREMIUM INSIGHT

4.1 Market Connectivity
4.2 Market Data Feed
4.3 Market Dynamics
  4.3.1 Drivers
    4.3.1.1 Continuous content updates and quality improvement on the web properties
    4.3.1.2 Assistance in effective content management and collaboration
    4.3.1.3 Ensures device and platform compatibility for the web properties
    4.3.1.4 Easy customization options
  4.3.2 Restraints

+44 20 8123 2220
info@marketpublishers.com

4.3.2.1 Issues related to backend maintenance
4.3.2.2 Potential websites holdups if not configured properly
4.3.3 Opportunities
4.3.3.1 Cloud based CMS
4.3.3.2 Multi-channel content marketing
4.3.3.3 Integrating WCM to offer market data warehousing
4.3.4 Challenges
4.3.4.1 Migration of existing information

5. GLOBAL WEB CONTENT MANAGEMENT MARKET, BY INDUSTRY

5.1 Aerospace & Defense
5.1.1 Overview
5.1.2 Market Sizing & Forecasting
5.2 Banking, Financial Services & Insurance
5.2.1 Overview
5.2.2 Market Sizing & Forecasting
5.3 Consumer Goods & Retail
5.3.1 Overview
5.3.2 Market Sizing & Forecasting
5.4 Education
5.4.1 Overview
5.4.2 Market Sizing & Forecasting
5.5 Energy & Utilities
5.5.1 Overview
5.5.2 Market Sizing & Forecasting
5.6 Government
5.6.1 Overview
5.6.2 Market Sizing & Forecasting
5.7 Healthcare & Life Sciences
5.7.1 Overview
5.7.2 Market Sizing & Forecasting
5.8 Information Technology
5.8.1 Overview
5.8.2 Market Sizing & Forecasting
5.9 Manufacturing
5.9.1 Overview
5.9.2 Market Sizing & Forecasting
5.10 Media & Entertainment

+44 20 8123 2220
info@marketpublishers.com

5.10.1 Overview
5.10.2 Market Sizing & Forecasting
5.11 Telecommunication
5.11.1 Overview
5.11.2 Market Sizing & Forecasting
5.12 Transportation & Logistics
5.12.1 Overview
5.12.2 Market Sizing & Forecasting
5.13 Travel & Hospitality
5.13.1 Overview
5.13.2 Market Sizing & Forecasting

6. GLOBAL WEB CONTENT MANAGEMENT MARKET, BY GEOGRAPHY

6.1 Americas
6.1.1 Overview
6.1.2 Market Sizing & Forecasting
6.1.3 United States
6.2 Europe, Middle East & Africa
6.2.1 Overview
6.2.2 Market Sizing & Forecasting
6.2.3 United Kingdom
6.2.4 Germany
6.2.5 Saudi Arabia
6.3 Asia-Pacific
6.3.1 Overview
6.3.2 Market Sizing & Forecasting
6.3.3 China
6.3.4 Japan
6.3.5 India

7. COMPETITIVE LANDSCAPE

7.1 360iResearch FPNV Positioning Matrix
7.1.1 Business Strategy
7.1.2 Product Satisfaction
7.2 Competitive Product Features Matrix
7.2 Competitive News Feed Analysis

+44 20 8123 2220
info@marketpublishers.com

8. PRODUCT USABILITY PROFILES

8.1 Acquia Drupal
8.2 Acquia Drupal
8.3 Adobe Experience Manager
8.4 Hippo CMS
8.5 IBM Web Content Manager
8.6 Kentico CMS
8.7 OUCampus
8.8 Oracle WebCenter Sites
8.9 Progress Sitefinity
8.10 dotCMS Cloud

9. APPENDIX

9.1 Analysts Review
9.2 Disclaimer

+44 20 8123 2220
info@marketpublishers.com

List Of Tables

LIST OF TABLES (26 TABLES)

TABLE 1. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, 2015 - 2023 (USD MILLION)
TABLE 2. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY INDUSTRY, 2015 - 2023 (USD MILLION)
TABLE 3. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)
TABLE 4. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY AEROSPACE & DEFENSE, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)
TABLE 5. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY BANKING, FINANCIAL SERVICES & INSURANCE, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)
TABLE 6. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY CONSUMER GOODS & RETAIL, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)
TABLE 7. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY EDUCATION, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)
TABLE 8. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY ENERGY & UTILITIES, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)
TABLE 9. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY GOVERNMENT, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)
TABLE 10. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY HEALTHCARE & LIFE SCIENCES, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)
TABLE 11. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY INFORMATION TECHNOLOGY, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)
TABLE 12. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY MANUFACTURING, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)
TABLE 13. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY MEDIA & ENTERTAINMENT, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)
TABLE 14. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY TELECOMMUNICATION, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)
TABLE 15. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY TRANSPORTATION & LOGISTICS, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)
TABLE 16. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY TRAVEL & HOSPITALITY, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)
TABLE 17. AMERICAS WEB CONTENT MANAGEMENT MARKET SIZE, 2015 - 2023 (USD MILLION)

+44 20 8123 2220
info@marketpublishers.com

TABLE 18. EUROPE, MIDDLE EAST & AFRICA WEB CONTENT MANAGEMENT MARKET SIZE, 2015 - 2023 (USD MILLION)
TABLE 19. ASIA-PACIFIC WEB CONTENT MANAGEMENT MARKET SIZE, 2015 - 2023 (USD MILLION)
TABLE 20. 360IRESEARCH SCORES FOR FOREFRONT IN WEB CONTENT MANAGEMENT MARKET
TABLE 21. 360IRESEARCH SCORES FOR PATHFINDERS IN WEB CONTENT MANAGEMENT MARKET
TABLE 22. 360IRESEARCH SCORES FOR NICHE IN WEB CONTENT MANAGEMENT MARKET
TABLE 23. 360IRESEARCH SCORES FOR VITAL IN WEB CONTENT MANAGEMENT MARKET
TABLE 24. 360IRESEARCH FPNV POSITIONING MATRIX BUSINESS STRATEGY FOR WEB CONTENT MANAGEMENT MARKET
TABLE 25. 360IRESEARCH FPNV POSITIONING MATRIX PRODUCT SATISFACTION FOR WEB CONTENT MANAGEMENT MARKET
TABLE 26. 360IRESEARCH COMPETITIVE PRODUCT FEATURES MATRIX FOR WEB CONTENT MANAGEMENT MARKET

+44 20 8123 2220
info@marketpublishers.com

List Of Figures

LIST OF FIGURES (47 FIGURES)

FIGURE 1. GLOBAL WEB CONTENT MANAGEMENT MARKET: YEARS CONSIDERED FOR THE STUDY
FIGURE 2. GLOBAL WEB CONTENT MANAGEMENT MARKET: KEY RESEARCH METHODOLOGY
FIGURE 3. GLOBAL WEB CONTENT MANAGEMENT MARKET: KEY SECONDARY INSTRUMENT SOURCES
FIGURE 4. GLOBAL WEB CONTENT MANAGEMENT MARKET: KEY BREAKDOWN OF PRIMARY INSTRUMENT
FIGURE 5. GLOBAL WEB CONTENT MANAGEMENT MARKET: KEY DATA TRIANGULATION
FIGURE 6. GLOBAL WEB CONTENT MANAGEMENT MARKET: KEY RESEARCH ASSUMPTIONS
FIGURE 7. GLOBAL WEB CONTENT MANAGEMENT MARKET CONNECTIVITY
FIGURE 8. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, 2015 - 2023 (USD MILLION)
FIGURE 9. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY INDUSTRY, 2016 (USD MILLION)
FIGURE 10. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY GEOGRAPHY, 2016 (USD MILLION)
FIGURE 11. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY AEROSPACE & DEFENSE, BY GEOGRAPHY, 2016 (USD MILLION)
FIGURE 12. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY AEROSPACE & DEFENSE, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)
FIGURE 13. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY BANKING, FINANCIAL SERVICES & INSURANCE, BY GEOGRAPHY, 2016 (USD MILLION)
FIGURE 14. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY BANKING, FINANCIAL SERVICES & INSURANCE, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)
FIGURE 15. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY CONSUMER GOODS & RETAIL, BY GEOGRAPHY, 2016 (USD MILLION)
FIGURE 16. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY CONSUMER GOODS & RETAIL, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)
FIGURE 17. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY EDUCATION, BY GEOGRAPHY, 2016 (USD MILLION)
FIGURE 18. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY

+44 20 8123 2220
info@marketpublishers.com

EDUCATION, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)
FIGURE 19. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY ENERGY & UTILITIES, BY GEOGRAPHY, 2016 (USD MILLION)
FIGURE 20. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY ENERGY & UTILITIES, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)
FIGURE 21. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY GOVERNMENT, BY GEOGRAPHY, 2016 (USD MILLION)
FIGURE 22. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY GOVERNMENT, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)
FIGURE 23. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY HEALTHCARE & LIFE SCIENCES, BY GEOGRAPHY, 2016 (USD MILLION)
FIGURE 24. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY HEALTHCARE & LIFE SCIENCES, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)
FIGURE 25. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY INFORMATION TECHNOLOGY, BY GEOGRAPHY, 2016 (USD MILLION)
FIGURE 26. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY INFORMATION TECHNOLOGY, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)
FIGURE 27. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY MANUFACTURING, BY GEOGRAPHY, 2016 (USD MILLION)
FIGURE 28. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY MANUFACTURING, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)
FIGURE 29. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY MEDIA & ENTERTAINMENT, BY GEOGRAPHY, 2016 (USD MILLION)
FIGURE 30. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY MEDIA & ENTERTAINMENT, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)
FIGURE 31. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY TELECOMMUNICATION, BY GEOGRAPHY, 2016 (USD MILLION)
FIGURE 32. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY TELECOMMUNICATION, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)
FIGURE 33. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY TRANSPORTATION & LOGISTICS, BY GEOGRAPHY, 2016 (USD MILLION)
FIGURE 34. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY TRANSPORTATION & LOGISTICS, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)
FIGURE 35. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY TRAVEL & HOSPITALITY, BY GEOGRAPHY, 2016 (USD MILLION)
FIGURE 36. GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE, BY TRAVEL & HOSPITALITY, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)
FIGURE 37. AMERICAS WEB CONTENT MANAGEMENT MARKET SIZE, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

+44 20 8123 2220
info@marketpublishers.com

FIGURE 38. UNITED STATES WEB CONTENT MANAGEMENT MARKET SIZE, 2016 VS 2023 (USD MILLION)
FIGURE 39. EUROPE, MIDDLE EAST & AFRICA WEB CONTENT MANAGEMENT MARKET SIZE, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)
FIGURE 40. UNITED KINGDOM WEB CONTENT MANAGEMENT MARKET SIZE, 2016 VS 2023 (USD MILLION)
FIGURE 41. GERMANY WEB CONTENT MANAGEMENT MARKET SIZE, 2016 VS 2023 (USD MILLION)
FIGURE 42. SAUDI ARABIA WEB CONTENT MANAGEMENT MARKET SIZE, 2016 VS 2023 (USD MILLION)
FIGURE 43. ASIA-PACIFIC WEB CONTENT MANAGEMENT MARKET SIZE, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)
FIGURE 44. CHINA WEB CONTENT MANAGEMENT MARKET SIZE, 2016 VS 2023 (USD MILLION)
FIGURE 45. JAPAN WEB CONTENT MANAGEMENT MARKET SIZE, 2016 VS 2023 (USD MILLION)
FIGURE 46. INDIA WEB CONTENT MANAGEMENT MARKET SIZE, 2016 VS 2023 (USD MILLION)
FIGURE 47. 360IRESEARCH FPNV POSITIONING MATRIX FOR WEB CONTENT MANAGEMENT MARKET

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Global Web Content Management Market - Trends Analysis, Product Usability Profiles & Forecasts to 2023

Product link: https://marketpublishers.com/r/G560334BBD8EN.html

Price: US$ 3,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/G560334BBD8EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

+44 20 8123 2220
info@marketpublishers.com