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Product Information Management Market by Component (Software and Services), Deployment (On-premise and Cloud), Enterprise Size (Large Enterprises and Small & Medium-sized Enterprises), and Industry Vertical (BFSI, Retail, Manufacturing, IT & Telecom, Transportation & Logistics, Media & Entertainment, and Other): Global Opportunity Analysis and Industry Forecast, 2020–2027

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Abstracts

Product information management (PIM) refers to the process of handling all the data, content, and other material that you need to market and sell products. PIM also ensures that quality data is created for internal use and multichannel distribution. PIM improves cross-functional collaboration, streamlines critical workflows, and enables customer/sales opportunities to surface that otherwise would have been hidden by disconnected, poor-quality product data.

Growth in demand for product information management software from thriving eCommerce industry, increase in need to boost team productivity, and rise in need for product data curation & management are some of the major factors that drive the global product information management market growth. However, lack of skilled IT staff and data security issues are anticipated to restrict the market growth. In contrast, incorporation of advanced technologies such as AI & ML in PIM software to improve the product information management are anticipated to provide lucrative growth opportunities for the expansion of the global product information management market during the analysis period.

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The global product information management market is segmented on the basis of component, deployment, enterprise size, industry vertical, and region. By component, it is divided into software and services. The software segment is further sub categorized into single domain PIM and multi domain PIM. Depending on deployment, it is categorized into on-premise and cloud. According to enterprise size, the product information management market is classified into large enterprises and small & medium enterprises. As per industry vertical, it is fragmented into BFSI, retail, manufacturing, IT & telecom, transportation & logistics, media & entertainment, and other. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The key players operating in the global product information management market analysis are Oracle, SAP SE, IBM, Akeneo, Informatica LLC, Pimcore, Salsify, Riversand, Stibo Systems., and Inriver.

KEY BENEFITS FOR STAKEHOLDERS

The study provides an in-depth analysis of the global product information management market along with the current & future trends to elucidate the imminent investment pockets.

Information about key drivers, restrains, and opportunities and their impact analyses on the market size is provided in the report.

Porter’s five forces analysis illustrates the potency of buyers and suppliers operating in the industry.

The quantitative analysis of the global product information management market from 2019 to 2027 is provided to determine the market potential.

KEY MARKET SEGMENTS

By Component

Software

Multi domain PIM

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Single domain PIM

Services

By Deployment

On-premise

Cloud

By Enterprise Size

Large Enterprises

Small & Medium Enterprises (SMEs)

By Industry Vertical

BFSI

Retail

Manufacturing

Telecom and IT

Transportation and Logistics

Media and Entertainment

Other

By Region

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North America

U.S.

Canada

Europe

UK

Germany

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

India

Japan

Australia

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

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KEY MARKET PLAYERS

Oracle

SAP

IBM

Informatica LLC

Akeneo

Pimcore

Salsify

Riversand

Stibo Systems.

InRiver

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Contents

CHAPTER 1:INTRODUCTION

1.1.Report description
1.2.Key benefits
1.3.Key market segments
1.4.Research methodology
  1.4.1.Secondary research
  1.4.2.Primary research
  1.4.3.Analyst tools & models

CHAPTER 2:EXECUTIVE SUMMARY

2.1.Key findings
  2.1.1.Top impacting factors
  2.1.2.Top investment pockets
2.2.CXO perspective

CHAPTER 3:MARKET OVERVIEW

3.1.Market definition and scope
3.2.Porter’s five forces analysis
  3.2.1.Bargaining power of suppliers
  3.2.2.Bargaining power of buyers
  3.2.3.Threat of substitutes
  3.2.4.Threat of new entrants
  3.2.5.Competitive rivalry
3.3.Case study
  3.3.1.Case study
  3.3.2.Case study
3.4.Market dynamics
  3.4.1.Drivers
    3.4.1.1.Rise in need for product data curation and management
    3.4.1.2.Increase in demand for better product information for future commerce
    3.4.1.3.Growth in demand for product information management software from thriving eCommerce industry
  3.4.2.Restraint
    3.4.2.1.Inaccuracies in data

+44 20 8123 2220
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3.4.2.2.Lack of skilled IT staff
3.4.3.Opportunities
3.4.3.1.Integration of artificial intelligence and machine learning capabilities to enhance information management and customer experience
3.4.3.2.Rise in demand for cloud-based product information management solutions
3.5.COVID-19 impact analysis on product information management market
3.5.1.Impact on market size
3.5.2.Consumer trends, preferences, and budget impact
3.5.3.Regulatory framework
3.5.4.Economic impact
3.5.5.Strategies of key players to tackle negative impact
3.5.6.Opportunity window (due to COVID-19 outbreak)

CHAPTER 4:PRODUCT INFORMATION MANAGEMENT MARKET, BY COMPONENT

4.1.Overview
4.2.Software
4.2.1.Key market trends, growth factors, and opportunities
4.2.2.Market size and forecast, by region
4.2.3.Market analysis, by country
4.2.4.Market size and forecast, by type
4.2.4.1.Single domain
4.2.4.2.Multi domain
4.3.Services
4.3.1.Key market trends, growth factors, and opportunities
4.3.2.Market size and forecast, by region
4.3.3.Market analysis, by country

CHAPTER 5:PRODUCT INFORMATION MANAGEMENT MARKET, BY DEPLOYMENT

5.1.Overview
5.2.On-premise
5.2.1.Key market trends, growth factors, and opportunities
5.2.2.Market size and forecast, by region
5.2.3.Market analysis, by country
5.3.Cloud
5.3.1.Key market trends, growth factors, and opportunities

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info@marketpublishers.com

5.3.2.Market size and forecast, by region
5.3.3.Market analysis, by country

CHAPTER 6:PRODUCT INFORMATION MANAGEMENT MARKET, BY ENTERPRISE SIZE

6.1.Overview
6.2.Large enterprises
6.2.1.Key market trends, growth factors, and opportunities
6.2.2.Market size and forecast, by region
6.2.3.Market analysis, by country
6.3.Small & medium enterprises
6.3.1.Key market trends, growth factors, and opportunities
6.3.2.Market size and forecast, by region
6.3.3.Market analysis, by country

CHAPTER 7:PRODUCT INFORMATION MANAGEMENT MARKET, BY INDUSTRY VERTICAL

7.1.Overview
7.2.BFSI
7.2.1.Key market trends, growth factors, and opportunities
7.2.2.Market size and forecast, by region
7.2.3.Market analysis, by country
7.3.Retail
7.3.1.Key market trends, growth factors, and opportunities
7.3.2.Market size and forecast, by region
7.3.3.Market analysis, by country
7.4.Manufacturing
7.4.1.Key market trends, growth factors, and opportunities
7.4.2.Market size and forecast, by region
7.4.3.Market analysis, by country
7.5.Telecom and IT
7.5.1.Key market trends, growth factors, and opportunities
7.5.2.Market size and forecast, by region
7.5.3.Market analysis, by country
7.6.Transportation & Logistics
7.6.1.Key market trends, growth factors, and opportunities
7.6.2.Market size and forecast, by region

+44 20 8123 2220
info@marketpublishers.com

7.6.3.Market analysis, by country
7.7.Media and entertainment
7.7.1.Key market trends, growth factors, and opportunities
7.7.2.Market size and forecast, by region
7.7.3.Market analysis, by country
7.8.Others
7.8.1.Key market trends, growth factors, and opportunities
7.8.2.Market size and forecast, by region
7.8.3.Market analysis, by country

CHAPTER 8:PRODUCT INFORMATION MANAGEMENT MARKET, BY REGION

8.1.Overview
8.2.North America
8.2.1.Key market trends, growth factors, and opportunities
8.2.2.Market size and forecast, by component
8.2.3.Market size and forecast, by deployment
8.2.4.Market size and forecast, by enterprise size
8.2.5.Market size and forecast, by industry vertical
8.2.6.Market analysis by country
8.2.6.1.U.S.
8.2.6.1.1.Market size and forecast, by component
8.2.6.1.2.Market size and forecast, by deployment
8.2.6.1.3.Market size and forecast, by enterprise size
8.2.6.1.4.Market size and forecast, by industry vertical
8.2.6.2.Canada
8.2.6.2.1.Market size and forecast, by component
8.2.6.2.2.Market size and forecast, by deployment
8.2.6.2.3.Market size and forecast, by enterprise size
8.2.6.2.4.Market size and forecast, by industry vertical
8.3.Europe
8.3.1.Key market trends, growth factors, and opportunities
8.3.2.Market size and forecast, by component
8.3.3.Market size and forecast, by deployment
8.3.4.Market size and forecast, by enterprise size
8.3.5.Market size and forecast, by industry vertical
8.3.6.Market analysis by country
8.3.6.1.UK
8.3.6.1.1.Market size and forecast, by component

+44 20 8123 2220
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8.3.6.1.2.Market size and forecast, by deployment
8.3.6.1.3.Market size and forecast, by enterprise size
8.3.6.1.4.Market size and forecast, by industry vertical
8.3.6.2.Germany
8.3.6.2.1.Market size and forecast, by component
8.3.6.2.2.Market size and forecast, by deployment
8.3.6.2.3.Market size and forecast, by enterprise size
8.3.6.2.4.Market size and forecast, by industry vertical
8.3.6.3.France
8.3.6.3.1.Market size and forecast, by component
8.3.6.3.2.Market size and forecast, by deployment
8.3.6.3.3.Market size and forecast, by enterprise size
8.3.6.3.4.Market size and forecast, by industry vertical
8.3.6.4.Italy
8.3.6.4.1.Market size and forecast, by component
8.3.6.4.2.Market size and forecast, by deployment
8.3.6.4.3.Market size and forecast, by enterprise size
8.3.6.4.4.Market size and forecast, by industry vertical
8.3.6.5.Spain
8.3.6.5.1.Market size and forecast, by component
8.3.6.5.2.Market size and forecast, by deployment
8.3.6.5.3.Market size and forecast, by enterprise size
8.3.6.5.4.Market size and forecast, by industry vertical
8.3.6.6.Rest of Europe
8.3.6.6.1.Market size and forecast, by component
8.3.6.6.2.Market size and forecast, by deployment
8.3.6.6.3.Market size and forecast, by enterprise size
8.3.6.6.4.Market size and forecast, by industry vertical
8.4.Asia-Pacific
8.4.1.Key market trends, growth factors, and opportunities
8.4.2.Market size and forecast, by component
8.4.3.Market size and forecast, by deployment
8.4.4.Market size and forecast, by enterprise size
8.4.5.Market size and forecast, by industry vertical
8.4.6.Market analysis by country
8.4.6.1.China
8.4.6.1.1.Market size and forecast, by component
8.4.6.1.2.Market size and forecast, by deployment
8.4.6.1.3.Market size and forecast, by enterprise size

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8.4.6.1.4.Market size and forecast, by industry vertical
8.4.6.2.India
8.4.6.2.1.Market size and forecast, by component
8.4.6.2.2.Market size and forecast, by deployment
8.4.6.2.3.Market size and forecast, by enterprise size
8.4.6.2.4.Market size and forecast, by industry vertical
8.4.6.3.Japan
8.4.6.3.1.Market size and forecast, by component
8.4.6.3.2.Market size and forecast, by deployment
8.4.6.3.3.Market size and forecast, by enterprise size
8.4.6.3.4.Market size and forecast, by industry vertical
8.4.6.4.Australia
8.4.6.4.1.Market size and forecast, by component
8.4.6.4.2.Market size and forecast, by deployment
8.4.6.4.3.Market size and forecast, by enterprise size
8.4.6.4.4.Market size and forecast, by industry vertical
8.4.6.5.Rest of Asia-Pacific
8.4.6.5.1.Market size and forecast, by component
8.4.6.5.2.Market size and forecast, by deployment
8.4.6.5.3.Market size and forecast, by enterprise size
8.4.6.5.4.Market size and forecast, by industry vertical
8.5.LAMEA
8.5.1.Key market trends, growth factors, and opportunities
8.5.2.Market size and forecast, by component
8.5.3.Market size and forecast, by deployment
8.5.4.Market size and forecast, by enterprise size
8.5.5.Market size and forecast, by industry vertical
8.5.6.Market analysis by country
8.5.6.1.Latin America
8.5.6.1.1.Market size and forecast, by component
8.5.6.1.2.Market size and forecast, by deployment
8.5.6.1.3.Market size and forecast, by enterprise size
8.5.6.1.4.Market size and forecast, by industry vertical
8.5.6.2.Middle East
8.5.6.2.1.Market size and forecast, by component
8.5.6.2.2.Market size and forecast, by deployment
8.5.6.2.3.Market size and forecast, by enterprise size
8.5.6.2.4.Market size and forecast, by industry vertical
8.5.6.3.Africa

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8.5.6.3.1.Market size and forecast, by component
8.5.6.3.2.Market size and forecast, by deployment
8.5.6.3.3.Market size and forecast, by enterprise size
8.5.6.3.4.Market size and forecast, by industry vertical

CHAPTER 9:COMPETITIVE LANDSCAPE

9.1.Top player positioning
9.2.Competitive dashboard
9.3.Product heatmap
9.4.Top winning strategies
9.5.Key developments
9.5.1.Partnership
9.5.2.Product Launch
9.5.3.Acquisition

CHAPTER 10:COMPANY PROFILE

10.2.IBM Corporation
10.2.1.Company overview
10.2.2.Key executives
10.2.3.Company snapshot
10.2.4.Operating business segments
10.2.5.Product portfolio
10.2.6.R&D expenditure
10.2.7.Business performance
10.2.8.Key strategic moves and developments
10.3.Informatica LLC.
10.3.1.Company overview
10.3.2.Key executives
10.3.3.Company snapshot
10.3.4.Product portfolio
10.4.inRiver.
10.4.1.Company overview
10.4.2.Key executives
10.4.3.Company snapshot
10.4.4.Product portfolio
10.4.5.Key strategic moves and developments
10.5.Oracle Corporation

+44 20 8123 2220
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10.5.1.Company overview
10.5.2.Key executives
10.5.3.Company snapshot
10.5.4.Operating business segments
10.5.5.Product portfolio
10.5.6.R&D expenditure
10.5.7.Business performance
10.5.8.Key strategic moves and developments
10.7.Riversand Technologies Inc.
10.7.1.Company overview
10.7.2.Key executives
10.7.3.Company snapshot
10.7.4.Product portfolio
10.7.5.Key strategic moves and developments
10.9.SAP SE
10.9.1.Company overview
10.9.2.Key executives
10.9.3.Company snapshot
10.9.5.Product portfolio
10.9.6.R&D expenditure
10.9.7.Business performance
10.9.8.Key strategic moves and developments
10.10.Stibo Syatem
10.10.1.Company overview
10.10.2.Key executives
10.10.3.Company snapshot
10.10.4.Product portfolio
10.10.5.Key strategic moves and developments

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List Of Tables

LIST OF TABLES

TABLE 01.GLOBAL PRODUCT INFORMATION MANAGEMENT MARKET, BY COMPONENT, 2019–2027 ($MILLION)
TABLE 02.PRODUCT INFORMATION MANAGEMENT SOFTWARE MARKET, BY REGION, 2019–2027 ($MILLION)
TABLE 03.PRODUCT INFORMATION MANAGEMENT SOFTWARE MARKET, BY TYPE, 2019–2027 ($MILLION)
TABLE 04.PRODUCT INFORMATION MANAGEMENT MARKET FOR SERVICE, BY REGION, 2019–2027 ($MILLION)
TABLE 05.GLOBAL PRODUCT INFORMATION MANAGEMENT MARKET, BY DEPLOYMENT, 2019–2027 ($MILLION)
TABLE 06.PRODUCT INFORMATION MANAGEMENT MARKET FOR ON-PREMISE, BY REGION, 2019–2027 ($MILLION)
TABLE 07.PRODUCT INFORMATION MANAGEMENT MARKET FOR CLOUD, BY REGION, 2019–2027 ($MILLION)
TABLE 08.GLOBAL PRODUCT INFORMATION MANAGEMENT MARKET, BY ENTERPRISE SIZE, 2019–2027 ($MILLION)
TABLE 09.PRODUCT INFORMATION MANAGEMENT MARKET FOR LARGE ENTERPRISES, BY REGION, 2019–2027 ($MILLION)
TABLE 10.PRODUCT INFORMATION MANAGEMENT MARKET FOR SMALL & MEDIUM ENTERPRISES, BY REGION, 2019–2027 ($MILLION)
TABLE 11.PRODUCT INFORMATION MANAGEMENT MARKET, BY INDUSTRY VERTICAL, 2019–2027 ($MILLION)
TABLE 12.PRODUCT INFORMATION MANAGEMENT MARKET FOR BFSI, BY REGION, 2019–2027 ($MILLION)
TABLE 13.PRODUCT INFORMATION MANAGEMENT MARKET FOR RETAIL, BY REGION, 2019–2027 ($MILLION)
TABLE 14.PRODUCT INFORMATION MANAGEMENT MARKET FOR MANUFACTURING, BY REGION, 2019–2027 ($MILLION)
TABLE 15.PRODUCT INFORMATION MANAGEMENT MARKET FOR TELECOM AND IT, BY REGION, 2019–2027 ($MILLION)
TABLE 16.PRODUCT INFORMATION MANAGEMENT MARKET FOR TRANSPORTATION AND LOGISTICS, BY REGION, 2019–2027 ($MILLION)
TABLE 17.PRODUCT INFORMATION MANAGEMENT MARKET FOR MEDIA AND ENTERTAINMENT, BY REGION, 2019–2027 ($MILLION)
TABLE 18.PRODUCT INFORMATION MANAGEMENT MARKET FOR HEALTHCARE

+44 20 8123 2220
info@marketpublishers.com

& PHARMACEUTICALS, BY REGION, 2019–2027 ($MILLION)
TABLE 19.PRODUCT INFORMATION MANAGEMENT MARKET, BY REGION, 2019–2027 ($MILLION)
TABLE 20.NORTH AMERICA PRODUCT INFORMATION MANAGEMENT MARKET, BY COMPONENT, 2019-2027 ($MILLION)
TABLE 21.NORTH AMERICA PRODUCT INFORMATION MANAGEMENT MARKET, BY DEPLOYMENT, 2019-2027 ($MILLION)
TABLE 22.NORTH AMERICA PRODUCT INFORMATION MANAGEMENT MARKET, BY ENTERPRISE SIZE, 2019-2027 ($MILLION)
TABLE 23.NORTH AMERICA PRODUCT INFORMATION MANAGEMENT MARKET, BY INDUSTRY VERTICAL, 2019-2027 ($MILLION)
TABLE 24.NORTH AMERICA PRODUCT INFORMATION MANAGEMENT MARKET, BY COUNTRY, 2019-2027 ($MILLION)
TABLE 25.U.S. PRODUCT INFORMATION MANAGEMENT MARKET, BY COMPONENT, 2019-2027 ($MILLION)
TABLE 26.U.S. PRODUCT INFORMATION MANAGEMENT MARKET, BY DEPLOYMENT, 2019-2027 ($MILLION)
TABLE 27.U.S. PRODUCT INFORMATION MANAGEMENT MARKET, BY ENTERPRISE SIZE, 2019-2027 ($MILLION)
TABLE 28.U.S. PRODUCT INFORMATION MANAGEMENT MARKET, BY INDUSTRY VERTICAL, 2019-2027 ($MILLION)
TABLE 29.CANADA PRODUCT INFORMATION MANAGEMENT MARKET, BY COMPONENT, 2019-2027 ($MILLION)
TABLE 30.CANADA PRODUCT INFORMATION MANAGEMENT MARKET, BY DEPLOYMENT, 2019-2027 ($MILLION)
TABLE 31.CANADA PRODUCT INFORMATION MANAGEMENT MARKET, BY ENTERPRISE SIZE, 2019-2027 ($MILLION)
TABLE 32.CANADA PRODUCT INFORMATION MANAGEMENT MARKET, BY INDUSTRY VERTICAL, 2019-2027 ($MILLION)
TABLE 33.EUROPE PRODUCT INFORMATION MANAGEMENT MARKET, BY COMPONENT, 2019-2027 ($MILLION)
TABLE 34.EUROPE PRODUCT INFORMATION MANAGEMENT MARKET, BY DEPLOYMENT, 2019-2027 ($MILLION)
TABLE 35.EUROPE PRODUCT INFORMATION MANAGEMENT MARKET, BY ENTERPRISE SIZE, 2019-2027 ($MILLION)
TABLE 36.EUROPE PRODUCT INFORMATION MANAGEMENT MARKET, BY INDUSTRY VERTICAL, 2019-2027 ($MILLION)
TABLE 37.EUROPE PRODUCT INFORMATION MANAGEMENT MARKET, BY COUNTRY, 2019-2027 ($MILLION)

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TABLE 38.UK PRODUCT INFORMATION MANAGEMENT MARKET, BY COMPONENT, 2019-2027 ($MILLION)
TABLE 39.UK PRODUCT INFORMATION MANAGEMENT MARKET, BY DEPLOYMENT, 2019-2027 ($MILLION)
TABLE 40.UK PRODUCT INFORMATION MANAGEMENT MARKET, BY ENTERPRISE SIZE, 2019-2027 ($MILLION)
TABLE 41.UK PRODUCT INFORMATION MANAGEMENT MARKET, BY INDUSTRY VERTICAL, 2019-2027 ($MILLION)
TABLE 42.GERMANY PRODUCT INFORMATION MANAGEMENT MARKET, BY COMPONENT, 2019-2027 ($MILLION)
TABLE 43.GERMANY PRODUCT INFORMATION MANAGEMENT MARKET, BY DEPLOYMENT, 2019-2027 ($MILLION)
TABLE 44.GERMANY PRODUCT INFORMATION MANAGEMENT MARKET, BY ENTERPRISE SIZE, 2019-2027 ($MILLION)
TABLE 45.GERMANY PRODUCT INFORMATION MANAGEMENT MARKET, BY INDUSTRY VERTICAL, 2019-2027 ($MILLION)
TABLE 46.FRANCE PRODUCT INFORMATION MANAGEMENT MARKET, BY COMPONENT, 2019-2027 ($MILLION)
TABLE 47.FRANCE PRODUCT INFORMATION MANAGEMENT MARKET, BY DEPLOYMENT, 2019-2027 ($MILLION)
TABLE 48.FRANCE PRODUCT INFORMATION MANAGEMENT MARKET, BY ENTERPRISE SIZE, 2019-2027 ($MILLION)
TABLE 49.FRANCE PRODUCT INFORMATION MANAGEMENT MARKET, BY INDUSTRY VERTICAL, 2019-2027 ($MILLION)
TABLE 50.ITALY PRODUCT INFORMATION MANAGEMENT MARKET, BY COMPONENT, 2019-2027 ($MILLION)
TABLE 51.ITALY PRODUCT INFORMATION MANAGEMENT MARKET, BY DEPLOYMENT, 2019-2027 ($MILLION)
TABLE 52.ITALY PRODUCT INFORMATION MANAGEMENT MARKET, BY ENTERPRISE SIZE, 2019-2027 ($MILLION)
TABLE 53.ITALY PRODUCT INFORMATION MANAGEMENT MARKET, BY INDUSTRY VERTICAL, 2019-2027 ($MILLION)
TABLE 54.SPAIN PRODUCT INFORMATION MANAGEMENT MARKET, BY COMPONENT, 2019-2027 ($MILLION)
TABLE 55.SPAIN PRODUCT INFORMATION MANAGEMENT MARKET, BY DEPLOYMENT, 2019-2027 ($MILLION)
TABLE 56.SPAIN PRODUCT INFORMATION MANAGEMENT MARKET, BY ENTERPRISE SIZE, 2019-2027 ($MILLION)
TABLE 57.SPAIN PRODUCT INFORMATION MANAGEMENT MARKET, BY

+44 20 8123 2220
info@marketpublishers.com

INDUSTRY VERTICAL, 2019-2027 ($MILLION)
TABLE 58.REST OF EUROPE PRODUCT INFORMATION MANAGEMENT MARKET, BY COMPONENT, 2019-2027 ($MILLION)
TABLE 59.REST OF EUROPE PRODUCT INFORMATION MANAGEMENT MARKET, BY DEPLOYMENT, 2019-2027 ($MILLION)
TABLE 60.REST OF EUROPE PRODUCT INFORMATION MANAGEMENT MARKET, BY ENTERPRISE SIZE, 2019-2027 ($MILLION)
TABLE 61.REST OF EUROPE PRODUCT INFORMATION MANAGEMENT MARKET, BY INDUSTRY VERTICAL, 2019-2027 ($MILLION)
TABLE 62.ASIA-PACIFIC PRODUCT INFORMATION MANAGEMENT MARKET, BY COMPONENT, 2019-2027 ($MILLION)
TABLE 63.ASIA-PACIFIC PRODUCT INFORMATION MANAGEMENT MARKET, BY DEPLOYMENT, 2019-2027 ($MILLION)
TABLE 64.ASIA-PACIFIC PRODUCT INFORMATION MANAGEMENT MARKET, BY ENTERPRISE SIZE, 2019-2027 ($MILLION)
TABLE 65.ASIA-PACIFIC PRODUCT INFORMATION MANAGEMENT MARKET, BY INDUSTRY VERTICAL, 2019-2027 ($MILLION)
TABLE 66.ASIA-PACIFIC PRODUCT INFORMATION MANAGEMENT MARKET, BY COUNTRY, 2019-2027 ($MILLION)
TABLE 67.CHINA PRODUCT INFORMATION MANAGEMENT MARKET, BY COMPONENT, 2019-2027 ($MILLION)
TABLE 68.CHINA PRODUCT INFORMATION MANAGEMENT MARKET, BY DEPLOYMENT, 2019-2027 ($MILLION)
TABLE 69.CHINA PRODUCT INFORMATION MANAGEMENT MARKET, BY ENTERPRISE SIZE, 2019-2027 ($MILLION)
TABLE 70.CHINA PRODUCT INFORMATION MANAGEMENT MARKET, BY INDUSTRY VERTICAL, 2019-2027 ($MILLION)
TABLE 71.INDIA PRODUCT INFORMATION MANAGEMENT MARKET, BY COMPONENT, 2019-2027 ($MILLION)
TABLE 72.INDIA PRODUCT INFORMATION MANAGEMENT MARKET, BY DEPLOYMENT, 2019-2027 ($MILLION)
TABLE 73.INDIA PRODUCT INFORMATION MANAGEMENT MARKET, BY ENTERPRISE SIZE, 2019-2027 ($MILLION)
TABLE 74.INDIA PRODUCT INFORMATION MANAGEMENT MARKET, BY INDUSTRY VERTICAL, 2019-2027 ($MILLION)
TABLE 75.JAPAN PRODUCT INFORMATION MANAGEMENT MARKET, BY COMPONENT, 2019-2027 ($MILLION)
TABLE 76.JAPAN PRODUCT INFORMATION MANAGEMENT MARKET, BY DEPLOYMENT, 2019-2027 ($MILLION)

+44 20 8123 2220
info@marketpublishers.com

TABLE 77.JAPAN PRODUCT INFORMATION MANAGEMENT MARKET, BY ENTERPRISE SIZE, 2019-2027 ($MILLION)
TABLE 78.JAPAN PRODUCT INFORMATION MANAGEMENT MARKET, BY INDUSTRY VERTICAL, 2019-2027 ($MILLION)
TABLE 79.AUSTRALIA PRODUCT INFORMATION MANAGEMENT MARKET, BY COMPONENT, 2019-2027 ($MILLION)
TABLE 80.AUSTRALIA PRODUCT INFORMATION MANAGEMENT MARKET, BY DEPLOYMENT, 2019-2027 ($MILLION)
TABLE 81.AUSTRALIA PRODUCT INFORMATION MANAGEMENT MARKET, BY ENTERPRISE SIZE, 2019-2027 ($MILLION)
TABLE 82.AUSTRALIA PRODUCT INFORMATION MANAGEMENT MARKET, BY INDUSTRY VERTICAL, 2019-2027 ($MILLION)
TABLE 83.REST OF ASIA-PACIFIC PRODUCT INFORMATION MANAGEMENT MARKET, BY COMPONENT, 2019-2027 ($MILLION)
TABLE 84.REST OF ASIA-PACIFIC PRODUCT INFORMATION MANAGEMENT MARKET, BY DEPLOYMENT, 2019-2027 ($MILLION)
TABLE 85.REST OF ASIA-PACIFIC PRODUCT INFORMATION MANAGEMENT MARKET, BY ENTERPRISE SIZE, 2019-2027 ($MILLION)
TABLE 86.REST OF ASIA-PACIFIC PRODUCT INFORMATION MANAGEMENT MARKET, BY INDUSTRY VERTICAL, 2019-2027 ($MILLION)
TABLE 87.LAMEA PRODUCT INFORMATION MANAGEMENT MARKET, BY COMPONENT, 2019-2027 ($MILLION)
TABLE 88.LAMEA PRODUCT INFORMATION MANAGEMENT MARKET, BY DEPLOYMENT, 2019-2027 ($MILLION)
TABLE 89.LAMEA PRODUCT INFORMATION MANAGEMENT MARKET, BY ENTERPRISE SIZE, 2019-2027 ($MILLION)
TABLE 90.LAMEA PRODUCT INFORMATION MANAGEMENT MARKET, BY INDUSTRY VERTICAL, 2019-2027 ($MILLION)
TABLE 91.LAMEA PRODUCT INFORMATION MANAGEMENT MARKET, BY COUNTRY, 2019-2027 ($MILLION)
TABLE 92.LATIN AMERICA PRODUCT INFORMATION MANAGEMENT MARKET, BY COMPONENT, 2019-2027 ($MILLION)
TABLE 93.LATIN AMERICA PRODUCT INFORMATION MANAGEMENT MARKET, BY DEPLOYMENT, 2019-2027 ($MILLION)
TABLE 94.LATIN AMERICA PRODUCT INFORMATION MANAGEMENT MARKET, BY ENTERPRISE SIZE, 2019-2027 ($MILLION)
TABLE 95.LATIN AMERICA PRODUCT INFORMATION MANAGEMENT MARKET, BY INDUSTRY VERTICAL, 2019-2027 ($MILLION)
TABLE 96.MIDDLE EAST PRODUCT INFORMATION MANAGEMENT MARKET, BY

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COMPONENT, 2019-2027 ($MILLION)
TABLE 97.MIDDLE EAST PRODUCT INFORMATION MANAGEMENT MARKET, BY DEPLOYMENT, 2019-2027 ($MILLION)
TABLE 98.MIDDLE EAST PRODUCT INFORMATION MANAGEMENT MARKET, BY ENTERPRISE SIZE, 2019-2027 ($MILLION)
TABLE 99.MIDDLE EAST PRODUCT INFORMATION MANAGEMENT MARKET, BY INDUSTRY VERTICAL, 2019-2027 ($MILLION)
TABLE 100.AFRICA PRODUCT INFORMATION MANAGEMENT MARKET, BY COMPONENT, 2019-2027 ($MILLION)
TABLE 101.AFRICA PRODUCT INFORMATION MANAGEMENT MARKET, BY DEPLOYMENT, 2019-2027 ($MILLION)
TABLE 102.AFRICA PRODUCT INFORMATION MANAGEMENT MARKET, BY ENTERPRISE SIZE, 2019-2027 ($MILLION)
TABLE 103.AFRICA PRODUCT INFORMATION MANAGEMENT MARKET, BY INDUSTRY VERTICAL, 2019-2027 ($MILLION)
TABLE 104.PARTNERSHIP (2017-2020)
TABLE 105.PRODUCT LAUNCH (2017-2020)
TABLE 106.ACQUISITION (2017-2020)
TABLE 107.AKENEO: KEY EXECUTIVES
TABLE 108.AKENEO: COMPANY SNAPSHOT
TABLE 109.AKENEO: PRODUCT PORTFOLIO
TABLE 110.IBM CORPORATION: KEY EXECUTIVES
TABLE 111.IBM CORPORATION.: COMPANY SNAPSHOT
TABLE 112.IBM CORPORATION.: OPERATING SEGMENTS
TABLE 113.IBM CORPORATION.: PRODUCT PORTFOLIO
TABLE 114.INFORMATICA LLC: KEY EXECUTIVES
TABLE 115.INFORMATICA LLC: COMPANY SNAPSHOT
TABLE 116.INFORMATICA LLC: PRODUCT PORTFOLIO
TABLE 117.INRIVER.: KEY EXECUTIVES
TABLE 118.INRIVER.: COMPANY SNAPSHOT
TABLE 119.INRIVER.: PRODUCT PORTFOLIO
TABLE 120.ORACLE CORPORATION: KEY EXECUTIVES
TABLE 121.ORACLE CORPORATION: COMPANY SNAPSHOT
TABLE 122.ORACLE CORPORATION: OPERATING SEGMENTS
TABLE 123.ORACLE CORPORATION: PRODUCT PORTFOLIO
TABLE 124.PIMCORE.: KEY EXECUTIVES
TABLE 125.PIMCORE: COMPANY SNAPSHOT
TABLE 128.RIVERSAND TECHNOLOGIES, INC: KEY EXECUTIVES
TABLE 129.RIVERSAND TECHNOLOGIES, INC.: COMPANY SNAPSHOT

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TABLE 130.RIVERSAND TECHNOLOGIES, INC.: PRODUCT PORTFOLIO
TABLE 131.SALSIFY INC: KEY EXECUTIVES
TABLE 132.SALSIFY INC: COMPANY SNAPSHOT
TABLE 133.SALSIFY INC: PRODUCT PORTFOLIO
TABLE 134.SAP SE.: KEY EXECUTIVES
TABLE 135.SAP SE.: COMPANY SNAPSHOT
TABLE 137.SAP SE.: PRODUCT PORTFOLIO
TABLE 138.STIBO SYSTEMS, INC: KEY EXECUTIVES
TABLE 139.STIBO SYSTEMS, INC: COMPANY SNAPSHOT
TABLE 140.STIBO SYSTEMS, INC: PRODUCT PORTFOLIO.
TABLE 141.STIBO SYSTEMS, INC: KEY STRATEGIC MOVES AND DEVELOPMENTS

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List Of Figures

LIST OF FIGURES

FIGURE 01.KEY MARKET SEGMENTS
FIGURE 02.KEY MARKET PLAYERS
FIGURE 03.GLOBAL PRODUCT INFORMATION MANAGEMENT MARKET SNAPSHOT, BY SEGMENTAION, 2019–2027
FIGURE 04.PRODUCT INFORMATION MANAGEMENT MARKET SNAPSHOT, BY COUNTRY, 2019-2027
FIGURE 05.TOP IMPACTING FACTORS
FIGURE 06.TOP INVESTMENT POCKETS
FIGURE 07.MODERATE-TO-HIGH BARGAINING POWER OF SUPPLIERS
FIGURE 08.LOW-TO-HIGH BARGAINING POWER OF BUYERS
FIGURE 09.LOW-TO-HIGH THREAT OF SUBSTITUTES
FIGURE 10.LOW THREAT OF NEW ENTRANTS
FIGURE 11.LOW-TO-HIGH COMPETITIVE RIVALRY
FIGURE 12.GLOBAL PRODUCT INFORMATION MANAGEMENT MARKET: DRIVERS, RESTRAINTS, AND OPPORTUNITY
FIGURE 13.GLOBAL PRODUCT INFORMATION MANAGEMENT MARKET, BY COMPONENT, 2019–2027 ($MILLION)
FIGURE 14.COMPARATIVE SHARE ANALYSIS OF PRODUCT INFORMATION MANAGEMENT SOFTWARE MARKET, BY COUNTRY, 2019 & 2027 (%)
FIGURE 15.COMPARATIVE SHARE ANALYSIS OF PRODUCT INFORMATION MANAGEMENT MARKET FOR SERVICE, BY COUNTRY, 2019 & 2027 (%)
FIGURE 16.GLOBAL PRODUCT INFORMATION MANAGEMENT MARKET, BY ENTERPRISE SIZE, 2019–2027 ($MILLION)
FIGURE 17.COMPARATIVE SHARE ANALYSIS OF PRODUCT INFORMATION MANAGEMENT MARKET FOR ON-PREMISE, BY COUNTRY, 2019 & 2027 (%)
FIGURE 18.COMPARATIVE SHARE ANALYSIS OF PRODUCT INFORMATION MANAGEMENT MARKET FOR CLOUD, BY COUNTRY, 2019 & 2027 (%)
FIGURE 19.GLOBAL PRODUCT INFORMATION MANAGEMENT MARKET, BY ENTERPRISE SIZE, 2019–2027 ($MILLION)
FIGURE 20.COMPARATIVE SHARE ANALYSIS OF PRODUCT INFORMATION MANAGEMENT MARKET FOR LARGE ENTERPRISES, BY COUNTRY, 2019 & 2027 (%)
FIGURE 21.COMPARATIVE SHARE ANALYSIS OF PRODUCT INFORMATION MANAGEMENT MARKET FOR SMALL & MEDIUM ENTERPRISES, BY COUNTRY, 2019 & 2027 (%)

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FIGURE 22.PRODUCT INFORMATION MANAGEMENT MARKET, BY INDUSTRY VERTICAL, 2019–2027 ($MILLION)
FIGURE 23.COMPARATIVE SHARE ANALYSIS OF PRODUCT INFORMATION MANAGEMENT MARKET FOR BFSI, BY COUNTRY, 2019 & 2027 (%)
FIGURE 24.COMPARATIVE SHARE ANALYSIS OF PRODUCT INFORMATION MANAGEMENT MARKET FOR RETAIL, BY COUNTRY, 2019 & 2027 (%)
FIGURE 25.COMPARATIVE SHARE ANALYSIS OF PRODUCT INFORMATION MANAGEMENT MARKET FOR MANUFACTURING, BY COUNTRY, 2019 & 2027 (%)
FIGURE 26.COMPARATIVE SHARE ANALYSIS OF PRODUCT INFORMATION MANAGEMENT MARKET FOR TELECOM AND IT, BY COUNTRY, 2019 & 2027 (%)
FIGURE 27.COMPARATIVE SHARE ANALYSIS OF PRODUCT INFORMATION MANAGEMENT MARKET FOR TRANSPORTATION & LOGISTICS, BY COUNTRY, 2019 & 2027 (%)
FIGURE 28.COMPARATIVE SHARE ANALYSIS OF PRODUCT INFORMATION MANAGEMENT MARKET FOR MEDIA AND ENTERTAINMENT, BY COUNTRY, 2019 & 2027 (%)
FIGURE 29.COMPARATIVE SHARE ANALYSIS OF PRODUCT INFORMATION MANAGEMENT MARKET FOR HEALTHCARE & PHARMACEUTICALS, BY COUNTRY, 2019 & 2027 (%)
FIGURE 30.U.S. PRODUCT INFORMATION MANAGEMENT MARKET, 2019-2027 ($MILLION)
FIGURE 31.CANADA PRODUCT INFORMATION MANAGEMENT MARKET, 2019-2027 ($MILLION)
FIGURE 32.UK PRODUCT INFORMATION MANAGEMENT MARKET, 2019-2027 ($MILLION)
FIGURE 33.GERMANY PRODUCT INFORMATION MANAGEMENT MARKET, 2019-2027 ($MILLION)
FIGURE 34.FRANCE PRODUCT INFORMATION MANAGEMENT MARKET, 2019-2027 ($MILLION)
FIGURE 35.ITALY PRODUCT INFORMATION MANAGEMENT MARKET, 2019-2027 ($MILLION)
FIGURE 36.SPAIN PRODUCT INFORMATION MANAGEMENT MARKET, 2019-2027 ($MILLION)
FIGURE 37.REST OF EUROPE PRODUCT INFORMATION MANAGEMENT MARKET, 2019-2027 ($MILLION)
FIGURE 38.CHINA PRODUCT INFORMATION MANAGEMENT MARKET, 2019-2027 ($MILLION)
FIGURE 39.INDIA PRODUCT INFORMATION MANAGEMENT MARKET, 2019-2027 ($MILLION)

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FIGURE 40.JAPAN PRODUCT INFORMATION MANAGEMENT MARKET, 2019-2027 ($MILLION)
FIGURE 41.AUSTRALIA PRODUCT INFORMATION MANAGEMENT MARKET, 2019-2027 ($MILLION)
FIGURE 42.REST OF ASIA-PACIFIC PRODUCT INFORMATION MANAGEMENT MARKET, 2019-2027 ($MILLION)
FIGURE 43.LATIN AMERICA PRODUCT INFORMATION MANAGEMENT MARKET, 2019-2027 ($MILLION)
FIGURE 44.MIDDLE EAST PRODUCT INFORMATION MANAGEMENT MARKET, 2019-2027 ($MILLION)
FIGURE 45.AFRICA PRODUCT INFORMATION MANAGEMENT MARKET, 2019-2027 ($MILLION)
FIGURE 46.PRODUCT INFORMATION MANAGEMENT MARKET: KEY PLAYER POSITIONING, 2019
FIGURE 47.COMPETITIVE DASHBOARD
FIGURE 48.COMPETITIVE DASHBOARD
FIGURE 49.COMPETITIVE HEATMAP OF KEY PLAYERS
FIGURE 50.TOP WINNING STRATEGIES, BY YEAR, 2017-2020
FIGURE 51.TOP WINNING STRATEGIES, BY DEVELOPMENT, 2017-2020
FIGURE 52.TOP WINNING STRATEGIES, BY COMPANY, 2017-2020
FIGURE 53.R&D EXPENDITURE, 2017–2019 ($MILLION)
FIGURE 54.IBM CORPORATION, 2017–2019 ($MILLION)
FIGURE 55.IBM CORPORATION: REVENUE SHARE BY SEGMENT, 2019 (%)
FIGURE 56.IBM CORPORATION: REVENUE SHARE BY REGION, 2019 (%)
FIGURE 57.R&D EXPENDITURE, 2017–2019 ($MILLION)
FIGURE 58.ORACLE CORPORATION: REVENUE, 2017–2019 ($MILLION)
FIGURE 59.ORACLE CORPORATION: REVENUE SHARE BY SEGMENT, 2019 (%)
FIGURE 60.ORACLE CORPORATION: REVENUE SHARE BY REGION, 2019 (%)
FIGURE 61.R&D EXPENDITURE, 2017–2019 ($MILLION)
FIGURE 62.SAP SE: REVENUE, 2017–2019 ($MILLION)
FIGURE 63.SAP SE: REVENUE SHARE BY SEGMENT, 2019 (%)
FIGURE 64.SAP SE: REVENUE SHARE BY REGION, 2019 (%)

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