

Customer Relationship Management (CRM) Software: Global Markets

<https://marketpublishers.com/r/C7D110044B4AEN.html>

Date: May 2023

Pages: 161

Price: US\$ 5,500.00 (Single User License)

ID: C7D110044B4AEN

Abstracts

Report Scope:

This report provides an overview of the global market for customer relationship management (CRM) software and analyzes market trends. Using 2021 as the base year, the report provides estimated market data for the forecast period 2022 through 2027. Revenue forecasts for this period are segmented based on component, deployment, organization size, application, end-use industry and region.

The report also focuses on the major trends and challenges that affect the market and the competitive landscape. It explains the current market trends and provides detailed profiles of the major players and strategies to enhance market presence. The report estimates the size of the global CRM software market in 2021 and provides projections of the expected market size through 2027.

Report Includes:

48 data tables and 34 additional tables

A brief general outlook of the global markets for customer relationship management (CRM) software

Analyses of the global market trends, with historic market revenue data (sales figures) for 2021, estimates for 2022, forecasts for 2023 and 2025, and projections of compound annual growth rates (CAGRs) through 2027

Estimation of the actual market size and revenue forecast for the global CRM

software market, and corresponding market share analysis based on the component, deployment, organization size, application, end-use industry, and region

Identification of viable technology drivers through a comprehensive look at various forms of CRM software, application industries, and adoption of CRM solutions across a broad spectrum of industry verticals

Assessment of the global competitive landscape with an analysis of key market positing and global shares, as well as strategies for key solution providers of CRM software and related cloud computing technologies

Discussion of the key underlying trends (both current and emerging) related to CRM software market, value chain analysis, regulatory environment, use cases, and the impact of industry-specific and region-specific macroeconomic variables on the progress of this market

A relevant patent analysis on CRM software technologies and review of recent key granted patents

Company profiles of major players within the industry, including Adobe Inc., Microsoft, Sage Group plc., Salesforce Inc., SAP SE, and ServiceNow

Contents

CHAPTER 1 INTRODUCTION

- 1.1 Overview
- 1.2 Components of CRM
- 1.3 Study Goals and Objectives
- 1.4 Scope of Report
- 1.5 What's New in this Update?
- 1.6 Intended Audiences
- 1.7 Information Sources
- 1.8 Research Methodology
- 1.9 Geographic Breakdown
- 1.10 Analyst's Credentials
- 1.11 BCC Custom Research
- 1.12 Related BCC Research Reports

CHAPTER 2 EXECUTIVE SUMMARY AND HIGHLIGHTS

CHAPTER 3 INDUSTRY OUTLOOK

- 3.1 Market Overview
- 3.2 Value Chain Analysis
 - 3.2.1 Customer Portfolio Analysis (CPA)
 - 3.2.2 Customer Intimacy
 - 3.2.3 Network Development
 - 3.2.4 Value Proposition Development
 - 3.2.5 Relationship Management
- 3.3 PESTEL Analysis
- 3.4 SWOT Analysis
- 3.5 CRM Software Trends
 - 3.5.1 Age of Customer Experience
 - 3.5.2 The Role of Artificial Intelligence (AI)
 - 3.5.3 Mobile CRM
 - 3.5.4 Socialization through CRM
 - 3.5.5 More User-Friendly
 - 3.5.6 Not Possible in a Vacuum
 - 3.5.7 Channel-free CRM
- 3.6 Regulatory Compliance

3.6.1 General Data Protection Regulation (GDPR)

3.6.2 Health Insurance Portability and Accountability Act (HIPAA) Compliance

3.7 CRM Software Case Studies

3.7.1 Case Study

3.7.2 Case Study

3.7.3 Case Study

3.7.4 Case Study

3.7.5 Case Study

3.7.6 Case Study

3.7.7 Case Study

3.7.8 Case Study

3.7.9 Case Study

3.7.10 Case Study

3.7.11 Case Study

3.7.12 Case Study

3.7.13 Case Study

3.7.14 Case Study

3.7.15 Case Study

3.7.16 Case Study

3.7.17 Case Study

3.7.18 Case Study

3.7.19 Case Study

3.7.20 Case Study

3.8 COVID-19 and the CRM Software Market

CHAPTER 4 MARKET DYNAMICS

4.1 Overview

4.2 Market Drivers

4.2.1 CRM Software in Developing Nations

4.2.2 Customer Retention

4.2.3 Social Media Channels and CRM Platforms

4.3 Market Challenges

4.3.1 Increasing Security Threats Over CRM Stored Data

4.3.2 Expensive Initial Cost of CRM Software

4.4 Market Opportunities

4.4.1 Integration of AI

4.4.2 Cloud-Based CRM

CHAPTER 5 MARKET BREAKDOWN BY BUSINESS SEGMENT

5.1 Overview

5.2 Software

5.2.1 Operational CRM

5.2.2 Analytical CRM

5.2.3 Collaborative CRM

5.3 Services

5.3.1 Consulting Services

5.3.2 Implementation Services

5.3.3 Training and Support Services

CHAPTER 6 MARKET BREAKDOWN BY DEPLOYMENT

6.1 Overview

6.2 Cloud

6.3 On-premise

CHAPTER 7 MARKET BREAKDOWN BY ORGANIZATION SIZE

7.1 Overview

7.2 Large Organizations

7.3 Small and Medium Organizations

CHAPTER 8 MARKET BREAKDOWN BY APPLICATION

8.1 Overview

8.2 Sales and Marketing

8.3 CRM Analytics

8.4 Lead Generation

8.5 Customer Support

8.6 Customer Experience Management

8.7 Other Applications

8.7.1 Customer Service

8.7.2 Digital Commerce

8.7.3 Social Media Engagement

CHAPTER 9 MARKET BREAKDOWN BY END-USE INDUSTRY

- 9.1 Overview
- 9.2 BFSI
- 9.3 Retail
- 9.4 IT and Telecom
- 9.5 Healthcare
- 9.6 Transportation and Logistics
- 9.7 Other End-Use Industries
 - 9.7.1 Government
 - 9.7.2 Education
 - 9.7.3 Media and Entertainment
 - 9.7.4 Discrete Manufacturing
 - 9.7.5 Energy and Utility

CHAPTER 10 MARKET BREAKDOWN BY REGION

- 10.1 Overview
- 10.2 North America
 - 10.2.1 United States
 - 10.2.2 Canada
 - 10.2.3 Mexico
- 10.3 Europe
 - 10.3.1 United Kingdom
 - 10.3.2 Germany
- 10.4 Asia-Pacific
 - 10.4.1 China
 - 10.4.2 India
 - 10.4.3 Japan
- 10.5 Latin America
 - 10.5.1 Brazil
 - 10.5.2 Middle East and Africa

CHAPTER 11 PATENT ANALYSIS

- 11.1 Recently Granted Patents

CHAPTER 12 COMPETITIVE LANDSCAPE

- 12.1 Vendor Landscape
- 12.2 Market Ranking Analysis

12.3 Strategy Analysis

CHAPTER 13 COMPANY PROFILES

ADOBE INC.

HUBSPOT INC.

INFOR

MICROSOFT

NICE

ORACLE

PEGASYSTEMS INC.

SAGE GROUP PLC

SALESFORCE INC.

SAP SE

SERVICENOW

SUGARCRM INC.

VERINT SYSTEMS INC.

ZENDESK

ZOHO CORP., PVT. LTD.

List Of Tables

LIST OF TABLES

Summary Table: Global Market for CRM Software, by End-Use Industry, Through 2027

Table 1: Global Market for CRM Software: PESTEL Analysis

Table 2: SWOT Analysis: Global CRM Software Market

Table 3: Global Market for CRM Software, by Business Segment, Through 2027

Table 4: Global Market for CRM Software, by Deployment, Through 2027

Table 5: Global Market for CRM Software, by Organization Size, Through 2027

Table 6: Global Market for CRM Software, by Application, Through 2027

Table 7: Global Market for CRM Software, by End-Use Industry, Through 2027

Table 8: Global Market for CRM Software, by Region, Through 2027

Table 9: North American Market for CRM Software, by Country, Through 2027

Table 10: North American Market for CRM Software, by Business Segment, Through 2027

Table 11: North American Market for CRM Software, by Deployment, Through 2027

Table 12: North American Market for CRM Software, by Organization Size, Through 2027

Table 13: North American Market for CRM Software, by Application, Through 2027

Table 14: North American Market for CRM Software, by End-Use Industry, Through 2027

Table 15: European Market for CRM Software, by Country, Through 2027

Table 16: European Market for CRM Software, by Business Segment, Through 2027

Table 17: European Market for CRM Software, by Deployment, Through 2027

Table 18: European Market for CRM Software, by Organization Size, Through 2027

Table 19: European Market for CRM Software, by Application, Through 2027

Table 20: European Market for CRM Software, by End-Use Industry, Through 2027

Table 21: Asia-Pacific Market for CRM Software, by Country, Through 2027

Table 22: Asia-Pacific Market for CRM Software, by Business Segment, Through 2027

Table 23: Asia-Pacific Market for CRM Software, by Deployment, Through 2027

Table 24: Asia-Pacific Market for CRM Software, by Organization Size, Through 2027

Table 25: Asia-Pacific Market for CRM Software, by Application, Through 2027

Table 26: Asia-Pacific Market for CRM Software, by End-Use Industry, Through 2027

Table 27: Latin American Market for CRM Software, by Country, Through 2027

Table 28: Latin American Market for CRM Software, by Business Segment, Through 2027

Table 29: Latin American Market for CRM Software, by Deployment, Through 2027

Table 30: Latin American Market for CRM Software, by Organization Size, Through 2027

2027

Table 31: Latin American Market for CRM Software, by Application, Through 2027

Table 32: Latin American Market for CRM Software, by End-Use Industry, Through 2027

Table 33: Middle East and African Market for CRM Software, by Business Segment, Through 2027

Table 34: Middle East and African Market for CRM Software, by Deployment, Through 2027

Table 35: Middle East and African Market for CRM Software, by Organization Size, Through 2027

Table 36: Middle East and African Market for CRM Software, by Application, Through 2027

Table 37: Middle East and African Market for CRM Software, by End-Use Industry, Through 2027

Table 38: Vendor Landscape of the Global Market for CRM Software

Table 39: Players Ranking for CRM Software Market, 2021

Table 40: Strategy Analysis for Global CRM Software, by Market Player, Jan. 2019-April 2023

Table 41: Adobe Inc.: Financial Overview, 2020-2022

Table 42: Adobe Inc.: Product Benchmarking

Table 43: Adobe Inc.: Recent Developments, 2019-2022

Table 44: HubSpot Inc.: Financial Overview, 2020-2022

Table 45: HubSpot Inc.: Product Benchmarking

Table 46: HubSpot Inc.: Recent Developments, 2021 and 2022

Table 47: Infor: Product Benchmarking

Table 48: Infor: Recent Developments, 2019-2022

Table 49: Microsoft: Financial Overview, 2020-2022

Table 50: Microsoft: Product Benchmarking

Table 51: Microsoft: Recent Developments, 2020-2023

Table 52: NICE: Financial Overview, 2020-2022

Table 53: NICE: Product Benchmarking

Table 54: Oracle: Financial Overview, 2020-2022

Table 55: Oracle: Product Benchmarking

Table 56: Oracle: Recent Developments, 2019-2022

Table 57: Pegasystems Inc.: Financial Overview, 2020-2022

Table 58: Pegasystems Inc.: Product Benchmarking

Table 59: Pegasystems Inc.: Recent Developments, 2019-2022

Table 60: Sage Group plc: Financial Overview, 2020-2022

Table 61: Sage Group plc: Product Benchmarking

Table 62: Sage Group plc: Recent Developments, 2019-2022
Table 63: Salesforce Inc.: Financial Overview, 2020-2022
Table 64: Salesforce Inc.: Product Benchmarking
Table 65: Salesforce Inc.: Recent Developments, 2019-2022
Table 66: SAP SE: Financial Overview, 2020-2022
Table 67: SAP SE: Product Benchmarking
Table 68: SAP SE: Recent Developments, 2019-2022
Table 69: ServiceNow: Financial Overview, 2019-2021
Table 70: ServiceNow: Product Benchmarking
Table 71: ServiceNow: Recent Developments, 2019-2021
Table 72: SugarCRM Inc.: Product Benchmarking
Table 73: SugarCRM Inc.: Recent Developments, 2019-2021
Table 74: Verint Systems Inc.: Financial Overview, 2021-2023
Table 75: Verint Systems Inc.: Product Benchmarking
Table 76: Verint Systems Inc.: Recent Developments, 2019-2023
Table 77: Zendesk: Financial Overview, 2019-2021
Table 78: Zendesk: Product Benchmarking
Table 79: Zendesk: Recent Developments, 2019-2022
Table 80: Zoho Corp., Pvt. Ltd.: Product Benchmarking
Table 81: Zoho Corp., Pvt. Ltd.: Recent Developments, 2019-2023

List Of Figures

LIST OF FIGURES

Summary Figure: Global Market Shares of CRM Software, by End-Use Industry, 2021

Figure 1: Value Chain Analysis of the Global CRM Software Market

Figure 2: CRM Software Market Trends

Figure 3: Global Market Dynamics for CRM Software

Figure 4: CRM Software Programs

Figure 5: Global Market Shares of CRM Software, by Business Segment, 2021

Figure 6: Global Market Shares of CRM Software, by Deployment, 2021

Figure 7: Global Market Shares of CRM Software, by Organization Size, 2021

Figure 8: Global Market Shares of CRM Software, by Application, 2021

Figure 9: Global Market Shares of CRM Software, by End-Use Industry, 2021

Figure 10: Global Market Shares of CRM Software, by Region, 2021

Figure 11: North American Market Shares of CRM Software, by Country, 2021

Figure 12: North American Market Shares of CRM Software, by Business Segment, 2021

Figure 13: North American Market Shares of CRM Software, by Deployment, 2021

Figure 14: North American Market Shares of CRM Software, by Organization Size, 2021

Figure 15: North American Market Shares of CRM Software, by Application, 2021

Figure 16: North American Market Shares of CRM Software, by End-Use Industry, 2021

Figure 17: European Market Shares of CRM Software, by Country, 2021

Figure 18: European Market Shares of CRM Software, by Business Segment, 2021

Figure 19: European Market Shares of CRM Software, by Deployment, 2021

Figure 20: European Market Shares of CRM Software, by Organization Size, 2021

Figure 21: European Market Shares of CRM Software, by Application, 2021

Figure 22: European Market Shares of CRM Software, by End-Use Industry, 2021

Figure 23: Asia-Pacific Market Shares of CRM Software, by Country, 2021

Figure 24: Asia-Pacific Market Shares of CRM Software, by Business Segment, 2021

Figure 25: Asia-Pacific Market Shares of CRM Software, by Deployment, 2021

Figure 26: Asia-Pacific Market Shares of CRM Software, by Organization Size, 2021

Figure 27: Asia-Pacific Market Shares of CRM Software, by Application, 2021

Figure 28: Asia-Pacific Market Shares of CRM Software, by End-Use Industry, 2021

Figure 29: Latin American Market Shares of CRM Software, by Country, 2021

Figure 30: Latin American Market Shares of CRM Software, by Business Segment, 2021

Figure 31: Latin American Market Shares of CRM Software, by Deployment, 2021

Figure 32: Latin American Market Shares of CRM Software, by Organization Size, 2021

Figure 33: Latin American Market Shares of CRM Software, by Application, 2021

Figure 34: Latin American Market Shares of CRM Software, by End-Use Industry, 2021

Figure 35: Middle East and African Market Shares of CRM Software, by Business Segment, 2021

Figure 36: Middle East and African Market Shares of CRM Software, by Deployment, 2021

Figure 37: Middle East and African Market Shares of CRM Software, by Organization Size, 2021

Figure 38: Middle East and African Market Shares of CRM Software, by Application, 2021

Figure 39: Middle East and African Market Shares of CRM Software, by End-Use Industry, 2021

Figure 40: Distribution Share of Developments in CRM Software, by Strategy, 2019-2023

Figure 41: Adobe Inc.: Revenue Share, by Business Segment, 2022

Figure 42: Adobe Inc.: Revenue Share, by Region, 2022

Figure 43: HubSpot Inc.: Revenue Share, by Business Segment, 2022

Figure 44: HubSpot Inc.: Revenue Share, by Region, 2022

Figure 45: Microsoft: Revenue Share, by Business Segment, 2022

Figure 46: Microsoft: Revenue Share, by Region, 2022

Figure 47: NICE: Revenue Share, by Business Segment, 2022

Figure 48: NICE: Revenue Share, by Region, 2022

Figure 49: Oracle: Revenue Share, by Business Segment, 2022

Figure 50: Oracle: Revenue Share, by Region, 2022

Figure 51: Pegasystems Inc.: Revenue Share, by Business Segment, 2022

Figure 52: Pegasystems Inc.: Revenue Share, by Region, 2022

Figure 53: Sage Group Plc: Revenue Share, by Business Segment, 2022

Figure 54: Sage Group Plc: Revenue Share, by Region, 2022

Figure 55: Salesforce Inc.: Revenue Share, by Business Segment, 2022

Figure 56: Salesforce Inc.: Revenue Share, by Region, 2022

Figure 57: SAP SE: Revenue Share, by Business Segment, 2022

Figure 58: SAP SE: Revenue Share, by Region, 2022

Figure 59: ServiceNow: Revenue Share, by Business Segment, 2021

Figure 60: ServiceNow: Revenue Share, by Region, 2021

Figure 61: Verint Systems Inc.: Revenue Share, by Region, 2023

Figure 62: Zendesk: Revenue Share, by Region, 2021

I would like to order

Product name: Customer Relationship Management (CRM) Software: Global Markets

Product link: <https://marketpublishers.com/r/C7D110044B4AEN.html>

Price: US\$ 5,500.00 (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/C7D110044B4AEN.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**

Customer 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