

# **Europe Product Information Management Market by Deployment (Cloud, On-premise), By Enterprise Type (Small & Medium Enterprises, Large Enterprises), By End-user (Retail & E-commerce, Manufacturing, IT & Telecommunication, Healthcare, Automotive, Others), and Country Forecasts 2022-2032**

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## **Abstracts**

Europe Product Information Management Market is valued approximately USD 360 million in 2023 and is anticipated to grow with a healthy growth rate of more than 10.80% over the forecast period 2024-2032. Product information management (PIM) solutions encompass processes and tools designed to consolidate and oversee a company's product information, ensuring a unified and precise representation of product data. PIM enables businesses to efficiently gather comprehensive data about their products and services by providing a centralized platform. This approach facilitates the maintenance of uniform and high-quality product information across all customer touchpoints, promoting better customer experiences and operational efficiency. PIM simplifies the management of complex product details like size, ingredients, weight, colors, and specifications, catering to the evolving needs of retailers, manufacturers, and wholesalers who require a centralized platform. PIM maintains data consistency and quality while streamlining internal and external marketing processes by consolidating product data from multiple sources into a single repository. This growing adoption of PIM solutions across various industries leads to improved customer experiences and optimized omnichannel strategies. The evolving e-commerce landscape is a key trend for the growth of the Europe product information Management Market.

Additionally, a surge in government initiatives aimed at fostering growth in retail, e-

commerce, and manufacturing sectors. This proactive approach is expected to drive increased adoption of product information management software among companies operating in these sectors. Particularly, the manufacturing industries have been instrumental in contributing substantial revenue, leading to development of the Europe Product Information Management Market growth during the estimated period of 2024-2032. European regulations like the General Data Protection Regulation (GDPR) and product safety directives emphasize data accuracy and transparency. PIM systems empower businesses to meet these regulations by centralizing product information, ensuring data integrity, and facilitating traceability throughout the supply chain. However, concern related to data security and privacy risks, along with varied data and government regulations across industries and regions is anticipated to stifle market growth between 2022 and 2032.

The key countries considered for the Europe Product Information Management Market study includes UK, Germany, France, Italy, Spain, and Rest of Europe. In 2023, Germany was the largest market. The growing focus on improved supply chain visibility, rising emphasis on product sustainability, coupled with the increasing advancements in artificial intelligence (AI) and machine learning (ML) are making PIM systems more intelligent and efficient. AI-powered features like automated data enrichment, classification, and translation are streamlining product information management processes in Germany. According to the International Trade Administration, Germany boasts one of Europe's largest e-commerce markets. The country surpasses the European average in metrics such as the number of e-commerce consumers, internet penetration rates, and the average annual expenditure per consumer. In 2022, total e-commerce sales in Germany reached an estimated USD 141.2 billion, marking an 11 percent increase compared to the previous year. Projections indicate a steady rise in the online population, with numbers expected to climb from 62.4 million in 2020 to 68.4 million by 2025. E-commerce penetration in Germany soared to 80 percent in 2022, positioning it as the third highest globally in terms of market penetration. The market in the UK, on the other hand, is expected to develop at the fastest rate over the forecast period.

Major market player included in this report are:

Akeneo (France)

Informatica Inc. (Germany)

Magnitude Software, Inc. (Agility Multichannel) (Sweden)

IBM Corporation (U.K.)

Inriver AB (Germany)

Company 6

Company 7  
Company 8  
Company 9  
Company 10

The detailed segments and sub-segment of the market are explained below:

By Deployment

Cloud

On-premise

By Enterprise Type

Small & Medium Enterprises

Large Enterprises

By End-user

Retail & E-commerce

Manufacturing

IT & Telecommunication

Healthcare

Automotive

Others

?

By Region:

Europe

UK

Germany

France

Spain

Italy

ROE

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and Country level analysis for each market segment.  
Detailed analysis of geographical landscape with Country level analysis.  
Competitive landscape with information on major players in the market.  
Analysis of key business strategies and recommendations on future market approach.  
Analysis of competitive structure of the market.  
Demand side and supply side analysis of the market.

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