

# **Global CRM Analytics Market Size study & Forecast, by Type (Sales Analytics and Customer Analytics), Deployment (Cloud and On-premise), Organization Size (Small & Medium Enterprises), End-User (BFSI, Telecommunications and IT, and Retail & Wholesales) and Regional Forecasts 2025-2035**

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## **Abstracts**

The Global CRM Analytics Market is valued approximately at USD 11.03 billion in 2024 and is anticipated to grow with a compound annual growth rate (CAGR) of more than 10.98% over the forecast period 2025-2035. CRM Analytics refers to a suite of sophisticated tools and methodologies designed to leverage customer-related data for improved business decision-making. It enables enterprises to examine patterns in customer behavior, track engagement across multiple channels, and predict future purchasing actions. This market's robust expansion is underpinned by the mounting demand for personalized experiences, digital transformation initiatives across industries, and the ongoing pressure on businesses to retain customers in an increasingly competitive environment. The proliferation of big data, artificial intelligence (AI), and machine learning technologies is further accelerating the adoption of CRM analytics, turning it into an indispensable enabler of customer-centric strategies.

The exponential surge in customer engagement touchpoints has been a prime catalyst fueling demand for CRM analytics. As businesses across sectors invest heavily in digital-first strategies, the need to draw actionable insights from fragmented customer data has never been more critical. Organizations are using CRM analytics not only to enhance customer retention but also to optimize cross-selling and up-selling opportunities. According to industry insights, global spending on digital transformation technologies and services surpassed USD 2 trillion in 2023, a trend projected to intensify further over

the coming years. This rising investment momentum, coupled with the integration of AI-driven predictive analytics, opens lucrative opportunities for CRM analytics vendors. However, data privacy concerns and regulatory compliance requirements pose challenges that market participants must navigate carefully to sustain growth.

The detailed segments and sub-segments included in the report are:

By Type:

Sales Analytics

Customer Analytics

By Deployment:

Cloud

On-premise

By Organization Size:

Small & Medium Enterprises

By End-User:

BFSI

Telecommunications and IT

Retail & Wholesales

On the basis of type, Sales Analytics is expected to dominate the market during the forecast period. Organizations are increasingly focusing on sales optimization and pipeline management to maximize returns from every customer interaction. Sales

analytics equips businesses with real-time visibility into deal progress, revenue forecasting, and performance benchmarking. As industries face heightened competition, the ability to derive insights from sales data has emerged as a strategic imperative, making this segment the backbone of CRM analytics adoption globally.

Meanwhile, when examining the market by deployment, Cloud-based CRM analytics solutions currently generate the largest share of revenue. The cloud model offers flexibility, scalability, and cost-efficiency, allowing enterprises of all sizes to deploy advanced analytics tools without heavy upfront investments. This deployment method has become particularly attractive for organizations operating across distributed geographies, where real-time customer insights are crucial for decision-making. On-premise solutions, although holding relevance for data-sensitive industries, are gradually losing ground to cloud offerings as enterprises accelerate their transition to digitally agile infrastructures.

From a regional perspective, North America held the largest share of the market in 2025, supported by its mature IT ecosystem, early adoption of advanced analytics solutions, and a strong focus on customer experience strategies by leading enterprises. The region's dominance is further attributed to the concentration of major CRM vendors and the rapid pace of innovation. Conversely, Asia Pacific is projected to witness the fastest growth during 2025–2035, driven by the rising digital transformation in emerging economies like India and China, the expanding base of SMEs, and the growing need to serve a digitally savvy consumer population. Europe remains another critical region, leveraging stringent data protection regulations as a driver for secure and innovative CRM analytics adoption.

Major market players included in this report are:

Salesforce.com Inc.

SAP SE

Microsoft Corporation

Oracle Corporation

IBM Corporation

Adobe Inc.

SAS Institute Inc.

Zoho Corporation Pvt. Ltd.

SugarCRM Inc.

Pegasystems Inc.

Teradata Corporation

HubSpot Inc.

NICE Ltd.

Infor Inc.

Insightly Inc.

#### Global CRM Analytics Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period – 2025-2035

Report Coverage – Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope – North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope – Free report customization (equivalent to up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained below:

#### Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of the geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of the competitive structure of the market.

Demand side and supply side analysis of the market.

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