

# **Global Customer Journey Analytics Market Size study & Forecast, by Touchpoint (Website, Social Media, Email, Mobile, and Others), Deployment (Cloud and On-premises), Industry (BFSI, Healthcare, Retail and E-commerce, IT & Telecom, Travel & Hospitality, and Others) and Regional Forecasts 2025-2035**

<https://marketpublishers.com/r/G16E712EFB68EN.html>

Date: September 2025

Pages: 285

Price: US\$ 3,750.00 (Single User License)

ID: G16E712EFB68EN

## **Abstracts**

The Global Customer Journey Analytics Market is valued at approximately USD 4.53 billion in 2024 and is projected to grow at a CAGR of 10.40% over the forecast period 2025-2035. Customer journey analytics refers to the process of tracking, analyzing, and optimizing customer interactions across multiple touchpoints, with the goal of enhancing customer experiences, driving engagement, and improving business outcomes. By leveraging AI, machine learning, and advanced analytics, organizations are unlocking granular insights into consumer behavior, enabling them to tailor personalized experiences, improve conversions, and increase loyalty. The surge in digital transformation initiatives across industries, coupled with the exponential rise in omnichannel customer interactions, is significantly shaping the trajectory of this market. Moreover, as enterprises strive to bridge the gap between customer expectations and service delivery, customer journey analytics has become a critical enabler of competitive differentiation.

The acceleration of data-driven strategies has brought customer journey analytics to the forefront as businesses pivot toward customer-centric business models. Organizations are increasingly investing in real-time journey analytics solutions to integrate fragmented data across websites, mobile apps, social media, and offline channels into a unified view of the customer lifecycle. This holistic approach not only drives retention but also uncovers opportunities for upselling and cross-selling. According to global

surveys, more than 80% of executives now consider customer experience a key differentiator in their market positioning, a trend that continues to fuel adoption of these solutions. However, challenges such as data privacy regulations, integration complexities, and the need for robust data governance frameworks could temper market expansion if not effectively addressed.

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

By Touchpoint:

Website

Social Media

Email

Mobile

Others

By Deployment:

Cloud

On-premises

By Industry:

BFSI

Healthcare

Retail and E-commerce

IT & Telecom

Travel & Hospitality

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

## RoAPAC

### Latin America

Brazil

Mexico

### Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Among deployment models, cloud-based solutions are anticipated to dominate the market throughout the forecast period. The scalability, cost-effectiveness, and flexibility of cloud platforms, combined with their ability to integrate seamlessly with AI and machine learning tools, have made them the preferred choice for enterprises across sectors. Cloud deployment empowers businesses to access real-time insights, streamline omnichannel data management, and accelerate decision-making processes, which is particularly critical in today's fast-paced, customer-driven economy. Although on-premises models continue to find application in highly regulated industries, cloud adoption is outpacing traditional approaches due to its adaptability and lower upfront investment requirements.

From a revenue perspective, the BFSI sector currently holds the largest share in the customer journey analytics market. Financial institutions are leveraging analytics to gain a 360-degree view of their customers, enabling them to optimize digital banking journeys, improve fraud detection, and enhance personalization in offerings. With the increasing demand for seamless digital transactions and the competitive push for superior customer experiences, BFSI players are leading adopters of these

technologies. Retail and e-commerce, however, are expected to follow closely, driven by the need for personalized shopping experiences, predictive analytics, and omnichannel integration strategies that keep consumers engaged and loyal in a highly competitive environment.

North America dominated the customer journey analytics market in 2025, supported by its mature digital ecosystem, high adoption of advanced analytics tools, and strong presence of key technology providers. The region's emphasis on improving customer experience in industries such as retail, BFSI, and healthcare continues to drive significant demand. Meanwhile, Asia Pacific is projected to register the fastest growth over the forecast period, spurred by rapid digitalization, explosive growth in e-commerce, and increasing investment in AI-powered analytics platforms across countries like China and India. Europe remains a critical market, bolstered by stringent data privacy regulations such as GDPR, which are prompting businesses to deploy compliant yet advanced analytics solutions. Latin America and the Middle East & Africa are emerging as untapped opportunities, powered by increasing mobile penetration, digital banking adoption, and enterprise modernization efforts.

Major market players included in this report are:

Salesforce, Inc.

Adobe Systems Incorporated

Oracle Corporation

SAP SE

IBM Corporation

Microsoft Corporation

Genesys Telecommunications Laboratories, Inc.

Verint Systems Inc.

Pointillist, Inc.

Nice Ltd.

Cisco Systems, Inc.

Quadient S.A.

Usermind Inc.

Teradata Corporation

Pegasystems Inc.

### Global Customer Journey 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.

## Contents

### **CHAPTER 1. GLOBAL CUSTOMER JOURNEY ANALYTICS MARKET REPORT SCOPE & METHODOLOGY**

- 1.1. Research Objective
- 1.2. Research Methodology
  - 1.2.1. Forecast Model
  - 1.2.2. Desk Research
  - 1.2.3. Top Down and Bottom-Up Approach
- 1.3. Research Attributes
- 1.4. Scope of the Study
  - 1.4.1. Market Definition
  - 1.4.2. Market Segmentation
- 1.5. Research Assumption
  - 1.5.1. Inclusion & Exclusion
  - 1.5.2. Limitations
  - 1.5.3. Years Considered for the Study

### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1. CEO/CXO Standpoint
- 2.2. Strategic Insights
- 2.3. ESG Analysis
- 2.4. key Findings

### **CHAPTER 3. GLOBAL CUSTOMER JOURNEY ANALYTICS MARKET FORCES ANALYSIS**

- 3.1. Market Forces Shaping The Global Customer Journey Analytics Market (2024-2035)
- 3.2. Drivers
  - 3.2.1. Surge in digital transformation
  - 3.2.2. Exponential rise in omnichannel customer interactions
- 3.3. Restraints
  - 3.3.1. Data privacy regulations
- 3.4. Opportunities
  - 3.4.1. Need for real-time journey analytics

## **CHAPTER 4. GLOBAL CUSTOMER JOURNEY ANALYTICS INDUSTRY ANALYSIS**

- 4.1. Porter's 5 Forces Model
  - 4.1.1. Bargaining Power of Buyer
  - 4.1.2. Bargaining Power of Supplier
  - 4.1.3. Threat of New Entrants
  - 4.1.4. Threat of Substitutes
  - 4.1.5. Competitive Rivalry
- 4.2. Porter's 5 Force Forecast Model (2024-2035)
- 4.3. PESTEL Analysis
  - 4.3.1. Political
  - 4.3.2. Economical
  - 4.3.3. Social
  - 4.3.4. Technological
  - 4.3.5. Environmental
  - 4.3.6. Legal
- 4.4. Top Investment Opportunities
- 4.5. Top Winning Strategies (2025)
- 4.6. Market Share Analysis (2024-2025)
- 4.7. Global Pricing Analysis And Trends 2025
- 4.8. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL CUSTOMER JOURNEY ANALYTICS MARKET SIZE & FORECASTS BY TOUCHPOINT 2025-2035**

- 5.1. Market Overview
- 5.2. Global Customer Journey Analytics Market Performance - Potential Analysis (2025)
- 5.3. Website
  - 5.3.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
  - 5.3.2. Market size analysis, by region, 2025-2035
- 5.4. Social Media
  - 5.4.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
  - 5.4.2. Market size analysis, by region, 2025-2035
- 5.5. Email
  - 5.5.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
  - 5.5.2. Market size analysis, by region, 2025-2035
- 5.6. Mobile
  - 5.6.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
  - 5.6.2. Market size analysis, by region, 2025-2035

## 5.7. Others

5.7.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

5.7.2. Market size analysis, by region, 2025-2035

## **CHAPTER 6. GLOBAL CUSTOMER JOURNEY ANALYTICS MARKET SIZE & FORECASTS BY DEPLOYMENT 2025-2035**

### 6.1. Market Overview

6.2. Global Customer Journey Analytics Market Performance - Potential Analysis (2025)

### 6.3. Cloud

6.3.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

6.3.2. Market size analysis, by region, 2025-2035

### 6.4. On premises

6.4.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

6.4.2. Market size analysis, by region, 2025-2035

## **CHAPTER 7. GLOBAL CUSTOMER JOURNEY ANALYTICS MARKET SIZE & FORECASTS BY INDUSTRY 2025–2035**

### 7.1. Market Overview

7.2. Global Customer Journey Analytics Market Performance - Potential Analysis (2025)

### 7.3. BFSI

7.3.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

7.3.2. Market size analysis, by region, 2025-2035

### 7.4. Healthcare

7.4.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

7.4.2. Market size analysis, by region, 2025-2035

### 7.5. Retail and E-commerce

7.5.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

7.5.2. Market size analysis, by region, 2025-2035

### 7.6. IT & Telecom

7.6.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

7.6.2. Market size analysis, by region, 2025-2035

### 7.7. Travel & Hospitality

7.7.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

7.7.2. Market size analysis, by region, 2025-2035

### 7.8. Others

7.8.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035

7.8.2. Market size analysis, by region, 2025-2035

## **CHAPTER 8. GLOBAL CUSTOMER JOURNEY ANALYTICS MARKET SIZE & FORECASTS BY REGION 2025–2035**

8.1. Growth Customer Journey Analytics Market, Regional Market Snapshot

8.2. Top Leading & Emerging Countries

8.3. North America Customer Journey Analytics Market

8.3.1. U.S. Customer Journey Analytics Market

8.3.1.1. Touchpoint breakdown size & forecasts, 2025-2035

8.3.1.2. Deployment breakdown size & forecasts, 2025-2035

8.3.1.3. Industry breakdown size & forecasts, 2025-2035

8.3.2. Canada Customer Journey Analytics Market

8.3.2.1. Touchpoint breakdown size & forecasts, 2025-2035

8.3.2.2. Deployment breakdown size & forecasts, 2025-2035

8.3.2.3. Industry breakdown size & forecasts, 2025-2035

8.4. Europe Customer Journey Analytics Market

8.4.1. UK Customer Journey Analytics Market

8.4.1.1. Touchpoint breakdown size & forecasts, 2025-2035

8.4.1.2. Deployment breakdown size & forecasts, 2025-2035

8.4.1.3. Industry breakdown size & forecasts, 2025-2035

8.4.2. Germany Customer Journey Analytics Market

8.4.2.1. Touchpoint breakdown size & forecasts, 2025-2035

8.4.2.2. Deployment breakdown size & forecasts, 2025-2035

8.4.2.3. Industry breakdown size & forecasts, 2025-2035

8.4.3. France Customer Journey Analytics Market

8.4.3.1. Touchpoint breakdown size & forecasts, 2025-2035

8.4.3.2. Deployment breakdown size & forecasts, 2025-2035

8.4.3.3. Industry breakdown size & forecasts, 2025-2035

8.4.4. Spain Customer Journey Analytics Market

8.4.4.1. Touchpoint breakdown size & forecasts, 2025-2035

8.4.4.2. Deployment breakdown size & forecasts, 2025-2035

8.4.4.3. Industry breakdown size & forecasts, 2025-2035

8.4.5. Italy Customer Journey Analytics Market

8.4.5.1. Touchpoint breakdown size & forecasts, 2025-2035

8.4.5.2. Deployment breakdown size & forecasts, 2025-2035

8.4.5.3. Industry breakdown size & forecasts, 2025-2035

8.4.6. Rest of Europe Customer Journey Analytics Market

8.4.6.1. Touchpoint breakdown size & forecasts, 2025-2035

8.4.6.2. Deployment breakdown size & forecasts, 2025-2035

- 8.4.6.3. Industry breakdown size & forecasts, 2025-2035
- 8.5. Asia Pacific Customer Journey Analytics Market
  - 8.5.1. China Customer Journey Analytics Market
    - 8.5.1.1. Touchpoint breakdown size & forecasts, 2025-2035
    - 8.5.1.2. Deployment breakdown size & forecasts, 2025-2035
    - 8.5.1.3. Industry breakdown size & forecasts, 2025-2035
  - 8.5.2. India Customer Journey Analytics Market
    - 8.5.2.1. Touchpoint breakdown size & forecasts, 2025-2035
    - 8.5.2.2. Deployment breakdown size & forecasts, 2025-2035
    - 8.5.2.3. Industry breakdown size & forecasts, 2025-2035
  - 8.5.3. Japan Customer Journey Analytics Market
    - 8.5.3.1. Touchpoint breakdown size & forecasts, 2025-2035
    - 8.5.3.2. Deployment breakdown size & forecasts, 2025-2035
    - 8.5.3.3. Industry breakdown size & forecasts, 2025-2035
  - 8.5.4. Australia Customer Journey Analytics Market
    - 8.5.4.1. Touchpoint breakdown size & forecasts, 2025-2035
    - 8.5.4.2. Deployment breakdown size & forecasts, 2025-2035
    - 8.5.4.3. Industry breakdown size & forecasts, 2025-2035
  - 8.5.5. South Korea Customer Journey Analytics Market
    - 8.5.5.1. Touchpoint breakdown size & forecasts, 2025-2035
    - 8.5.5.2. Deployment breakdown size & forecasts, 2025-2035
    - 8.5.5.3. Industry breakdown size & forecasts, 2025-2035
  - 8.5.6. Rest of APAC Customer Journey Analytics Market
    - 8.5.6.1. Touchpoint breakdown size & forecasts, 2025-2035
    - 8.5.6.2. Deployment breakdown size & forecasts, 2025-2035
    - 8.5.6.3. Industry breakdown size & forecasts, 2025-2035
- 8.6. Latin America Customer Journey Analytics Market
  - 8.6.1. Brazil Customer Journey Analytics Market
    - 8.6.1.1. Touchpoint breakdown size & forecasts, 2025-2035
    - 8.6.1.2. Deployment breakdown size & forecasts, 2025-2035
    - 8.6.1.3. Industry breakdown size & forecasts, 2025-2035
  - 8.6.2. Mexico Customer Journey Analytics Market
    - 8.6.2.1. Touchpoint breakdown size & forecasts, 2025-2035
    - 8.6.2.2. Deployment breakdown size & forecasts, 2025-2035
    - 8.6.2.3. Industry breakdown size & forecasts, 2025-2035
- 8.7. Middle East and Africa Customer Journey Analytics Market
  - 8.7.1. UAE Customer Journey Analytics Market
    - 8.7.1.1. Touchpoint breakdown size & forecasts, 2025-2035
    - 8.7.1.2. Deployment breakdown size & forecasts, 2025-2035

- 8.7.1.3. Industry breakdown size & forecasts, 2025-2035
- 8.7.2. Saudi Arabia (KSA) Customer Journey Analytics Market
  - 8.7.2.1. Touchpoint breakdown size & forecasts, 2025-2035
  - 8.7.2.2. Deployment breakdown size & forecasts, 2025-2035
  - 8.7.2.3. Industry breakdown size & forecasts, 2025-2035
- 8.7.3. South Africa Customer Journey Analytics Market
  - 8.7.3.1. Touchpoint breakdown size & forecasts, 2025-2035
  - 8.7.3.2. Deployment breakdown size & forecasts, 2025-2035
  - 8.7.3.3. Industry breakdown size & forecasts, 2025-2035

## **CHAPTER 9. COMPETITIVE INTELLIGENCE**

- 9.1. Top Market Strategies
- 9.2. Salesforce, Inc.
  - 9.2.1. Company Overview
  - 9.2.2. Key Executives
  - 9.2.3. Company Snapshot
  - 9.2.4. Financial Performance (Subject to Data Availability)
  - 9.2.5. Product/Services Port
  - 9.2.6. Recent Development
  - 9.2.7. Market Strategies
  - 9.2.8. SWOT Analysis
- 9.3. Adobe Systems Incorporated
- 9.4. Oracle Corporation
- 9.5. SAP SE
- 9.6. IBM Corporation
- 9.7. Microsoft Corporation
- 9.8. Genesys Telecommunications Laboratories, Inc.
- 9.9. Verint Systems Inc.
- 9.10. Pointillist, Inc.
- 9.11. Nice Ltd.
- 9.12. Cisco Systems, Inc.
- 9.13. Quadient S.A.
- 9.14. Usermind Inc.
- 9.15. Teradata Corporation
- 9.16. Pegasystems Inc.

## List Of Tables

### LIST OF TABLES

- Table 1. Global Customer Journey Analytics Market, Report Scope
- Table 2. Global Customer Journey Analytics Market Estimates & Forecasts By Region 2024–2035
- Table 3. Global Customer Journey Analytics Market Estimates & Forecasts By Segment 2024–2035
- Table 4. Global Customer Journey Analytics Market Estimates & Forecasts By Segment 2024–2035
- Table 5. Global Customer Journey Analytics Market Estimates & Forecasts By Segment 2024–2035
- Table 6. Global Customer Journey Analytics Market Estimates & Forecasts By Segment 2024–2035
- Table 7. Global Customer Journey Analytics Market Estimates & Forecasts By Segment 2024–2035
- Table 8. U.S. Customer Journey Analytics Market Estimates & Forecasts, 2024–2035
- Table 9. Canada Customer Journey Analytics Market Estimates & Forecasts, 2024–2035
- Table 10. UK Customer Journey Analytics Market Estimates & Forecasts, 2024–2035
- Table 11. Germany Customer Journey Analytics Market Estimates & Forecasts, 2024–2035
- Table 12. France Customer Journey Analytics Market Estimates & Forecasts, 2024–2035
- Table 13. Spain Customer Journey Analytics Market Estimates & Forecasts, 2024–2035
- Table 14. Italy Customer Journey Analytics Market Estimates & Forecasts, 2024–2035
- Table 15. Rest Of Europe Customer Journey Analytics Market Estimates & Forecasts, 2024–2035
- Table 16. China Customer Journey Analytics Market Estimates & Forecasts, 2024–2035
- Table 17. India Customer Journey Analytics Market Estimates & Forecasts, 2024–2035
- Table 18. Japan Customer Journey Analytics Market Estimates & Forecasts, 2024–2035
- Table 19. Australia Customer Journey Analytics Market Estimates & Forecasts, 2024–2035
- Table 20. South Korea Customer Journey Analytics Market Estimates & Forecasts, 2024–2035

.....

## List Of Figures

### LIST OF FIGURES

- Fig 1. Global Customer Journey Analytics Market, Research Methodology
- Fig 2. Global Customer Journey Analytics Market, Market Estimation Techniques
- Fig 3. Global Market Size Estimates & Forecast Methods
- Fig 4. Global Customer Journey Analytics Market, Key Trends 2025
- Fig 5. Global Customer Journey Analytics Market, Growth Prospects 2024–2035
- Fig 6. Global Customer Journey Analytics Market, Porter’s Five Forces Model
- Fig 7. Global Customer Journey Analytics Market, Pestel Analysis
- Fig 8. Global Customer Journey Analytics Market, Value Chain Analysis
- Fig 9. Customer Journey Analytics Market By Application, 2025 & 2035
- Fig 10. Customer Journey Analytics Market By Segment, 2025 & 2035
- Fig 11. Customer Journey Analytics Market By Segment, 2025 & 2035
- Fig 12. Customer Journey Analytics Market By Segment, 2025 & 2035
- Fig 13. Customer Journey Analytics Market By Segment, 2025 & 2035
- Fig 14. North America Customer Journey Analytics Market, 2025 & 2035
- Fig 15. Europe Customer Journey Analytics Market, 2025 & 2035
- Fig 16. Asia Pacific Customer Journey Analytics Market, 2025 & 2035
- Fig 17. Latin America Customer Journey Analytics Market, 2025 & 2035
- Fig 18. Middle East & Africa Customer Journey Analytics Market, 2025 & 2035
- Fig 19. Global Customer Journey Analytics Market, Company Market Share Analysis (2025)

.....

## I would like to order

Product name: Global Customer Journey Analytics Market Size study & Forecast, by Touchpoint (Website, Social Media, Email, Mobile, and Others), Deployment (Cloud and On-premises), Industry (BFSI, Healthcare, Retail and E-commerce, IT & Telecom, Travel & Hospitality, and Others) and Regional Forecasts 2025-2035

Product link: <https://marketpublishers.com/r/G16E712EFB68EN.html>

Price: US\$ 3,750.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G16E712EFB68EN.html>