

Global Email Marketing Software Market Size study & Forecast, by Channel (Business to business, Business to customers), by Deployment Model (On-Premises, Cloud Based), by Application (Email Lead Generation, Sales Reporting, Customer Management, Template Management, Reporting and Analytics, Other), by End-Use Vertical (BFSI, IT and Telecommunications, Retail and Consumer Goods, Healthcare, Travel and Transportation, Education, Media and Entertainment, Others) and Regional Analysis, 2022-2029

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Abstracts

Global Email Marketing Software Market is valued at approximately USD 1.3 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 10.9% over the forecast period 2022-2029. Email Marketing Software is a SaaS based platform that is used for different applications such as personalized marketing, lead generation, customer management, sales reporting & analytics, branding and campaigning among others. Email Marketing software facilitates users to create, send, and track emails. The increasing spending in digital advertising worldwide and growing adoption of personalized marketing as well as strategic initiatives from leading market players are key factors accelerating the market growth.

The increasing spending on digital advertising due to rapid adoption of smartphones is contributing to the growth of the Global Email Marketing Software market. For instance, according to Statista – in 2021, digital advertising spending worldwide was estimated at

USD 521.02 billion, and global spending is projected to grow to USD 876 billion by 2026. Also, increasing demand for cloud-based services & applications and growing emergence of AI & ML technologies would create a lucrative growth prospectus for the market over the forecast period. However, high deployment cost coupled with rising incidences of data breaches impede the market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Email Marketing Software Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is the leading region in terms of market share owing to presence of leading market players and rising digitization in the region. Whereas Asia Pacific is expected to grow with the highest growth rate during the forecast period, owing to factors such as rising penetration of smartphones as well as growing spending on digital advertising in the region.

Major market players included in this report are:

Aweber Communications
Benchmark Internet Group
Campaign Monitor Pty Ltd.
Constant Contact, Inc.
ConvertKit LLC
HubSpot, Inc.
Intuit Inc.
Jivox Corporation
Salesforce.com, Inc.
Zoho Corporation.

Recent Developments in the Market:

In April 2020, Shopify rolled out a new Email marketing tool named Shopify Email for merchants. This new platform would enable merchants to send branded emails using ready-made templates, and analytics tools.

Global Email Marketing Software Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

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

Segments Covered Channel, Deployment Model, Application, End-use Industry, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World
Customization Scope Free report customization (equivalent up to 8 analyst's 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 to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Channel

- Business to business

- Business to customers

By Deployment Model

- On-Premises

- Cloud Based

By Application

- Email Lead Generation

- Sales Reporting

- Customer Management

- Template Management

- Reporting and Analytics

- Other

By End-Use industry

- BFSI

- IT and Telecommunications

- Retail and Consumer Goods

- Healthcare

- Travel and Transportation

- Education

- Media and Entertainment

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

RoLA

Rest of the World

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