

**Global Innovation Management Market Size study with COVID-19 Impact, by Type (Solution and Services), Deployment Mode (Cloud and On-Premises), by Organization Size (Small and Medium-Sized Enterprises and Large Enterprises), by Application (Product Research & Development Platforms, Marketing, Design, & Idea Platforms, Collective Intelligence & Prediction Platforms and Human Resource & Freelancers Platforms), by Vertical (Banking, Financial Services, and Insurance (BFSI), IT, Media, & Communication Technology, Aerospace & Defense, Public Sector & Education, Healthcare & Pharmaceuticals, Retail & Consumer Goods, Automotive & Manufacturing, Transportation & Logistics and Others) and Regional Forecasts 2020-2026**

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## **Abstracts**

Global Innovation Management Market is valued approximately USD 703.8 million in 2019 and is anticipated to grow with a healthy growth rate of more than 29.2 % over the forecast period 2020-2026. With COVID-19 the scope and scale of business disruption being immense and incredibly challenging. But the crisis is also a strong driver of creativity and innovation, one can observe abundant creativity and innovation emerging

at the national, institutional, organizational, and individual levels within the countries affected by COVID-19. Innovation Management refers to products, business processes and innovations in an organization, which is basically a combination of management of innovation processes and change in management. Innovation Management involves introducing/launching of new and creative ideas in order to respond to internal as well as the external opportunities. The changing work culture in different organizations, increased focus of companies towards development of new and innovative products and increasing demand for open or crowdsourcing innovation from various organizations are the few factors responsible for growth of the market over the forecast period. Furthermore, the rising advancements and introduction of Innovation Management by market key player will create a lucrative opportunity for this market. For instance: as per Company's news release in November 2019, Salesforce.Com, Inc. Launched new health cloud innovations designed specifically for Patient program management and medical device commercial operations. However, inefficiency of enterprises to track reliable Return on investment (ROI), based on innovation management solutions is the major factor restraining the growth of global Innovation Management market during the forecast period.

The regional analysis of global Innovation Management market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of market share owing to the high demand for innovation management solutions by end users in this region. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2026.

Major market player included in this report are:

KPMG International Cooperative

InnovationCast

Nosco Inc.

InnoCentive, Inc.

E-Zassi, LLC

Salesforce.Com, Inc.

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report

shall also incorporate available 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 Component:**

Solution

Services

**By Deployment:**

Cloud

On-Premise

**By Organization Size:**

Small and Medium-Sized Enterprises

Large Enterprises

**By Application:**

Product Research & Development Platforms

Marketing, Design, & Idea Platforms

Collective Intelligence & Prediction Platforms

Human Resource & Freelancers Platforms

**By Vertical:**

Banking, Financial Services, and Insurance (BFSI)

IT, Media, & Communication Technology

Aerospace & Defense

Public Sector & Education

Healthcare & Pharmaceuticals

Retail & Consumer Goods

Automotive & Manufacturing

Transportation & Logistics

Others

**By Region:**

North America

U.S.

Canada

Europe

UK

Germany  
Asia Pacific  
China  
India  
Japan  
Latin America  
Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2016, 2017, 2018

Base year – 2019

Forecast period – 2020 to 2026

Target Audience of the Global Innovation Management Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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