

Global Landing Page Builders Market Size study, By Type (On-Premises, Cloud), By Application (Large Enterprises, Small & Medium Enterprises), By Vertical (Business Services, Hospitality, Education, Advertising & Marketing, Others), and Regional Forecasts 2022-2028

<https://marketpublishers.com/r/G48D7665578DEN.html>

Date: May 2022

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G48D7665578DEN

Abstracts

Global Landing Page Builders Market is valued at approximately USD XX million in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2028. A landing page refers to a standalone web page on which users directly land after clicking on any digital location such as advertisement, email, etc. The landing page builder helps in creating the landing page user-friendly and intuitive. It also assists marketers to make a targeted, customized landing page that involves appealing templates that nudge the visitors and transforms them into leads. The flourishing growth of the e-commerce industry, surging demand for smartphones, and the rising proliferation of the internet are the several key factors soaring the market demand across the globe. For instance, as per the India Brand Equity Foundation (IBEF), the e-commerce business in India was valued at USD 52.57 billion in 2020, and this figure is expected to rise to USD 350 billion by 2030. Therefore, the development of the e-commerce sector is propelling the market demand as it helps in finding headway with video content distribution over mobile networks, which is augmenting the market growth. However, limited customization and several problems associated with the data portability impede the growth of the market over the forecast period of 2022-2028. Also, increasing investments in the development of network technologies and rising emphasis on enhancing customers' on-site experience are anticipated to act as catalyzing factors for the market demand during the forecast period.

The key regions considered for the global Landing Page Builders Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading region across the world in terms of market share owing to the availability of better research and development infrastructure and increasing penetration of internet facilities and smartphones. Whereas, Asia-Pacific is anticipated to exhibit the highest CAGR over the forecast period 2022-2028. Factors such as the development in IT & Telecom infrastructure, as well as rising government support in the e-commerce industry, would create lucrative growth prospects for the Landing Page Builders Market across the Asia-Pacific region.

Major market players included in this report are:

Leadpages

Unbounce

OptimizePress

ClickFunnels

Landingi

Rocket Science Group

Landing Lion

Pancake Laboratories

Wishpond Technologies

Webflow

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 Type:

On-Premises

Cloud

By Application:

Large Enterprises

Small & Medium Enterprises

By Vertical:

Business Services

Hospitality

Education

Advertising & Marketing

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

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Landing Page Builders 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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