

Global Marketing Technology (MarTech) Market Size study & Forecast, by Product (Social Media Tools, Content Marketing Tools, Rich Media Tool, Automation Tool, Data & Analytics Tools, Sales Enablement Tools), by Application (IT & Telecommunication, Retail & E-commerce, Healthcare, Media & Entertainment, Sports & Events, BFSI, Real Estate, Others), by Type (Digital Marketing, Offline Marketing) and Regional Analysis, 2023-2030

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Abstracts

Global Marketing Technology (MarTech) Market is valued at approximately USD 325.7 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 19.50% over the forecast period 2023-2030. Marketing Technology (MarTech) refers to the use of technology and software applications to automate and optimize marketing processes, campaigns, and strategies. MarTech solutions enable organizations to effectively manage and analyze customer data, execute targeted and personalized marketing campaigns. The major driving factors for the Global Marketing Technology Market are the increasing adoption of digital marketing, high government support and the growing trend of personalized and targeted marketing. Moreover, technological advancements and the rising need for better customer insights are creating lucrative growth opportunities for the market over the forecast period 2022-2030.

A survey conducted by Gartner in 2020 found that 80% of marketing leaders reported increasing digital marketing spend as a result of the pandemic. The survey also found that marketing leaders are investing in MarTech solutions to improve customer experience, support remote work, and automate marketing processes. A survey by

Statista found that in 2020, 57% of marketers were using social media advertising as part of their marketing strategy. The survey also found that social media advertising is expected to continue to grow in popularity, with 64% of marketers planning to use it in 2023. However, the high cost of Marketing Technology (MarTech) stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Marketing Technology (MarTech) Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America is currently the largest market for MarTech, owing to the significant presence of key players, technological advancements, and increased adoption of digital marketing strategies by organizations. The United States is the leading country in the region, contributing to the majority of the market share. The Asia Pacific region is expected to witness significant growth in the MarTech market in the forecast years, owing to the increasing use of smartphones, rising internet penetration, and the adoption of digital marketing by organizations in the region. Countries such as China, India, and Japan are the key contributors to the market in this region.

Major market player included in this report are:

Amazon Web Services, Inc.

Apple, Inc.

Adobe Inc.

Amdocs Development Centre India LLP

Buzzoole Holdings LTD

Konnect Insights

ContentGrow

Artesian Solutions Ltd.

Google LLC

Microsoft Corporation PVT LTD.

Recent Developments in the Market:

In Marchd 2023, an upgrade was launched for Dynamics 365 Marketing that enables customers to handle Microsoft Teams meeting options directly from the app, create journey branching based on any attribute, and keep track of unsubscribed users in real-time marketing insights.

Global Marketing Technology (MarTech) Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

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

Segments Covered - Product, Application, Type, Region

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

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 Product:

Social Media Tools

Content Marketing Tools

Rich Media Tool

Automation Tool

Data & Analytics Tools

Sales Enablement Tools

By Application:

IT & Telecommunication

Retail & E-commerce

Healthcare

Media & Entertainment

Sports & Events

BFSI

Real Estate

Others

By Type:

Digital Marketing

Offline Marketing

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

Saudi Arabia

South Africa

Rest of Middle East & Africa

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