

# **Global Product Information Management Market Size study, by Deployment (Cloud, On-premise), By Enterprise Type (Small & Medium Enterprises, Large Enterprises), By End-user (Retail & E-commerce, Manufacturing, IT & Telecommunication, Healthcare, Automotive, Others) and Regional Forecasts 2022-2032**

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## **Abstracts**

Global Product Information Management Market is valued approximately USD 1.3 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 10.80% over the forecast period 2024-2032. Product information management (PIM) solutions encompass processes and tools designed to consolidate and oversee a company's product information, ensuring a unified and precise representation of product data. PIM enables businesses to efficiently gather comprehensive data about their products and services by providing a centralized platform. This approach facilitates the maintenance of uniform and high-quality product information across all customer touchpoints, promoting better customer experiences and operational efficiency. PIM simplifies the management of complex product details like size, ingredients, weight, colors, and specifications, catering to the evolving needs of retailers, manufacturers, and wholesalers who require a centralized platform. PIM maintains data consistency and quality while streamlining internal and external marketing processes by consolidating product data from multiple sources into a single repository. This growing adoption of PIM solutions across various industries leads to improved customer experiences and optimized omnichannel strategies. The increasing integration of augmented reality technology with e-commerce to improve customer experience is a key trend for the growth of the Global Product Information Management Market.

Additionally, the increasing complexity of managing data from digital commerce is driving demand for PIM solutions. As online sales grow, businesses need efficient systems like ERP, supply chain, and CRM to provide real-time product information to meet customer demands. With intricate product catalogs, companies seek PIM to streamline creation, maintenance, and publication of data across multiple channels. PIM simplifies data distribution, making it appealing for managing vast product content, fueling its adoption to handle digital commerce data complexities. Moreover, the surge in demand for centralized data management tools, as well as rising investment in advanced technologies is leveraging various growth opportunities for the Global Product Information Management Market. This surge is fueled by the imperative to enhance team productivity, effectively manage product data, enable seamless data syndication, and capitalize on the flourishing eCommerce sector. These factors collectively contribute to the expansion of the PIM market across various regions. However, concern related to data security and privacy risks, along with varied data and government regulations across industries and regions is anticipated to stifle market growth between 2022 and 2032.

The key regions considered for the Global Product Information Management Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2023, North America dominated the market share, primarily driven by the surge in e-commerce activities witnessed. This trend has led to a heightened demand for product information management software, aimed at enhancing the overall customer experience. According to the United States Census Bureau, the total e-commerce sales for 2023 reached approximately USD 1,118.7 billion, marking a 7.6 percent increase compared to 2022. E-commerce sales constituted 15.4 percent of total sales in 2023, reflecting a growth from 14.7 percent in 2022. The strong presence of key market players in North America is poised to further propel the market's growth. The widespread adoption of this software within the retail and e-commerce sectors is playing a pivotal role in driving e-commerce sales in countries like the U.S. and Canada across the North American region.

Major market player included in this report are:

Akeneo (France)

Informatika Inc. (Germany)

Magnitude Software, Inc. (Agility Multichannel) (Sweden)

IBM Corporation (U.K.)

Inriver AB (Germany)

Salsify Inc. (U.S.)

Syndigo LLC (U.S.)

SAP SE (Germany)  
Stibo Systems (U.S.)  
Pimcore (U.S.)

The detailed segments and sub-segment of the market are explained below:

By Deployment

Cloud

On-premise

By Enterprise Type

Small & Medium Enterprises

Large Enterprises

By End-user

Retail & E-commerce

Manufacturing

IT & Telecommunication

Healthcare

Automotive

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  
Saudi Arabia  
South Africa  
RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of 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 competitive structure of the market.

Demand side and supply side analysis of the market.

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