

Global Sales and Marketing Business Process Outsourcing Market Size study, by Type (Sales, Marketing) by End-use (BFSI, Healthcare, Manufacturing, IT & Telecommunication, Retail, Others) and Regional Forecasts 2022-2032

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Abstracts

Global Sales and Marketing Business Process Outsourcing Market is valued approximately USD 31.34 billion in 2023 and is anticipated to grow with a growth rate of more than 9.4% over the forecast period 2024-2032. Sales and Marketing Business Process Outsourcing (BPO) involves hiring external service providers to handle tasks such as lead generation, customer service, marketing campaigns, market research, branding, and telemarketing. This approach offers benefits such as cost savings, access to specialized expertise, scalability, and enhanced focus on core business activities. Sales and Marketing BPO optimize operations, improve customer engagement and support business growth. The growing inclination towards analytics and insights across the globe is a key trend supporting the growth of the Global Sales And Marketing Business Process Outsourcing Market at a substantial rate. Data-driven decision-making is a global trend in sales and marketing. BPO providers integrate advanced analytics and business intelligence tools to provide actionable insights into customer behavior, market trends, and campaign effectiveness.

Outsourcing sales and marketing processes allows companies to reduce operational costs significantly. By leveraging BPO, businesses save on employee salaries, training, infrastructure, and technology investments, as BPO providers typically have established systems and trained personnel in place. BPO providers often have specialized knowledge and experience in sales and marketing. They use advanced tools and technologies, such as customer relationship management (CRM) systems, marketing automation platforms, and data analytics, which many companies might not afford or

effectively utilize in-house. Furthermore, BPO services provide scalability and flexibility, allowing businesses to adjust their sales and marketing activities in response to market demands without the complexities of hiring or layoffs. Enhanced customer engagement is another benefit, as BPO firms use sophisticated tools to understand customer behavior and preferences, leading to more effective marketing strategies. Global reach and market expansion are facilitated by BPO providers' local market knowledge and presence, aiding companies in entering new regions. Performance measurement and accountability are ensured through service level agreements (SLAs) and key performance indicators (KPIs), aligning outsourced activities with business goals. The rise of digital marketing and technological advancements, such as AI and big data analytics, further drive the demand for specialized BPO services, enabling more efficient and targeted marketing. However, data security and privacy concerns and a lack of transparency and control is expected to impede market growth over the projected period of 2024–2032.

The key regions considered for the global Sales and Marketing Business Process Outsourcing Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2023, North America was the dominating market in terms of revenue. The region boasts several notable companies such as Amdocs, CBRE Group Inc., NCR Corporation, and TTEC Holdings, Inc. Additionally, Mexico hosts numerous BPO firms, benefiting from cost-effective labor and a time zone alignment with the U.S., making it an attractive destination for U.S.-based companies seeking services like call centers. These factors collectively contribute to the growth of the regional market. Whereas, the market in Asia Pacific is expected to grow at the fastest rate over the forecast period. Economies such as India and the Philippines are prime destinations for outsourcing business processes. Key factors fueling this growth include the availability of cost-effective labor, a vast talent pool, and a significant number of English speakers. Furthermore, proactive efforts by regional governments to attract BPO companies have contributed significantly to industry expansion.

Major market player included in this report are:

Accenture Plc
Capgemini SE
Teleperformance SE
TTEC Holdings, Inc
Wirpo Limited
Enshored LLC
Genpact Limited
Infosys Limited

MERCHANTS SA (PTY) LTD
NCR Corporation

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

By Type

Sales

Marketing

By End-use

BFSI

Healthcare

Manufacturing

IT & Telecommunication

Retail

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.

Contents

CHAPTER 1. GLOBAL SALES AND MARKETING BUSINESS PROCESS OUTSOURCING MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 1.1. Research Objective
- 1.2. Market Definition
- 1.3. Research Assumptions
 - 1.3.1. Inclusion & Exclusion
 - 1.3.2. Limitations
 - 1.3.3. Supply Side Analysis
 - 1.3.3.1. Availability
 - 1.3.3.2. Infrastructure
 - 1.3.3.3. Regulatory Environment
 - 1.3.3.4. Market Competition
 - 1.3.3.5. Economic Viability (Consumer's Perspective)
 - 1.3.4. Demand Side Analysis
 - 1.3.4.1. Regulatory frameworks
 - 1.3.4.2. Technological Advancements
 - 1.3.4.3. Environmental Considerations
 - 1.3.4.4. Consumer Awareness & Acceptance
- 1.4. Estimation Methodology
- 1.5. Years Considered for the Study
- 1.6. Currency Conversion Rates

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Global Sales And Marketing Business Process Outsourcing Market Size & Forecast (2022- 2032)
- 2.2. Regional Summary
- 2.3. Segmental Summary
 - 2.3.1. By Type
 - 2.3.2. By End-use
- 2.4. Key Trends
- 2.5. Recession Impact
- 2.6. Analyst Recommendation & Conclusion

CHAPTER 3. GLOBAL SALES AND MARKETING BUSINESS PROCESS OUTSOURCING MARKET DYNAMICS

- 3.1. Market Drivers
- 3.2. Market Challenges
- 3.3. Market Opportunities

CHAPTER 4. GLOBAL SALES AND MARKETING BUSINESS PROCESS OUTSOURCING MARKET: INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
 - 4.1.6. Futuristic Approach to Porter's 5 Force Model
 - 4.1.7. Porter's 5 Force Impact Analysis
- 4.2. PESTEL Analysis
 - 4.2.1. Political
 - 4.2.2. Economic
 - 4.2.3. Social
 - 4.2.4. Technological
 - 4.2.5. Environmental
 - 4.2.6. Legal
- 4.3. Top investment opportunity
- 4.4. Top winning strategies
- 4.5. Disruptive Trends
- 4.6. Industry Expert Perspective
- 4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL SALES AND MARKETING BUSINESS PROCESS OUTSOURCING MARKET SIZE & FORECASTS BY TYPE 2022-2032

- 5.1. Sales
- 5.2. Marketing

CHAPTER 6. GLOBAL SALES AND MARKETING BUSINESS PROCESS OUTSOURCING MARKET SIZE & FORECASTS BY END-USE 2022-2032

- 6.1. BFSI

- 6.2. Healthcare
- 6.3. Manufacturing
- 6.4. IT & Telecommunication
- 6.5. Retail
- 6.6. Others

CHAPTER 7. GLOBAL SALES AND MARKETING BUSINESS PROCESS OUTSOURCING MARKET SIZE & FORECASTS BY REGION 2022-2032

- 7.1. North America Sales And Marketing Business Process Outsourcing Market
 - 7.1.1. U.S. Sales And Marketing Business Process Outsourcing Market
 - 7.1.1.1. Type breakdown size & forecasts, 2022-2032
 - 7.1.1.2. End-use breakdown size & forecasts, 2022-2032
 - 7.1.2. Canada Sales And Marketing Business Process Outsourcing Market
- 7.2. Europe Sales And Marketing Business Process Outsourcing Market
 - 7.2.1. U.K. Sales And Marketing Business Process Outsourcing Market
 - 7.2.2. Germany Sales And Marketing Business Process Outsourcing Market
 - 7.2.3. France Sales And Marketing Business Process Outsourcing Market
 - 7.2.4. Spain Sales And Marketing Business Process Outsourcing Market
 - 7.2.5. Italy Sales And Marketing Business Process Outsourcing Market
 - 7.2.6. Rest of Europe Sales And Marketing Business Process Outsourcing Market
- 7.3. Asia-Pacific Sales And Marketing Business Process Outsourcing Market
 - 7.3.1. China Sales And Marketing Business Process Outsourcing Market
 - 7.3.2. India Sales And Marketing Business Process Outsourcing Market
 - 7.3.3. Japan Sales And Marketing Business Process Outsourcing Market
 - 7.3.4. Australia Sales And Marketing Business Process Outsourcing Market
 - 7.3.5. South Korea Sales And Marketing Business Process Outsourcing Market
 - 7.3.6. Rest of Asia Pacific Sales And Marketing Business Process Outsourcing Market
- 7.4. Latin America Sales And Marketing Business Process Outsourcing Market
 - 7.4.1. Brazil Sales And Marketing Business Process Outsourcing Market
 - 7.4.2. Mexico Sales And Marketing Business Process Outsourcing Market
 - 7.4.3. Rest of Latin America Sales And Marketing Business Process Outsourcing Market
- 7.5. Middle East & Africa Sales And Marketing Business Process Outsourcing Market
 - 7.5.1. Saudi Arabia Sales And Marketing Business Process Outsourcing Market
 - 7.5.2. South Africa Sales And Marketing Business Process Outsourcing Market
 - 7.5.3. Rest of Middle East & Africa Sales And Marketing Business Process Outsourcing Market

CHAPTER 8. COMPETITIVE INTELLIGENCE

- 8.1. Key Company SWOT Analysis
 - 8.1.1. Company
 - 8.1.2. Company
 - 8.1.3. Company
- 8.2. Top Market Strategies
- 8.3. Company Profiles
 - 8.3.1. Accenture Plc
 - 8.3.1.1. Key Information
 - 8.3.1.2. Overview
 - 8.3.1.3. Financial (Subject to Data Availability)
 - 8.3.1.4. Product Summary
 - 8.3.1.5. Market Strategies
 - 8.3.2. Capgemini SE
 - 8.3.3. Teleperformance SE
 - 8.3.4. TTEC Holdings, Inc
 - 8.3.5. Wirpo Limited
 - 8.3.6. Enshored LLC
 - 8.3.7. Genpact Limited
 - 8.3.8. Infosys Limited
 - 8.3.9. MERCHANTS SA (PTY) LTD
 - 8.3.10. NCR Corporation

CHAPTER 9. RESEARCH PROCESS

- 9.1. Research Process
 - 9.1.1. Data Mining
 - 9.1.2. Analysis
 - 9.1.3. Market Estimation
 - 9.1.4. Validation
 - 9.1.5. Publishing
- 9.2. Research Attributes

List Of Tables

LIST OF TABLES

TABLE 1. Global Sales And Marketing Business Process Outsourcing Market, report scope

TABLE 2. Global Sales And Marketing Business Process Outsourcing Market estimates & forecasts by Region 2022-2032 (USD Billion)

TABLE 3. Global Sales And Marketing Business Process Outsourcing Market estimates & forecasts by Type 2022-2032 (USD Billion)

TABLE 4. Global Sales And Marketing Business Process Outsourcing Market estimates & forecasts by End-use 2022-2032 (USD Billion)

TABLE 5. Global Sales And Marketing Business Process Outsourcing Market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 6. Global Sales And Marketing Business Process Outsourcing Market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 7. Global Sales And Marketing Business Process Outsourcing Market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 8. Global Sales And Marketing Business Process Outsourcing Market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 9. Global Sales And Marketing Business Process Outsourcing Market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 10. Global Sales And Marketing Business Process Outsourcing Market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 11. Global Sales And Marketing Business Process Outsourcing Market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 12. Global Sales And Marketing Business Process Outsourcing Market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 13. Global Sales And Marketing Business Process Outsourcing Market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 14. Global Sales And Marketing Business Process Outsourcing Market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 15. U.S. Sales And Marketing Business Process Outsourcing Market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 16. U.S. Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 17. U.S. Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 18. Canada Sales And Marketing Business Process Outsourcing Market

estimates & forecasts, 2022-2032 (USD Billion)

TABLE 19. Canada Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 20. Canada Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 21. UK Sales And Marketing Business Process Outsourcing Market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 22. UK Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 23. UK Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 24. Germany Sales And Marketing Business Process Outsourcing Market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 25. Germany Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 26. Germany Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 27. France Sales And Marketing Business Process Outsourcing Market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 28. France Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 29. France Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 30. Italy Sales And Marketing Business Process Outsourcing Market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 31. Italy Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 32. Italy Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 33. Spain Sales And Marketing Business Process Outsourcing Market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 34. Spain Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 35. Spain Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 36. RoE Sales And Marketing Business Process Outsourcing Market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 37. RoE Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 38. RoE Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 39. China Sales And Marketing Business Process Outsourcing Market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 40. China Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 41. China Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 42. India Sales And Marketing Business Process Outsourcing Market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 43. India Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 44. India Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 45. Japan Sales And Marketing Business Process Outsourcing Market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 46. Japan Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 47. Japan Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 48. Australia Sales And Marketing Business Process Outsourcing Market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 49. Australia Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 50. Australia Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 51. South Korea Sales And Marketing Business Process Outsourcing Market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 52. South Korea Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 53. South Korea Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 54.

TABLE 55. RoAPAC Sales And Marketing Business Process Outsourcing Market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 56. RoAPAC Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 57. RoAPAC Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 58. Brazil Sales And Marketing Business Process Outsourcing Market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 59. Brazil Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 60. Brazil Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 61. Mexico Sales And Marketing Business Process Outsourcing Market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 62. Mexico Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 63. Mexico Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 64. RoLA Sales And Marketing Business Process Outsourcing Market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 65. RoLA Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 66. RoLA Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 67. Saudi Arabia Sales And Marketing Business Process Outsourcing Market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 68. Saudi Arabia Sales And Marketing Business Process Outsourcing Market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 69. Saudi Arabia Sales And Marketing Business Process Outsourcing Market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 70. South Africa Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 71.

TABLE 72. South Africa Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 73. South Africa Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 74. RoMEA Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 75. RoMEA Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 76. RoMEA Sales And Marketing Business Process Outsourcing Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 77. List of secondary sources, used in the study of Global Sales And Marketing Business Process Outsourcing Market.

TABLE 78. List of primary sources, used in the study of Global Sales And Marketing Business Process Outsourcing Market.

TABLE 79. Years considered for the study.

TABLE 80. Exchange rates considered.

List Of Figures

LIST OF FIGURES

FIG 1. Global Sales And Marketing Business Process Outsourcing Market, research methodology

FIG 2. Global Sales And Marketing Business Process Outsourcing Market, market estimation techniques

FIG 3. Global market size estimates & forecast methods.

FIG 4. Global Sales And Marketing Business Process Outsourcing Market, key trends 2023

FIG 5. Global Sales And Marketing Business Process Outsourcing Market, growth prospects 2022-2032

FIG 6. Global Sales And Marketing Business Process Outsourcing Market, porters 5 force model

FIG 7. Global Sales And Marketing Business Process Outsourcing Market, pestel analysis

FIG 8. Global Sales And Marketing Business Process Outsourcing Market, value chain analysis

FIG 9. Global Sales And Marketing Business Process Outsourcing Market by segment, 2022 & 2032 (USD Billion)

FIG 10. Global Sales And Marketing Business Process Outsourcing Market by segment, 2022 & 2032 (USD Billion)

FIG 11. Global Sales And Marketing Business Process Outsourcing Market by segment, 2022 & 2032 (USD Billion)

FIG 12. Global Sales And Marketing Business Process Outsourcing Market by segment, 2022 & 2032 (USD Billion)

FIG 13. Global Sales And Marketing Business Process Outsourcing Market by segment, 2022 & 2032 (USD Billion)

FIG 14. Global Sales And Marketing Business Process Outsourcing Market, regional snapshot 2022 & 2032

FIG 15. North America Sales And Marketing Business Process Outsourcing Market 2022 & 2032 (USD Billion)

FIG 16. Europe Sales And Marketing Business Process Outsourcing Market 2022 & 2032 (USD Billion)

FIG 17. Asia pacific Sales And Marketing Business Process Outsourcing Market 2022 & 2032 (USD Billion)

FIG 18. Latin America Sales And Marketing Business Process Outsourcing Market 2022 & 2032 (USD Billion)

FIG 19. Middle East & Africa Sales And Marketing Business Process Outsourcing Market 2022 & 2032 (USD Billion)

FIG 20. Global Sales And Marketing Business Process Outsourcing Market, company market share analysis (2023)

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