

# **Global User Research Software Market Size study & Forecast, by Type (Cloud-Based, Web-Based), By Applications (Large Enterprises, SMEs) and Regional Analysis, 2023-2030**

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## **Abstracts**

Global User Research Software Market is valued approximately USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2023-2030. User research software includes various tools and platforms designed to make the collection, analysis, and interpretation of user behavior and preference data more efficient. These software solutions offer a range of features, including surveys, user testing, interviews, and data analysis capabilities. By utilizing these tools, researchers, designers, and product managers can gain valuable insights into user needs and experiences, which in turn informs the development of products, services, or digital experiences. The market growth is driven by key factors such as rising Demand for Digital Products and Services, and shift Towards Remote Work and Collaboration.

As per Statista's projections, global investments in digital transformation are expected to nearly double from USD 1.80 trillion to USD 2.80 trillion between 2022 and 2025. This significant increase can be attributed to the growing penetration of the internet and smartphones, leading to accelerated digitization. Consequently, with consumers increasingly relying on digital platforms and applications for various tasks, businesses face mounting pressure to deliver user-friendly and intuitive digital experiences. User research software plays a pivotal role in meeting this demand. It empowers organizations to directly gather insights from users, comprehend their behaviors and preferences, and continuously enhance digital products and services. Additionally, according to AALPHA, a minimum of 74% of business owners are transitioning a portion of their workforce to remote work setups, with approximately 54% of young

professionals aged 25 to 34 expressing a preference for remote work due to its flexibility and career advancement potential. With teams dispersed across different locations, there is a growing necessity for tools that facilitate remote collaboration and virtual user testing. However, data privacy and security concerns, and proliferation of cybersecurity threats stifle market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global User Research Software Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America holds the largest share in the global market for user research software and is projected to experience significant growth in the forecast period. This dominance is driven by North America's technologically proficient population, numerous innovation centers, and early embrace of user experience (UX) methodologies. Furthermore, the Asia-Pacific region is expected to be the fastest growing region, propelled by the increasing digitalization and burgeoning e-commerce sectors.

Major market player included in this report are:

User Interviews INC.

UserTesting Inc.

Hotjar Ltd.

Lookback

Validately

Userlytics Corporation

UserZoom

dScout Inc.

20|20 Research Inc.

FocusVision

Recent Developments in the Market:

In September 2023, WEVO introduced WEVO Pulse, a groundbreaking AI-driven UX analysis tool that revolutionizes the UX research landscape. Leveraging generative artificial intelligence and insights gleaned from a vast dataset of over 1 million user research participants, WEVO Pulse delivers instantaneous and comprehensive understandings of user preferences and emotions.

In January 2024, Tobii unveiled UX Explore, its latest offering designed to empower user experience (UX) researchers with the capabilities of eye tracking, all through a smartphone. This innovative software-based solution harnesses the power of deep learning eye-tracking techniques, enabling research to be conducted remotely and reaching users in their natural environments.

#### Global User Research Software 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 – Type, Application, 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 Type:

Cloud-Based

Web-Based

By Application:

Large Enterprises

SMEs

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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