

Global Web Content Management Market Size study & Forecast, by Component (Solutions, Services, Consulting, System Integration and Implementation, Training, Support, and Maintenance) by Deployment (On-premises, Cloud), by Organization Size (Large Enterprises, Small and Medium-sized Enterprises), by End-User (Banking, Financial Services, and Insurance, IT and Telecommunication, Government, Media and Entertainment, Retail and Consumer Goods, Education, Healthcare, Others), and Regional Analysis, 2022-2029

<https://marketpublishers.com/r/G52962C2991AEN.html>

Date: May 2023

Pages: 200

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

ID: G52962C2991AEN

Abstracts

Global Web Content Management Market is valued at approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2029. Web content management is a computerized process that aid in the creation, management, publication, and reorganization of the content on a web website. Web content management improves accountability, empowers website content, lowers costs, boosts income, and keeps website content consistent. It facilitates centralized administration job management.

The rising number of key players associated with the market, coupled with the surging adoption of AR and VR to enable companies to modify website content are the key driving factors for the global market growth.

In addition, rising customers' shift toward video-based content across the OTT space is acting as a catalyzing factor that is propelling market growth across the globe. As per

Deloitte, the expenditures on digital media as a share of overall advertising content expenditures will rise from 21% in 2010 to 28% in 2015 and then further to 36% by 2020. As a result, they are turning to the influencer marketing strategy, which gives them the ability to target prospective customers. 40% of Twitter users, according to research from Twitter and Annalect, use tweets to influence their purchasing choices. Furthermore, the emergence of novel technologies, as well as a rising inclination toward cloud-based SaaS content management systems is leveraging various growth prospects for market growth over the forecasting period. However, data breaching and security concerns, and a lack of limited connectivity issues stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Web Content Management Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America dominated the market in terms of revenue, owing to the presence of leading market players, the rise in technological advancements, along with the rising emphasis on the development and innovation of new solutions. Whereas, the Asia Pacific is expected to grow with the highest CAGR during the forecast period, owing to factors such as the growing number of mobile-based applications as well as the surge in the adoption of mobile devices among the users in the regional market.

Major market players included in this report are:

Opentext Corporation

Oracle Corporation

Adobe Systems Incorporated

IBM Corporation

Microsoft Corporation

Sitecore Corporation

Aquia, Inc.

Episerver, Inc.

Rackspace Hosting, Inc.

E-Spirit

Recent Developments in the Market:

In April 2021, OpenText announced the introduction of OpenText Core Content and OpenText Core Case Management, the novel content services platform. These solutions are multi-tenant cloud offerings that are rapidly and easy to implement and are tailored to address unique lines of business, departmental, and industry needs.

Global Web Content Management Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

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

Segments Covered Component, Deployment, Organization Size, End-User, Region
Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World
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 Component:

Solutions

Services

Consulting

System Integration and Implementation

Training, Support, and Maintenance

By Deployment:

On-premises

Cloud

By Organization Size:

Large Enterprises

Small and Medium-sized Enterprises

By End-User:

Banking, Financial Services, and Insurance

IT and Telecommunication

Government

Media and Entertainment

Retail and Consumer Goods

Education
Healthcare
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
RoLA
Rest of the World

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2029 (USD Billion)
 - 1.2.1. Web Content Management Market, by Region, 2019-2029 (USD Billion)
 - 1.2.2. Web Content Management Market, by Component, 2019-2029 (USD Billion)
 - 1.2.3. Web Content Management Market, by Deployment, 2019-2029 (USD Billion)
 - 1.2.4. Web Content Management Market, by Organization Size, 2019-2029 (USD Billion)
 - 1.2.5. Web Content Management Market, by End-User, 2019-2029 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL WEB CONTENT MANAGEMENT MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Scope of the Study
 - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL WEB CONTENT MANAGEMENT MARKET DYNAMICS

- 3.1. Web Content Management Market Impact Analysis (2019-2029)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Rising customers' shift toward video-based content across the OTT space
 - 3.1.1.2. Surging adoption of AR and VR to enable companies
 - 3.1.2. Market Challenges
 - 3.1.2.1. Data breaching and security concerns
 - 3.1.2.2. Lack of limited connectivity issues
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Emergence of novel technologies
 - 3.1.3.2. Rising inclination toward cloud-based SaaS content management systems

CHAPTER 4. GLOBAL WEB CONTENT MANAGEMENT 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
- 4.2. Futuristic Approach to Porter's 5 Force Model (2019-2029)
- 4.3. PEST Analysis
 - 4.3.1. Political
 - 4.3.2. Economical
 - 4.3.3. Social
 - 4.3.4. Technological
- 4.4. Top investment opportunity
- 4.5. Top winning strategies
- 4.6. Industry Experts Prospective
- 4.7. Analyst Recommendation & Conclusion

CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT

- 5.1. Assessment of the overall impact of COVID-19 on the industry
- 5.2. Pre COVID-19 and post COVID-19 Market scenario

CHAPTER 6. GLOBAL WEB CONTENT MANAGEMENT MARKET, BY COMPONENT

- 6.1. Market Snapshot
- 6.2. Global Web Content Management Market by Component, Performance - Potential Analysis
- 6.3. Global Web Content Management Market Estimates & Forecasts by Component 2019-2029 (USD Billion)
- 6.4. Web Content Management Market, Sub Segment Analysis
 - 6.4.1. Solutions
 - 6.4.2. Services
 - 6.4.3. Consulting
 - 6.4.4. System Integration and Implementation
 - 6.4.5. Training, Support, and Maintenance

CHAPTER 7. GLOBAL WEB CONTENT MANAGEMENT MARKET, BY DEPLOYMENT

7.1. Market Snapshot

7.2. Global Web Content Management Market by Deployment, Performance - Potential Analysis

7.3. Global Web Content Management Market Estimates & Forecasts by Deployment 2019-2029 (USD Billion)

7.4. Web Content Management Market, Sub Segment Analysis

7.4.1. On-premises

7.4.2. Cloud

CHAPTER 8. GLOBAL WEB CONTENT MANAGEMENT MARKET, BY ORGANIZATION SIZE

8.1. Market Snapshot

8.2. Global Web Content Management Market by Organization Size, Performance - Potential Analysis

8.3. Global Web Content Management Market Estimates & Forecasts by Organization Size 2019-2029 (USD Billion)

8.4. Web Content Management Market, Sub Segment Analysis

8.4.1. Large Enterprises

8.4.2. Small and Medium-sized Enterprises

CHAPTER 9. GLOBAL WEB CONTENT MANAGEMENT MARKET, BY END-USER

9.1. Market Snapshot

9.2. Global Web Content Management Market by End-User, Performance - Potential Analysis

9.3. Global Web Content Management Market Estimates & Forecasts by End-User 2019-2029 (USD Billion)

9.4. Web Content Management Market, Sub Segment Analysis

9.4.1. Banking, Financial Services, and Insurance

9.4.2. IT and Telecommunication

9.4.3. Government

9.4.4. Media and Entertainment

9.4.5. Retail and Consumer Goods

9.4.6. Education

9.4.7. Healthcare

9.4.8. Others

CHAPTER 10. GLOBAL WEB CONTENT MANAGEMENT MARKET, REGIONAL ANALYSIS

10.1. Web Content Management Market, Regional Market Snapshot

10.2. North America Web Content Management Market

10.2.1. U.S. Web Content Management Market

10.2.1.1. Component breakdown estimates & forecasts, 2019-2029

10.2.1.2. Deployment breakdown estimates & forecasts, 2019-2029

10.2.1.3. Organization Size breakdown estimates & forecasts, 2019-2029

10.2.1.4. End-User breakdown estimates & forecasts, 2019-2029

10.2.2. Canada Web Content Management Market

10.3. Europe Web Content Management Market Snapshot

10.3.1. U.K. Web Content Management Market

10.3.2. Germany Web Content Management Market

10.3.3. France Web Content Management Market

10.3.4. Spain Web Content Management Market

10.3.5. Italy Web Content Management Market

10.3.6. Rest of Europe Web Content Management Market

10.4. Asia-Pacific Web Content Management Market Snapshot

10.4.1. China Web Content Management Market

10.4.2. India Web Content Management Market

10.4.3. Japan Web Content Management Market

10.4.4. Australia Web Content Management Market

10.4.5. South Korea Web Content Management Market

10.4.6. Rest of Asia Pacific Web Content Management Market

10.5. Latin America Web Content Management Market Snapshot

10.5.1. Brazil Web Content Management Market

10.5.2. Mexico Web Content Management Market

10.5.3. Rest of Latin America Web Content Management Market

10.6. Rest of The World Web Content Management Market

CHAPTER 11. COMPETITIVE INTELLIGENCE

11.1. Top Market Strategies

11.2. Company Profiles

11.2.1. Opentext Corporation

- 11.2.1.1. Key Information
- 11.2.1.2. Overview
- 11.2.1.3. Financial (Subject to Data Availability)
- 11.2.1.4. Product Summary
- 11.2.1.5. Recent Developments
- 11.2.2. Oracle Corporation
- 11.2.3. Adobe Systems Incorporated
- 11.2.4. IBM Corporation
- 11.2.5. Microsoft Corporation
- 11.2.6. Sitecore Corporation
- 11.2.7. Aquia, Inc.
- 11.2.8. Episerver, Inc.
- 11.2.9. Rackspace Hosting, Inc.
- 11.2.10. E-Spirit

CHAPTER 12. RESEARCH PROCESS

- 12.1. Research Process
 - 12.1.1. Data Mining
 - 12.1.2. Analysis
 - 12.1.3. Market Estimation
 - 12.1.4. Validation
 - 12.1.5. Publishing
- 12.2. Research Attributes
- 12.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global Web Content Management Market, report scope

TABLE 2. Global Web Content Management Market estimates & forecasts by Region 2019-2029 (USD Billion)

TABLE 3. Global Web Content Management Market estimates & forecasts by Component 2019-2029 (USD Billion)

TABLE 4. Global Web Content Management Market estimates & forecasts by Deployment 2019-2029 (USD Billion)

TABLE 5. Global Web Content Management Market estimates & forecasts by Organization Size 2019-2029 (USD Billion)

TABLE 6. Global Web Content Management Market estimates & forecasts by End-User 2019-2029 (USD Billion)

TABLE 7. Global Web Content Management Market by segment, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 8. Global Web Content Management Market by region, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 9. Global Web Content Management Market by segment, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 10. Global Web Content Management Market by region, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 11. Global Web Content Management Market by segment, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 12. Global Web Content Management Market by region, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 13. Global Web Content Management Market by segment, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 14. Global Web Content Management Market by region, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 15. Global Web Content Management Market by segment, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 16. Global Web Content Management Market by region, estimates & forecasts, 2019-2029 (USD Billion)

TABLE 17. U.S. Web Content Management Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 18. U.S. Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 19. U.S. Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 20. Canada Web Content Management Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 21. Canada Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 22. Canada Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 23. UK Web Content Management Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 24. UK Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 25. UK Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 26. Germany Web Content Management Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 27. Germany Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 28. Germany Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 29. France Web Content Management Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 30. France Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 31. France Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 32. Italy Web Content Management Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 33. Italy Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 34. Italy Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 35. Spain Web Content Management Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 36. Spain Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 37. Spain Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 38. RoE Web Content Management Market estimates & forecasts, 2019-2029

(USD Billion)

TABLE 39. RoE Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 40. RoE Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 41. China Web Content Management Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 42. China Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 43. China Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 44. India Web Content Management Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 45. India Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 46. India Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 47. Japan Web Content Management Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 48. Japan Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 49. Japan Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 50. South Korea Web Content Management Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 51. South Korea Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 52. South Korea Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 53. Australia Web Content Management Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 54. Australia Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 55. Australia Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 56. RoAPAC Web Content Management Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 57. RoAPAC Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 58. RoAPAC Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 59. Brazil Web Content Management Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 60. Brazil Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 61. Brazil Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 62. Mexico Web Content Management Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 63. Mexico Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 64. Mexico Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 65. RoLA Web Content Management Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 66. RoLA Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 67. RoLA Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 68. Row Web Content Management Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 69. Row Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 70. Row Web Content Management Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 71. List of secondary sources, used in the study of global Web Content Management Market

TABLE 72. List of primary sources, used in the study of global Web Content Management Market

TABLE 73. Years considered for the study

TABLE 74. Exchange rates considered

List of tables and figures and dummy in nature, final lists may vary in the final deliverable

List Of Figures

LIST OF FIGURES

- FIG 1. Global Web Content Management Market, research methodology
- FIG 2. Global Web Content Management Market, Market estimation techniques
- FIG 3. Global Market size estimates & forecast methods
- FIG 4. Global Web Content Management Market, key trends 2021
- FIG 5. Global Web Content Management Market, growth prospects 2022-2029
- FIG 6. Global Web Content Management Market, porters 5 force model
- FIG 7. Global Web Content Management Market, pest analysis
- FIG 8. Global Web Content Management Market, value chain analysis
- FIG 9. Global Web Content Management Market by segment, 2019 & 2029 (USD Billion)
- FIG 10. Global Web Content Management Market by segment, 2019 & 2029 (USD Billion)
- FIG 11. Global Web Content Management Market by segment, 2019 & 2029 (USD Billion)
- FIG 12. Global Web Content Management Market by segment, 2019 & 2029 (USD Billion)
- FIG 13. Global Web Content Management Market by segment, 2019 & 2029 (USD Billion)
- FIG 14. Global Web Content Management Market, regional snapshot 2019 & 2029
- FIG 15. North America Web Content Management Market 2019 & 2029 (USD Billion)
- FIG 16. Europe Web Content Management Market 2019 & 2029 (USD Billion)
- FIG 17. Asia pacific Web Content Management Market 2019 & 2029 (USD Billion)
- FIG 18. Latin America Web Content Management Market 2019 & 2029 (USD Billion)
- FIG 19. Global Web Content Management Market, company Market share analysis (2021)

List of tables and figures and dummy in nature, final lists may vary in the final deliverable

I would like to order

Product name: Global Web Content Management Market Size study & Forecast, by Component (Solutions, Services, Consulting, System Integration and Implementation, Training, Support, and Maintenance) by Deployment (On-premises, Cloud), by Organization Size (Large Enterprises, Small and Medium-sized Enterprises), by End-User (Banking, Financial Services, and Insurance, IT and Telecommunication, Government, Media and Entertainment, Retail and Consumer Goods, Education, Healthcare, Others), and Regional Analysis, 2022-2029

Product link: <https://marketpublishers.com/r/G52962C2991AEN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G52962C2991AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970