

# Global Sales Force Automation (SFA) Market Research Report 2024(Status and Outlook)

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## Abstracts

### Report Overview:

Sales force automation systems (SFA) are information systems used in customer relationship management (CRM) marketing and management that help automate some sales and sales force management functions.

The Global Sales Force Automation (SFA) Market Size was estimated at USD 6315.87 million in 2023 and is projected to reach USD 9693.01 million by 2029, exhibiting a CAGR of 7.40% during the forecast period.

This report provides a deep insight into the global Sales Force Automation (SFA) market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Sales Force Automation (SFA) Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers,

consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Sales Force Automation (SFA) market in any manner.

## Global Sales Force Automation (SFA) Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

### Key Company

Microsoft

Oracle

SugarCRM

Zoho

Salesforce.com

### Market Segmentation (by Type)

Cloud-based

On-premises

### Market Segmentation (by Application)

Small and Medium Enterprises (SMEs)

Large Enterprises

### Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

#### Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Sales Force Automation (SFA) Market

Overview of the regional outlook of the Sales Force Automation (SFA) Market:

#### Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

## Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

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## Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Sales Force Automation (SFA) Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the Market's Competitive Landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future

development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

1.1 Market Definition and Statistical Scope of Sales Force Automation (SFA)

1.2 Key Market Segments

1.2.1 Sales Force Automation (SFA) Segment by Type

1.2.2 Sales Force Automation (SFA) Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

### **2 SALES FORCE AUTOMATION (SFA) MARKET OVERVIEW**

2.1 Global Market Overview

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

### **3 SALES FORCE AUTOMATION (SFA) MARKET COMPETITIVE LANDSCAPE**

3.1 Global Sales Force Automation (SFA) Revenue Market Share by Company (2019-2024)

3.2 Sales Force Automation (SFA) Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.3 Company Sales Force Automation (SFA) Market Size Sites, Area Served, Product Type

3.4 Sales Force Automation (SFA) Market Competitive Situation and Trends

3.4.1 Sales Force Automation (SFA) Market Concentration Rate

3.4.2 Global 5 and 10 Largest Sales Force Automation (SFA) Players Market Share by Revenue

3.4.3 Mergers & Acquisitions, Expansion

### **4 SALES FORCE AUTOMATION (SFA) VALUE CHAIN ANALYSIS**

4.1 Sales Force Automation (SFA) Value Chain Analysis

4.2 Midstream Market Analysis

#### 4.3 Downstream Customer Analysis

### **5 THE DEVELOPMENT AND DYNAMICS OF SALES FORCE AUTOMATION (SFA) MARKET**

#### 5.1 Key Development Trends

#### 5.2 Driving Factors

#### 5.3 Market Challenges

#### 5.4 Market Restraints

#### 5.5 Industry News

##### 5.5.1 Mergers & Acquisitions

##### 5.5.2 Expansions

##### 5.5.3 Collaboration/Supply Contracts

#### 5.6 Industry Policies

### **6 SALES FORCE AUTOMATION (SFA) MARKET SEGMENTATION BY TYPE**

#### 6.1 Evaluation Matrix of Segment Market Development Potential (Type)

#### 6.2 Global Sales Force Automation (SFA) Market Size Market Share by Type (2019-2024)

#### 6.3 Global Sales Force Automation (SFA) Market Size Growth Rate by Type (2019-2024)

### **7 SALES FORCE AUTOMATION (SFA) MARKET SEGMENTATION BY APPLICATION**

#### 7.1 Evaluation Matrix of Segment Market Development Potential (Application)

#### 7.2 Global Sales Force Automation (SFA) Market Size (M USD) by Application (2019-2024)

#### 7.3 Global Sales Force Automation (SFA) Market Size Growth Rate by Application (2019-2024)

### **8 SALES FORCE AUTOMATION (SFA) MARKET SEGMENTATION BY REGION**

#### 8.1 Global Sales Force Automation (SFA) Market Size by Region

##### 8.1.1 Global Sales Force Automation (SFA) Market Size by Region

##### 8.1.2 Global Sales Force Automation (SFA) Market Size Market Share by Region

#### 8.2 North America

##### 8.2.1 North America Sales Force Automation (SFA) Market Size by Country



8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe Sales Force Automation (SFA) Market Size by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Russia

8.4 Asia Pacific

8.4.1 Asia Pacific Sales Force Automation (SFA) Market Size by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Sales Force Automation (SFA) Market Size by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Sales Force Automation (SFA) Market Size by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

## **9 KEY COMPANIES PROFILE**

9.1 Microsoft

9.1.1 Microsoft Sales Force Automation (SFA) Basic Information

9.1.2 Microsoft Sales Force Automation (SFA) Product Overview

9.1.3 Microsoft Sales Force Automation (SFA) Product Market Performance

9.1.4 Microsoft Sales Force Automation (SFA) SWOT Analysis

9.1.5 Microsoft Business Overview

9.1.6 Microsoft Recent Developments

## 9.2 Oracle

- 9.2.1 Oracle Sales Force Automation (SFA) Basic Information
- 9.2.2 Oracle Sales Force Automation (SFA) Product Overview
- 9.2.3 Oracle Sales Force Automation (SFA) Product Market Performance
- 9.2.4 Microsoft Sales Force Automation (SFA) SWOT Analysis
- 9.2.5 Oracle Business Overview
- 9.2.6 Oracle Recent Developments

## 9.3 SugarCRM

- 9.3.1 SugarCRM Sales Force Automation (SFA) Basic Information
- 9.3.2 SugarCRM Sales Force Automation (SFA) Product Overview
- 9.3.3 SugarCRM Sales Force Automation (SFA) Product Market Performance
- 9.3.4 Microsoft Sales Force Automation (SFA) SWOT Analysis
- 9.3.5 SugarCRM Business Overview
- 9.3.6 SugarCRM Recent Developments

## 9.4 Zoho

- 9.4.1 Zoho Sales Force Automation (SFA) Basic Information
- 9.4.2 Zoho Sales Force Automation (SFA) Product Overview
- 9.4.3 Zoho Sales Force Automation (SFA) Product Market Performance
- 9.4.4 Zoho Business Overview
- 9.4.5 Zoho Recent Developments

## 9.5 Salesforce.com

- 9.5.1 Salesforce.com Sales Force Automation (SFA) Basic Information
- 9.5.2 Salesforce.com Sales Force Automation (SFA) Product Overview
- 9.5.3 Salesforce.com Sales Force Automation (SFA) Product Market Performance
- 9.5.4 Salesforce.com Business Overview
- 9.5.5 Salesforce.com Recent Developments

## **10 SALES FORCE AUTOMATION (SFA) REGIONAL MARKET FORECAST**

### 10.1 Global Sales Force Automation (SFA) Market Size Forecast

### 10.2 Global Sales Force Automation (SFA) Market Forecast by Region

- 10.2.1 North America Market Size Forecast by Country
- 10.2.2 Europe Sales Force Automation (SFA) Market Size Forecast by Country
- 10.2.3 Asia Pacific Sales Force Automation (SFA) Market Size Forecast by Region
- 10.2.4 South America Sales Force Automation (SFA) Market Size Forecast by Country
- 10.2.5 Middle East and Africa Forecasted Consumption of Sales Force Automation (SFA) by Country

## **11 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2030)**

11.1 Global Sales Force Automation (SFA) Market Forecast by Type (2025-2030)

11.2 Global Sales Force Automation (SFA) Market Forecast by Application (2025-2030)

## **12 CONCLUSION AND KEY FINDINGS**

## List Of Tables

### LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Market Size (M USD) Segment Executive Summary

Table 4. Sales Force Automation (SFA) Market Size Comparison by Region (M USD)

Table 5. Global Sales Force Automation (SFA) Revenue (M USD) by Company (2019-2024)

Table 6. Global Sales Force Automation (SFA) Revenue Share by Company (2019-2024)

Table 7. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Sales Force Automation (SFA) as of 2022)

Table 8. Company Sales Force Automation (SFA) Market Size Sites and Area Served

Table 9. Company Sales Force Automation (SFA) Product Type

Table 10. Global Sales Force Automation (SFA) Company Market Concentration Ratio (CR5 and HHI)

Table 11. Mergers & Acquisitions, Expansion Plans

Table 12. Value Chain Map of Sales Force Automation (SFA)

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. Sales Force Automation (SFA) Market Challenges

Table 18. Global Sales Force Automation (SFA) Market Size by Type (M USD)

Table 19. Global Sales Force Automation (SFA) Market Size (M USD) by Type (2019-2024)

Table 20. Global Sales Force Automation (SFA) Market Size Share by Type (2019-2024)

Table 21. Global Sales Force Automation (SFA) Market Size Growth Rate by Type (2019-2024)

Table 22. Global Sales Force Automation (SFA) Market Size by Application

Table 23. Global Sales Force Automation (SFA) Market Size by Application (2019-2024) & (M USD)

Table 24. Global Sales Force Automation (SFA) Market Share by Application (2019-2024)

Table 25. Global Sales Force Automation (SFA) Market Size Growth Rate by Application (2019-2024)

Table 26. Global Sales Force Automation (SFA) Market Size by Region (2019-2024) & (M USD)

Table 27. Global Sales Force Automation (SFA) Market Size Market Share by Region (2019-2024)

Table 28. North America Sales Force Automation (SFA) Market Size by Country (2019-2024) & (M USD)

Table 29. Europe Sales Force Automation (SFA) Market Size by Country (2019-2024) & (M USD)

Table 30. Asia Pacific Sales Force Automation (SFA) Market Size by Region (2019-2024) & (M USD)

Table 31. South America Sales Force Automation (SFA) Market Size by Country (2019-2024) & (M USD)

Table 32. Middle East and Africa Sales Force Automation (SFA) Market Size by Region (2019-2024) & (M USD)

Table 33. Microsoft Sales Force Automation (SFA) Basic Information

Table 34. Microsoft Sales Force Automation (SFA) Product Overview

Table 35. Microsoft Sales Force Automation (SFA) Revenue (M USD) and Gross Margin (2019-2024)

Table 36. Microsoft Sales Force Automation (SFA) SWOT Analysis

Table 37. Microsoft Business Overview

Table 38. Microsoft Recent Developments

Table 39. Oracle Sales Force Automation (SFA) Basic Information

Table 40. Oracle Sales Force Automation (SFA) Product Overview

Table 41. Oracle Sales Force Automation (SFA) Revenue (M USD) and Gross Margin (2019-2024)

Table 42. Microsoft Sales Force Automation (SFA) SWOT Analysis

Table 43. Oracle Business Overview

Table 44. Oracle Recent Developments

Table 45. SugarCRM Sales Force Automation (SFA) Basic Information

Table 46. SugarCRM Sales Force Automation (SFA) Product Overview

Table 47. SugarCRM Sales Force Automation (SFA) Revenue (M USD) and Gross Margin (2019-2024)

Table 48. Microsoft Sales Force Automation (SFA) SWOT Analysis

Table 49. SugarCRM Business Overview

Table 50. SugarCRM Recent Developments

Table 51. Zoho Sales Force Automation (SFA) Basic Information

Table 52. Zoho Sales Force Automation (SFA) Product Overview

Table 53. Zoho Sales Force Automation (SFA) Revenue (M USD) and Gross Margin (2019-2024)

Table 54. Zoho Business Overview

Table 55. Zoho Recent Developments

Table 56. Salesforce.com Sales Force Automation (SFA) Basic Information

Table 57. Salesforce.com Sales Force Automation (SFA) Product Overview

Table 58. Salesforce.com Sales Force Automation (SFA) Revenue (M USD) and Gross Margin (2019-2024)

Table 59. Salesforce.com Business Overview

Table 60. Salesforce.com Recent Developments

Table 61. Global Sales Force Automation (SFA) Market Size Forecast by Region (2025-2030) & (M USD)

Table 62. North America Sales Force Automation (SFA) Market Size Forecast by Country (2025-2030) & (M USD)

Table 63. Europe Sales Force Automation (SFA) Market Size Forecast by Country (2025-2030) & (M USD)

Table 64. Asia Pacific Sales Force Automation (SFA) Market Size Forecast by Region (2025-2030) & (M USD)

Table 65. South America Sales Force Automation (SFA) Market Size Forecast by Country (2025-2030) & (M USD)

Table 66. Middle East and Africa Sales Force Automation (SFA) Market Size Forecast by Country (2025-2030) & (M USD)

Table 67. Global Sales Force Automation (SFA) Market Size Forecast by Type (2025-2030) & (M USD)

Table 68. Global Sales Force Automation (SFA) Market Size Forecast by Application (2025-2030) & (M USD)

## List Of Figures

### LIST OF FIGURES

Figure 1. Industrial Chain of Sales Force Automation (SFA)

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Sales Force Automation (SFA) Market Size (M USD), 2019-2030

Figure 5. Global Sales Force Automation (SFA) Market Size (M USD) (2019-2030)

Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 8. Evaluation Matrix of Regional Market Development Potential

Figure 9. Sales Force Automation (SFA) Market Size by Country (M USD)

Figure 10. Global Sales Force Automation (SFA) Revenue Share by Company in 2023

Figure 11. Sales Force Automation (SFA) Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023

Figure 12. The Global 5 and 10 Largest Players: Market Share by Sales Force Automation (SFA) Revenue in 2023

Figure 13. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 14. Global Sales Force Automation (SFA) Market Share by Type

Figure 15. Market Size Share of Sales Force Automation (SFA) by Type (2019-2024)

Figure 16. Market Size Market Share of Sales Force Automation (SFA) by Type in 2022

Figure 17. Global Sales Force Automation (SFA) Market Size Growth Rate by Type (2019-2024)

Figure 18. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 19. Global Sales Force Automation (SFA) Market Share by Application

Figure 20. Global Sales Force Automation (SFA) Market Share by Application (2019-2024)

Figure 21. Global Sales Force Automation (SFA) Market Share by Application in 2022

Figure 22. Global Sales Force Automation (SFA) Market Size Growth Rate by Application (2019-2024)

Figure 23. Global Sales Force Automation (SFA) Market Size Market Share by Region (2019-2024)

Figure 24. North America Sales Force Automation (SFA) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 25. North America Sales Force Automation (SFA) Market Size Market Share by Country in 2023

Figure 26. U.S. Sales Force Automation (SFA) Market Size and Growth Rate (2019-2024) & (M USD)



Figure 27. Canada Sales Force Automation (SFA) Market Size (M USD) and Growth Rate (2019-2024)

Figure 28. Mexico Sales Force Automation (SFA) Market Size (Units) and Growth Rate (2019-2024)

Figure 29. Europe Sales Force Automation (SFA) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 30. Europe Sales Force Automation (SFA) Market Size Market Share by Country in 2023

Figure 31. Germany Sales Force Automation (SFA) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 32. France Sales Force Automation (SFA) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 33. U.K. Sales Force Automation (SFA) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 34. Italy Sales Force Automation (SFA) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 35. Russia Sales Force Automation (SFA) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 36. Asia Pacific Sales Force Automation (SFA) Market Size and Growth Rate (M USD)

Figure 37. Asia Pacific Sales Force Automation (SFA) Market Size Market Share by Region in 2023

Figure 38. China Sales Force Automation (SFA) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 39. Japan Sales Force Automation (SFA) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 40. South Korea Sales Force Automation (SFA) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 41. India Sales Force Automation (SFA) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 42. Southeast Asia Sales Force Automation (SFA) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 43. South America Sales Force Automation (SFA) Market Size and Growth Rate (M USD)

Figure 44. South America Sales Force Automation (SFA) Market Size Market Share by Country in 2023

Figure 45. Brazil Sales Force Automation (SFA) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 46. Argentina Sales Force Automation (SFA) Market Size and Growth Rate



(2019-2024) & (M USD)

Figure 47. Columbia Sales Force Automation (SFA) Market Size and Growth Rate

(2019-2024) & (M USD)

Figure 48. Middle East and Africa Sales Force Automation (SFA) Market Size and Growth Rate (M USD)

Figure 49. Middle East and Africa Sales Force Automation (SFA) Market Size Market Share by Region in 2023

Figure 50. Saudi Arabia Sales Force Automation (SFA) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 51. UAE Sales Force Automation (SFA) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 52. Egypt Sales Force Automation (SFA) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 53. Nigeria Sales Force Automation (SFA) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 54. South Africa Sales Force Automation (SFA) Market Size and Growth Rate (2019-2024) & (M USD)

Figure 55. Global Sales Force Automation (SFA) Market Size Forecast by Value (2019-2030) & (M USD)

Figure 56. Global Sales Force Automation (SFA) Market Share Forecast by Type (2025-2030)

Figure 57. Global Sales Force Automation (SFA) Market Share Forecast by Application (2025-2030)

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