

Global Sales Quotation Software Market Research Report 2026(Status and Outlook)

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Abstracts

Sales Quotation Software is a digital tool designed to streamline the process of creating, managing, and sending sales quotes to potential customers. This software automates various aspects of the quoting process, such as pricing calculations, customization of quotes, and integration with CRM and ERP systems, ensuring accuracy and consistency. It helps sales teams generate professional-looking quotes quickly, track the status of quotes in real-time, and improve overall efficiency by reducing manual errors. Additionally, it often includes features for approval workflows, electronic signatures, and analytics, providing valuable insights into the sales pipeline and helping businesses close deals faster. AI is increasingly being applied in sales quotation software. AI - driven software can analyze a large amount of data, generate highly accurate pricing, suggest the best product configurations, and predict customer preferences in real - time. This improves the speed and accuracy of quotation generation, reduces human errors, and enhances the efficiency of the sales cycle. Moreover, machine - learning algorithms help enterprises optimize pricing strategies based on market conditions and customer behavior, enabling more competitive quotations. Although some industries still prefer on - premise systems for control and data privacy, cloud - based sales quotation software is developing rapidly. It has the advantages of reasonable pricing, excellent scalability, and low IT management requirements, as updates and maintenance are handled by the provider. In addition, the seamless integration with other cloud - based tools such as CRM and ERP makes it very attractive to enterprises, and its market share is continuously increasing. The Sales Quotation Software market is experiencing significant growth, driven by the increasing need for automation in sales processes and the demand for enhanced customer relationship management. Major sales regions include North America, particularly the United States, which leads the market due to advanced technological infrastructure and high adoption rates among enterprises. Europe and Asia-Pacific also show substantial

growth, with rising investments in digital transformation and expanding SMEs. Market opportunities abound in the integration of AI and machine learning to offer predictive analytics and personalized quotations. However, challenges persist, such as data security concerns, the high cost of implementation, and the need for continuous software updates and training. Additionally, the competition among vendors is intense, necessitating continuous innovation to meet evolving customer needs and regulatory compliance.

The global Sales Quotation Software market size was estimated at USD 1705.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 6.70% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Sales Quotation Software market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Sales Quotation Software market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Sales Quotation Software market.

Global Sales Quotation Software Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Quoter
QuoteWerks
QuoteCloud
Proposify
HubSpot
PandaDoc
Refrens
VARStreet
Qwilr
Quotationer
Adobe
RFPIO
Accelo
Salesforce
Qwilr
Bitrix24
Quotient
Bidsketch
Eworks Manager
SalesBabu
Salesboom
Concord
iQuoteXpress
Kaseya
Osmos
ConnectWise
Paycove
Unleashed
Quintadena

Market Segmentation (by Type)

On-premises

Cloud Based

Market Segmentation (by Application)

Manufacturing

IT and Software

Legal Services

Construction and Real Estate

Healthcare

Others

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 Quotation Software Market

Overview of the regional outlook of the Sales Quotation Software Market:

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.

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 Quotation Software 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 shares the main producing countries of Sales Quotation Software, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 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 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

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 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.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of Sales Quotation Software
- 1.2 Key Market Segments
 - 1.2.1 Sales Quotation Software Segment by Type
 - 1.2.2 Sales Quotation Software 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 QUOTATION SOFTWARE MARKET OVERVIEW

- 2.1 Global Market Overview
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 SALES QUOTATION SOFTWARE MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global Sales Quotation Software Product Life Cycle
- 3.3 Global Sales Quotation Software Revenue Market Share by Company (2020-2025)
- 3.4 Sales Quotation Software Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.5 Headquarters, Areas Served, and Product Types of Major Players
- 3.6 Sales Quotation Software Market Competitive Situation and Trends
 - 3.6.1 Sales Quotation Software Market Concentration Rate
 - 3.6.2 Global 5 and 10 Largest Sales Quotation Software Players Market Share by Revenue
 - 3.6.3 Mergers & Acquisitions, Expansion

4 SALES QUOTATION SOFTWARE VALUE CHAIN ANALYSIS

- 4.1 Sales Quotation Software Value Chain Analysis
- 4.2 Midstream Market Analysis

4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF SALES QUOTATION SOFTWARE MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Industry News

5.4.1 New Product Developments

5.4.2 Mergers & Acquisitions

5.4.3 Expansions

5.4.4 Collaboration/Supply Contracts

5.5 PEST Analysis

5.5.1 Industry Policies Analysis

5.5.2 Economic Environment Analysis

5.5.3 Social Environment Analysis

5.5.4 Technological Environment Analysis

5.6 Global Sales Quotation Software Market Porter's Five Forces Analysis

6 SALES QUOTATION SOFTWARE MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Sales Quotation Software Market by Type (2020-2025)

6.3 Global Sales Quotation Software Market Size Growth Rate by Type (2021-2025)

7 SALES QUOTATION SOFTWARE MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Sales Quotation Software Market Size (M USD) by Application (2020-2025)

7.3 Global Sales Quotation Software Market Size Growth Rate by Application (2021-2025)

8 SALES QUOTATION SOFTWARE MARKET SEGMENTATION BY REGION

8.1 Global Sales Quotation Software Market Size by Region

8.1.1 Global Sales Quotation Software Market Size by Region

8.1.2 Global Sales Quotation Software Market Size Market Share by Region

8.2 North America

8.2.1 North America Sales Quotation Software 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 Quotation Software Market Size by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Spain

8.4 Asia Pacific

8.4.1 Asia Pacific Sales Quotation Software 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 Quotation Software 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 Quotation Software 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 Quoter

9.1.1 Quoter Basic Information

9.1.2 Quoter Sales Quotation Software Product Overview

9.1.3 Quoter Sales Quotation Software Product Market Performance

9.1.4 Quoter SWOT Analysis

9.1.5 Quoter Business Overview

- 9.1.6 Quoter Recent Developments
- 9.2 QuoteWerks
 - 9.2.1 QuoteWerks Basic Information
 - 9.2.2 QuoteWerks Sales Quotation Software Product Overview
 - 9.2.3 QuoteWerks Sales Quotation Software Product Market Performance
 - 9.2.4 QuoteWerks SWOT Analysis
 - 9.2.5 QuoteWerks Business Overview
 - 9.2.6 QuoteWerks Recent Developments
- 9.3 QuoteCloud
 - 9.3.1 QuoteCloud Basic Information
 - 9.3.2 QuoteCloud Sales Quotation Software Product Overview
 - 9.3.3 QuoteCloud Sales Quotation Software Product Market Performance
 - 9.3.4 QuoteCloud SWOT Analysis
 - 9.3.5 QuoteCloud Business Overview
 - 9.3.6 QuoteCloud Recent Developments
- 9.4 Proposify
 - 9.4.1 Proposify Basic Information
 - 9.4.2 Proposify Sales Quotation Software Product Overview
 - 9.4.3 Proposify Sales Quotation Software Product Market Performance
 - 9.4.4 Proposify Business Overview
 - 9.4.5 Proposify Recent Developments
- 9.5 HubSpot
 - 9.5.1 HubSpot Basic Information
 - 9.5.2 HubSpot Sales Quotation Software Product Overview
 - 9.5.3 HubSpot Sales Quotation Software Product Market Performance
 - 9.5.4 HubSpot Business Overview
 - 9.5.5 HubSpot Recent Developments
- 9.6 PandaDoc
 - 9.6.1 PandaDoc Basic Information
 - 9.6.2 PandaDoc Sales Quotation Software Product Overview
 - 9.6.3 PandaDoc Sales Quotation Software Product Market Performance
 - 9.6.4 PandaDoc Business Overview
 - 9.6.5 PandaDoc Recent Developments
- 9.7 Refrens
 - 9.7.1 Refrens Basic Information
 - 9.7.2 Refrens Sales Quotation Software Product Overview
 - 9.7.3 Refrens Sales Quotation Software Product Market Performance
 - 9.7.4 Refrens Business Overview
 - 9.7.5 Refrens Recent Developments

9.8 VARStreet

9.8.1 VARStreet Basic Information

9.8.2 VARStreet Sales Quotation Software Product Overview

9.8.3 VARStreet Sales Quotation Software Product Market Performance

9.8.4 VARStreet Business Overview

9.8.5 VARStreet Recent Developments

9.9 Qwilr

9.9.1 Qwilr Basic Information

9.9.2 Qwilr Sales Quotation Software Product Overview

9.9.3 Qwilr Sales Quotation Software Product Market Performance

9.9.4 Qwilr Business Overview

9.9.5 Qwilr Recent Developments

9.10 Quotationer

9.10.1 Quotationer Basic Information

9.10.2 Quotationer Sales Quotation Software Product Overview

9.10.3 Quotationer Sales Quotation Software Product Market Performance

9.10.4 Quotationer Business Overview

9.10.5 Quotationer Recent Developments

9.11 Adobe

9.11.1 Adobe Basic Information

9.11.2 Adobe Sales Quotation Software Product Overview

9.11.3 Adobe Sales Quotation Software Product Market Performance

9.11.4 Adobe Business Overview

9.11.5 Adobe Recent Developments

9.12 RFPIO

9.12.1 RFPIO Basic Information

9.12.2 RFPIO Sales Quotation Software Product Overview

9.12.3 RFPIO Sales Quotation Software Product Market Performance

9.12.4 RFPIO Business Overview

9.12.5 RFPIO Recent Developments

9.13 Accelo

9.13.1 Accelo Basic Information

9.13.2 Accelo Sales Quotation Software Product Overview

9.13.3 Accelo Sales Quotation Software Product Market Performance

9.13.4 Accelo Business Overview

9.13.5 Accelo Recent Developments

9.14 Salesforce

9.14.1 Salesforce Basic Information

9.14.2 Salesforce Sales Quotation Software Product Overview

- 9.14.3 Salesforce Sales Quotation Software Product Market Performance
- 9.14.4 Salesforce Business Overview
- 9.14.5 Salesforce Recent Developments
- 9.15 Qwilr
 - 9.15.1 Qwilr Basic Information
 - 9.15.2 Qwilr Sales Quotation Software Product Overview
 - 9.15.3 Qwilr Sales Quotation Software Product Market Performance
 - 9.15.4 Qwilr Business Overview
 - 9.15.5 Qwilr Recent Developments
- 9.16 Bitrix24
 - 9.16.1 Bitrix24 Basic Information
 - 9.16.2 Bitrix24 Sales Quotation Software Product Overview
 - 9.16.3 Bitrix24 Sales Quotation Software Product Market Performance
 - 9.16.4 Bitrix24 Business Overview
 - 9.16.5 Bitrix24 Recent Developments
- 9.17 Quotient
 - 9.17.1 Quotient Basic Information
 - 9.17.2 Quotient Sales Quotation Software Product Overview
 - 9.17.3 Quotient Sales Quotation Software Product Market Performance
 - 9.17.4 Quotient Business Overview
 - 9.17.5 Quotient Recent Developments
- 9.18 Bidsketch
 - 9.18.1 Bidsketch Basic Information
 - 9.18.2 Bidsketch Sales Quotation Software Product Overview
 - 9.18.3 Bidsketch Sales Quotation Software Product Market Performance
 - 9.18.4 Bidsketch Business Overview
 - 9.18.5 Bidsketch Recent Developments
- 9.19 Eworks Manager
 - 9.19.1 Eworks Manager Basic Information
 - 9.19.2 Eworks Manager Sales Quotation Software Product Overview
 - 9.19.3 Eworks Manager Sales Quotation Software Product Market Performance
 - 9.19.4 Eworks Manager Business Overview
 - 9.19.5 Eworks Manager Recent Developments
- 9.20 SalesBabu
 - 9.20.1 SalesBabu Basic Information
 - 9.20.2 SalesBabu Sales Quotation Software Product Overview
 - 9.20.3 SalesBabu Sales Quotation Software Product Market Performance
 - 9.20.4 SalesBabu Business Overview
 - 9.20.5 SalesBabu Recent Developments

9.21 Salesboom

9.21.1 Salesboom Basic Information

9.21.2 Salesboom Sales Quotation Software Product Overview

9.21.3 Salesboom Sales Quotation Software Product Market Performance

9.21.4 Salesboom Business Overview

9.21.5 Salesboom Recent Developments

9.22 Concord

9.22.1 Concord Basic Information

9.22.2 Concord Sales Quotation Software Product Overview

9.22.3 Concord Sales Quotation Software Product Market Performance

9.22.4 Concord Business Overview

9.22.5 Concord Recent Developments

9.23 iQuoteXpress

9.23.1 iQuoteXpress Basic Information

9.23.2 iQuoteXpress Sales Quotation Software Product Overview

9.23.3 iQuoteXpress Sales Quotation Software Product Market Performance

9.23.4 iQuoteXpress Business Overview

9.23.5 iQuoteXpress Recent Developments

9.24 Kaseya

9.24.1 Kaseya Basic Information

9.24.2 Kaseya Sales Quotation Software Product Overview

9.24.3 Kaseya Sales Quotation Software Product Market Performance

9.24.4 Kaseya Business Overview

9.24.5 Kaseya Recent Developments

9.25 Osmos

9.25.1 Osmos Basic Information

9.25.2 Osmos Sales Quotation Software Product Overview

9.25.3 Osmos Sales Quotation Software Product Market Performance

9.25.4 Osmos Business Overview

9.25.5 Osmos Recent Developments

9.26 ConnectWise

9.26.1 ConnectWise Basic Information

9.26.2 ConnectWise Sales Quotation Software Product Overview

9.26.3 ConnectWise Sales Quotation Software Product Market Performance

9.26.4 ConnectWise Business Overview

9.26.5 ConnectWise Recent Developments

9.27 Paycove

9.27.1 Paycove Basic Information

9.27.2 Paycove Sales Quotation Software Product Overview

9.27.3 Paycove Sales Quotation Software Product Market Performance

9.27.4 Paycove Business Overview

9.27.5 Paycove Recent Developments

9.28 Unleashed

9.28.1 Unleashed Basic Information

9.28.2 Unleashed Sales Quotation Software Product Overview

9.28.3 Unleashed Sales Quotation Software Product Market Performance

9.28.4 Unleashed Business Overview

9.28.5 Unleashed Recent Developments

9.29 Quintadena

9.29.1 Quintadena Basic Information

9.29.2 Quintadena Sales Quotation Software Product Overview

9.29.3 Quintadena Sales Quotation Software Product Market Performance

9.29.4 Quintadena Business Overview

9.29.5 Quintadena Recent Developments

10 SALES QUOTATION SOFTWARE MARKET FORECAST BY REGION

10.1 Global Sales Quotation Software Market Size Forecast

10.2 Global Sales Quotation Software Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe Sales Quotation Software Market Size Forecast by Country

10.2.3 Asia Pacific Sales Quotation Software Market Size Forecast by Region

10.2.4 South America Sales Quotation Software Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Sales of Sales Quotation Software by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

11.1 Global Sales Quotation Software Market Forecast by Type (2026-2035)

11.1.1 Global Sales Quotation Software Market Size Forecast by Type (2026-2035)

11.2 Global Sales Quotation Software Market Forecast by Application (2026-2035)

11.2.1 Global Sales Quotation Software Market Size (M USD) Forecast by Application (2026-2035)

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. Global Sales Quotation Software Market Size by Type (M USD)

Table 4. Global Sales Quotation Software Market Size by Application

Table 5. Sales Quotation Software Market Size Comparison by Region (M USD)

Table 6. Global Sales Quotation Software Revenue (M USD) by Company (2020-2025)

Table 7. Global Sales Quotation Software Revenue Share by Company (2020-2025)

Table 8. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Sales Quotation Software as of 2025)

Table 9. Headquarters, Areas Served, and Product Types of Major Players

Table 10. Product Type of Major Players

Table 11. Global Sales Quotation Software Company Market Concentration Ratio (CR5 and HHI)

Table 12. Mergers & Acquisitions, Expansion Plans

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. Sales Quotation Software Market Challenges

Table 18. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 19. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 20. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 21. Global Sales Quotation Software Market Size by Type (M USD)

Table 22. Global Sales Quotation Software Market Size (M USD) by Type (2020-2025)

Table 23. Global Sales Quotation Software Market Share by Type (2020-2025)

Table 24. Global Sales Quotation Software Market Size Growth Rate by Type (2021-2025)

Table 25. Global Sales Quotation Software Market Size by Application

Table 26. Global Sales Quotation Software Market Size by Application (2020-2025) & (M USD)

Table 27. Global Sales Quotation Software Market Share by Application (2020-2025)

Table 28. Global Sales Quotation Software Market Size Growth Rate by Application (2021-2025)

Table 29. Global Sales Quotation Software Market Size by Region (2020-2025) & (M USD)

Table 30. Global Sales Quotation Software Market Size Market Share by Region (2020-2025)

Table 31. North America Sales Quotation Software Market Size by Country (2020-2025) & (M USD)

Table 32. Europe Sales Quotation Software Market Size by Country (2020-2025) & (M USD)

Table 33. Asia Pacific Sales Quotation Software Market Size by Region (2020-2025) & (M USD)

Table 34. South America Sales Quotation Software Market Size by Country (2020-2025) & (M USD)

Table 35. Middle East and Africa Sales Quotation Software Market Size by Region (2020-2025) & (M USD)

Table 36. Quoter Basic Information

Table 37. Quoter Sales Quotation Software Product Overview

Table 38. Quoter Sales Quotation Software Revenue (M USD) and Gross Margin (2020-2025)

Table 39. Quoter SWOT Analysis

Table 40. Quoter Business Overview

Table 41. Quoter Recent Developments

Table 42. QuoteWerks Basic Information

Table 43. QuoteWerks Sales Quotation Software Product Overview

Table 44. QuoteWerks Sales Quotation Software Revenue (M USD) and Gross Margin (2020-2025)

Table 45. QuoteWerks SWOT Analysis

Table 46. QuoteWerks Business Overview

Table 47. QuoteWerks Recent Developments

Table 48. QuoteCloud Basic Information

Table 49. QuoteCloud Sales Quotation Software Product Overview

Table 50. QuoteCloud Sales Quotation Software Revenue (M USD) and Gross Margin (2020-2025)

Table 51. QuoteCloud SWOT Analysis

Table 52. QuoteCloud Business Overview

Table 53. QuoteCloud Recent Developments

Table 54. Proposify Basic Information

Table 55. Proposify Sales Quotation Software Product Overview

Table 56. Proposify Sales Quotation Software Revenue (M USD) and Gross Margin (2020-2025)

Table 57. Proposify Business Overview

Table 58. Proposify Recent Developments

Table 59. HubSpot Basic Information

Table 60. HubSpot Sales Quotation Software Product Overview

Table 61. HubSpot Sales Quotation Software Revenue (M USD) and Gross Margin (2020-2025)

Table 62. HubSpot Business Overview

Table 63. HubSpot Recent Developments

Table 64. PandaDoc Basic Information

Table 65. PandaDoc Sales Quotation Software Product Overview

Table 66. PandaDoc Sales Quotation Software Revenue (M USD) and Gross Margin (2020-2025)

Table 67. PandaDoc Business Overview

Table 68. PandaDoc Recent Developments

Table 69. Refrens Basic Information

Table 70. Refrens Sales Quotation Software Product Overview

Table 71. Refrens Sales Quotation Software Revenue (M USD) and Gross Margin (2020-2025)

Table 72. Refrens Business Overview

Table 73. Refrens Recent Developments

Table 74. VARStreet Basic Information

Table 75. VARStreet Sales Quotation Software Product Overview

Table 76. VARStreet Sales Quotation Software Revenue (M USD) and Gross Margin (2020-2025)

Table 77. VARStreet Business Overview

Table 78. VARStreet Recent Developments

Table 79. Qwilr Basic Information

Table 80. Qwilr Sales Quotation Software Product Overview

Table 81. Qwilr Sales Quotation Software Revenue (M USD) and Gross Margin (2020-2025)

Table 82. Qwilr Business Overview

Table 83. Qwilr Recent Developments

Table 84. Quotationer Basic Information

Table 85. Quotationer Sales Quotation Software Product Overview

Table 86. Quotationer Sales Quotation Software Revenue (M USD) and Gross Margin (2020-2025)

Table 87. Quotationer Business Overview

Table 88. Quotationer Recent Developments

Table 89. Adobe Basic Information

Table 90. Adobe Sales Quotation Software Product Overview

Table 91. Adobe Sales Quotation Software Revenue (M USD) and Gross Margin

(2020-2025)

Table 92. Adobe Business Overview

Table 93. Adobe Recent Developments

Table 94. RFPIO Basic Information

Table 95. RFPIO Sales Quotation Software Product Overview

Table 96. RFPIO Sales Quotation Software Revenue (M USD) and Gross Margin

(2020-2025)

Table 97. RFPIO Business Overview

Table 98. RFPIO Recent Developments

Table 99. Accelo Basic Information

Table 100. Accelo Sales Quotation Software Product Overview

Table 101. Accelo Sales Quotation Software Revenue (M USD) and Gross Margin

(2020-2025)

Table 102. Accelo Business Overview

Table 103. Accelo Recent Developments

Table 104. Salesforce Basic Information

Table 105. Salesforce Sales Quotation Software Product Overview

Table 106. Salesforce Sales Quotation Software Revenue (M USD) and Gross Margin

(2020-2025)

Table 107. Salesforce Business Overview

Table 108. Salesforce Recent Developments

Table 109. Qwilr Basic Information

Table 110. Qwilr Sales Quotation Software Product Overview

Table 111. Qwilr Sales Quotation Software Revenue (M USD) and Gross Margin

(2020-2025)

Table 112. Qwilr Business Overview

Table 113. Qwilr Recent Developments

Table 114. Bitrix24 Basic Information

Table 115. Bitrix24 Sales Quotation Software Product Overview

Table 116. Bitrix24 Sales Quotation Software Revenue (M USD) and Gross Margin

(2020-2025)

Table 117. Bitrix24 Business Overview

Table 118. Bitrix24 Recent Developments

Table 119. Quotient Basic Information

Table 120. Quotient Sales Quotation Software Product Overview

Table 121. Quotient Sales Quotation Software Revenue (M USD) and Gross Margin

(2020-2025)

Table 122. Quotient Business Overview

Table 123. Quotient Recent Developments

Table 124. Bidsketch Basic Information

Table 125. Bidsketch Sales Quotation Software Product Overview

Table 126. Bidsketch Sales Quotation Software Revenue (M USD) and Gross Margin (2020-2025)

Table 127. Bidsketch Business Overview

Table 128. Bidsketch Recent Developments

Table 129. Eworks Manager Basic Information

Table 130. Eworks Manager Sales Quotation Software Product Overview

Table 131. Eworks Manager Sales Quotation Software Revenue (M USD) and Gross Margin (2020-2025)

Table 132. Eworks Manager Business Overview

Table 133. Eworks Manager Recent Developments

Table 134. SalesBabu Basic Information

Table 135. SalesBabu Sales Quotation Software Product Overview

Table 136. SalesBabu Sales Quotation Software Revenue (M USD) and Gross Margin (2020-2025)

Table 137. SalesBabu Business Overview

Table 138. SalesBabu Recent Developments

Table 139. Salesboom Basic Information

Table 140. Salesboom Sales Quotation Software Product Overview

Table 141. Salesboom Sales Quotation Software Revenue (M USD) and Gross Margin (2020-2025)

Table 142. Salesboom Business Overview

Table 143. Salesboom Recent Developments

Table 144. Concord Basic Information

Table 145. Concord Sales Quotation Software Product Overview

Table 146. Concord Sales Quotation Software Revenue (M USD) and Gross Margin (2020-2025)

Table 147. Concord Business Overview

Table 148. Concord Recent Developments

Table 149. iQuoteXpress Basic Information

Table 150. iQuoteXpress Sales Quotation Software Product Overview

Table 151. iQuoteXpress Sales Quotation Software Revenue (M USD) and Gross Margin (2020-2025)

Table 152. iQuoteXpress Business Overview

Table 153. iQuoteXpress Recent Developments

Table 154. Kaseya Basic Information

Table 155. Kaseya Sales Quotation Software Product Overview

Table 156. Kaseya Sales Quotation Software Revenue (M USD) and Gross Margin

(2020-2025)

Table 157. Kaseya Business Overview

Table 158. Kaseya Recent Developments

Table 159. Osmos Basic Information

Table 160. Osmos Sales Quotation Software Product Overview

Table 161. Osmos Sales Quotation Software Revenue (M USD) and Gross Margin
(2020-2025)

Table 162. Osmos Business Overview

Table 163. Osmos Recent Developments

Table 164. ConnectWise Basic Information

Table 165. ConnectWise Sales Quotation Software Product Overview

Table 166. ConnectWise Sales Quotation Software Revenue (M USD) and Gross
Margin (2020-2025)

Table 167. ConnectWise Business Overview

Table 168. ConnectWise Recent Developments

Table 169. Paycove Basic Information

Table 170. Paycove Sales Quotation Software Product Overview

Table 171. Paycove Sales Quotation Software Revenue (M USD) and Gross Margin
(2020-2025)

Table 172. Paycove Business Overview

Table 173. Paycove Recent Developments

Table 174. Unleashed Basic Information

Table 175. Unleashed Sales Quotation Software Product Overview

Table 176. Unleashed Sales Quotation Software Revenue (M USD) and Gross Margin
(2020-2025)

Table 177. Unleashed Business Overview

Table 178. Unleashed Recent Developments

Table 179. Quintadena Basic Information

Table 180. Quintadena Sales Quotation Software Product Overview

Table 181. Quintadena Sales Quotation Software Revenue (M USD) and Gross Margin
(2020-2025)

Table 182. Quintadena Business Overview

Table 183. Quintadena Recent Developments

Table 184. Global Sales Quotation Software Market Size Forecast by Region
(2026-2035) & (M USD)

Table 185. North America Sales Quotation Software Market Size Forecast by Country
(2026-2035) & (M USD)

Table 186. Europe Sales Quotation Software Market Size Forecast by Country
(2026-2035) & (M USD)

Table 187. Asia Pacific Sales Quotation Software Market Size Forecast by Region (2026-2035) & (M USD)

Table 188. South America Sales Quotation Software Market Size Forecast by Country (2026-2035) & (M USD)

Table 189. Middle East and Africa Sales Quotation Software Market Size Forecast by Country (2026-2035) & (M USD)

Table 190. Global Sales Quotation Software Market Size Forecast by Type (2026-2035) & (M USD)

Table 191. Global Sales Quotation Software Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Industry Chain of Sales Quotation Software
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Sales Quotation Software Market Size (M USD), 2025-2035
- Figure 5. Global Sales Quotation Software Market Size (M USD) (2020-2035)
- 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 Quotation Software Market Size by Country (M USD)
- Figure 10. Company Assessment Quadrant
- Figure 11. Global Sales Quotation Software Product Life Cycle
- Figure 12. Global Sales Quotation Software Revenue Share by Company in 2025
- Figure 13. Sales Quotation Software Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 14. The Global 5 and 10 Largest Players: Market Share by Sales Quotation Software Revenue in 2025
- Figure 15. Value Chain Map of Sales Quotation Software
- Figure 16. Global Sales Quotation Software Market PEST Analysis
- Figure 17. Global Sales Quotation Software Market Porter's Five Forces Analysis
- Figure 18. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 19. Global Sales Quotation Software Market Share by Type
- Figure 20. Market Share of Sales Quotation Software by Type (2020-2025)
- Figure 21. Global Sales Quotation Software Market Size Growth Rate by Type (2021-2025)
- Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 23. Global Sales Quotation Software Market Share by Application
- Figure 24. Global Sales Quotation Software Market Share by Application (2020-2025)
- Figure 25. Global Sales Quotation Software Market Share by Application in 2024
- Figure 26. Global Sales Quotation Software Market Size Growth Rate by Application (2021-2025)
- Figure 27. Global Sales Quotation Software Market Size Market Share by Region (2020-2025)
- Figure 28. North America Sales Quotation Software Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 29. North America Sales Quotation Software Market Size Market Share by

Country in 2024

Figure 30. U.S. Sales Quotation Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 31. Canada Sales Quotation Software Market Size (M USD) and Growth Rate (2020-2025)

Figure 32. Mexico Sales Quotation Software Market Size (M USD) and Growth Rate (2020-2025)

Figure 33. Europe Sales Quotation Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 34. Europe Sales Quotation Software Market Share by Country in 2024

Figure 35. Germany Sales Quotation Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 36. France Sales Quotation Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 37. U.K. Sales Quotation Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 38. Italy Sales Quotation Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 39. Spain Sales Quotation Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 40. Asia Pacific Sales Quotation Software Market Size and Growth Rate (M USD)

Figure 41. Asia Pacific Sales Quotation Software Market Size Market Share by Region in 2024

Figure 42. China Sales Quotation Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 43. Japan Sales Quotation Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. South Korea Sales Quotation Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 45. India Sales Quotation Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 46. Southeast Asia Sales Quotation Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. South America Sales Quotation Software Market Size and Growth Rate (M USD)

Figure 48. South America Sales Quotation Software Market Size Market Share by Country in 2024

Figure 49. Brazil Sales Quotation Software Market Size and Growth Rate (2020-2025) &

(M USD)

Figure 50. Argentina Sales Quotation Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 51. Columbia Sales Quotation Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 52. Middle East and Africa Sales Quotation Software Market Size and Growth Rate (M USD)

Figure 53. Middle East and Africa Sales Quotation Software Market Size Market Share by Region in 2024

Figure 54. Saudi Arabia Sales Quotation Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 55. UAE Sales Quotation Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 56. Egypt Sales Quotation Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. Nigeria Sales Quotation Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 58. South Africa Sales Quotation Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. Global Sales Quotation Software Market Size Forecast by Value (2020-2035) & (M USD)

Figure 60. Global Sales Quotation Software Market Share Forecast by Type (2026-2035)

Figure 61. Global Sales Quotation Software Market Share Forecast by Application (2026-2035)

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