

Global Content Management System (CMS) Market: Analysis By Deployment (Cloud and On Premise), By End User (IT & Telecommunications, Energy & Utilities, Government & Public Sector, Healthcare & Life Sciences, Retail & Consumer goods, Manufacturing, BFSI and Others), By Region Size and Trends with Impact of COVID-19 and Forecast up to 2028

<https://marketpublishers.com/r/GF16D4BFA096EN.html>

Date: April 2023

Pages: 133

Price: US\$ 2,250.00 (Single User License)

ID: GF16D4BFA096EN

Abstracts

Content management system (CMS) market is associated with provision of software solutions by entities (organizations, sole traders and partnerships) that enable users to create, manage, and publish digital content, such as text, images, and multimedia, without the need for extensive technical knowledge. CMS solutions are mainly designed to help businesses, organizations, and individuals create and manage content for websites, mobile apps, and other digital channels. The global content management system market was valued at US\$19.05 billion in 2022. The market value is forecasted to grow to US\$27.48 billion by 2028.

There are around 1.13 billion websites in the world as of January 2023, of which ~199mm are considered active websites (defined as responsive websites with unique domains [sub-domains excluded] that contain unique content and structure). This is consistent with the ~200mm active websites cited by Wix as of 2021. Within this large number of active websites globally, ~27% of them have been built with a content management system (CMS), with ~10% of the total active websites built with a SaaS CMS (e.g., Wix, Squarespace, Shopify, etc.).

Factors such as rapidly developing e-commerce sector, increasing number of businesses and startups, rising IT spending, growing demand for cloud-based software and applications, rising adoption of BYOD policy, increased focus of companies on online marketing, etc. are expected to drive the overall market growth in the forecasted period. Headless CMS is the new trend in the content management system market, where headless CMS provides flexibility in choosing front-end technology and allows developers to use any programming language and framework to create unique user experiences by providing CMS solutions for a variety of devices, such as websites, mobile apps, smartwatches, and IoT devices. The market is anticipated to grow at a CAGR of approx. 6% during the forecasted period of 2023-2028.

Market Segmentation Analysis:

By Deployment: The report provides the bifurcation of the market into two segments based on deployment: on premise and cloud. The cloud CMS market is both the largest and the fastest growing segment of the global content management system market owing to the increased flexibility, scalability, and agility associated with cloud-based content management solutions, lower hardware and software installation costs, growing adoption of cloud computing technology, and rise in adoption of work from home culture.

By End User: The report provides the bifurcation of the market into eight segments based on end user: banking, financial services & insurance (BFSI), healthcare and life sciences, IT and telecommunications, government and public sector, retail and consumer goods, energy and utilities, manufacturing, and others. Government and public sector content management system market is the fastest growing segment of global content management system market as CMS platforms are widely used by these industries to improve collaboration and communication within enterprise, comply with accessibility requirements and manage websites, including publishing content, updating information, and managing web design. Also, CMS platforms enable government and public sector organizations to create engaging and interactive websites and e-government services that allow citizens to access information and services easily, increasing accessibility, improving efficiency and reducing paperwork.

By Region: The report provides insight into the content management system market based on the regions namely North America, Europe, Asia Pacific, and Rest of the World. North America content management system market holds the largest share of global content management system market, owing to increasing internet penetration, rising interest of enterprises in web-based marketing, presence of a large number of

small businesses, growing SME expenditures in the SaaS and cloud industry, rising adoption of BYOD policy and increasing focus of companies on building brand awareness among users through multiple digital channels such as social media and mobile platforms. Asia Pacific content management system market in the fastest growing region of global content management system market, owing to increased awareness about importance of managing quality content, rising number of startups and new businesses, globalization, rapidly expanding end user industries, high adoption of digital platforms and reduced prices of services, LCD panels, connectivity and networking equipment in the region.

Market Dynamics:

Growth Drivers: The global content management system market has been growing over the past few years, due to factors such as increasing number of active websites using CMS platforms, rising adoption of cloud computing, increasing application of CMS across various industry verticals, growing usage of mobile devices, increasing E-commerce, etc. Increasing adoption of mobile devices such as smartphones and tablets by users to access content on the go regardless of their location have been incentivizing businesses to demand CMS solutions that prioritize mobile responsiveness, faster loading times, and optimized content for mobile devices. Also, growing use of mobile devices have led to an increased user engagement with features such as touchscreens, swipe gestures, and voice commands, benefitting CMS providers in terms of provision of longer sessions, more shares, & ultimately more traffic for user's website. Therefore, growing usage of mobile devices along with increased internet penetration will continue to boost the growth of global content management system market.

Challenges: However, the market growth would be negatively impacted by various challenges such as data security and privacy concerns, high maintenance cost associated with CMS platforms, etc. Increasing number of security breaches and compliance issues associated with CMS platforms, particularly if they are not kept up-to-date with the latest security patches and updates, makes businesses reluctant to adopt both existing and new solutions that involve data handling or data shifting from one platform to another. Also, digital records are vulnerable to unauthorized access, whether through hacking or lax employee security, which can lead to theft of confidential information, customer information or payment details, along with disruption of business and loss of sensitive data, resulting in significant liabilities for the affected company and reputational harm for CMS providers, further jeopardizing the confidence of customers in the provision of CMS solutions.

Trends: The market is projected to grow at a fast pace during the forecasted period, due to various latest trends such as increased integration of artificial intelligence (AI), personalization, headless CMS, rising demand from SMEs, etc. market. AI in content management system is used to understand large amounts of unstructured data, automate routine tasks, and expose patterns by categorizing, classifying, and analyzing content, thereby assisting businesses in making smart marketing decisions and improving overall customer experience. AI integrated CMS also helps in analyzing existing content on a website and generate new content that matches the tone & style of the existing content, saving time & effort and ensuring that the content created is high-quality and engaging. Therefore, increasing integration of AI in CMS platforms for smart content analysis & categorization, automatic image tagging, scalable personalization & predictions, time-saving content creation assistance, content gap identification and on-the-spot SEO improvements is expected to boost the growth of global content management system market in the forecasted years of 2023-2028.

Impact Analysis of COVID-19 and Way Forward:

COVID-19 brought in many changes in the world in terms of reduced productivity, loss of life, business closures, closing down of factories and organizations, and shift to an online mode of work. With widespread adoption of remote work, increase in digitalization, and a sudden shift towards work from home culture in response to lockdown restrictions & social distancing policy imposed by governments of various countries, many enterprises shifted their businesses online, relying heavily on CMS platforms to create, store, capture, manage & distribute unstructured content more efficiently and affordably. Also, lockdown policies imposed by government to prevent the spread of virus facilitated the adoption of cloud-based CMS solutions by companies across various industries to store data in a more secure and remote manner, with cloud-based CMS software eliminating the need for upfront capital investment & IT infrastructure and making website development more secure, user friendly and cost-effective by offering robust set of data security measures like regular backups, disaster recovery, multi-factor authentication, data encryption, access control and auditing and reporting options to ensure data privacy and protection.

Competitive Landscape:

Content management system market is seen to be moderately fragmented with few dominant players holding a significant market share along with the presence of large number of small players and new entrants offering niche WPS platforms and solutions to remain competitive in the market. The key players of the market are:

Wix.com, Inc.

Shopify Inc.

Squarespace, Inc.

Adobe, Inc.

HubSpot, Inc.

BigCommerce Pty. Ltd.

WordPress.org

Webflow, Inc.

Drupal

Open Source Matters, Inc. (Joomla)

WordPress.org currently dominates the market and continues to engage in R&D, innovation and launch of new solutions and updates in order to broaden and strengthen the current portfolios, while attracting new customers. Within emerging players, Shopify Inc., has emerged as a notable share gainer and market leader in both the SaaS CMS and commerce enablement markets, with Shopify having a strong advantage over other CMS providers like Wix.com, Inc. and Squarespace, Inc. in terms of product suite (e.g., embedded finance offerings including Capital and Balances, cross-border solutions such as Markets, B2B solutions, Shopify Fulfillment Network, other offerings from strategic partners, etc., scale and ecosystem (including consumer solutions Shop App and a share-gaining Shop Pay wallet), reputation and mindshare in ecommerce, etc.).

Contents

1. EXECUTIVE SUMMARY

2. INTRODUCTION

2.1 Content Management System: An Overview

2.1.1 Definition of Content Management System

2.1.2 Benefits of Content Management System

2.2 Content Management System Segmentation: An Overview

2.2.1 Content Management System Segmentation

3. GLOBAL MARKET ANALYSIS

3.1 Global Content Management System Market: An Analysis

3.1.1 Global Content Management System Market: An Overview

3.1.2 Global Content Management System Market by Value

3.1.3 Global Content Management System Market by Deployment (Cloud and On Premise)

3.1.4 Global Content Management System Market by End User (Banking, Financial Services & Insurance (BFSI), Healthcare and Life Sciences, IT and Telecommunications, Government and Public Sector, Retail and Consumer Goods, Energy and Utilities, Manufacturing, and Others)

3.1.5 Global Content Management System Market Value by Region (Asia Pacific, North America, Europe, and Rest of the World)

3.2 Global Content Management System Market: Deployment Analysis

3.2.1 Global Content Management System Market by Deployment: An Overview

3.2.2 Global Cloud Content Management System Market by Value

3.2.3 Global On Premise Content Management System Market by Value

3.3 Global Content Management System Market: End User Analysis

3.3.1 Global Content Management System Market by End User: An Overview

3.3.2 Global Banking, Financial Services and Insurance (BFSI) Content Management System Market by Value

3.3.3 Global Healthcare and Life Sciences Content Management System Market by Value

3.3.4 Global IT and Telecommunications Content Management System Market by Value

3.3.5 Global Government and Public Sector Content Management System Market by Value

3.3.6 Global Retail and Consumer Goods Content Management System Market by Value

3.3.7 Global Energy and Utilities Content Management System Market by Value

3.3.8 Global Manufacturing Content Management System Market by Value

3.3.9 Global Others Content Management System Market by Value

4. REGIONAL MARKET ANALYSIS

4.1 North America Content Management System Market: An Analysis

4.1.1 North America Content Management System Market: An Overview

4.1.2 North America Content Management System Market by Value

4.1.3 North America Content Management System Market by Region (The US, Canada and Mexico)

4.1.4 The US Content Management System Market by Value

4.1.5 Canada Content Management System Market by Value

4.1.6 Mexico Content Management System Market by Value

4.2 Asia Pacific Content Management System Market: An Analysis

4.2.1 Asia Pacific Content Management System Market: An Overview

4.2.2 Asia Pacific Content Management System Market by Value

4.2.3 Asia Pacific Content Management System Market by Region (China, Japan, India, South Korea and Rest of Asia Pacific)

4.2.4 China Content Management System Market by Value

4.2.5 Japan Content Management System Market by Value

4.2.6 India Content Management System Market by Value

4.2.7 South Korea Content Management System Market by Value

4.2.8 Rest of Asia Pacific Content Management System Market by Value

4.3 Europe Content Management System Market: An Analysis

4.3.1 Europe Content Management System Market: An Overview

4.3.2 Europe Content Management System Market by Value

4.3.3 Europe Content Management System Market by Region (Germany, UK, France, and Rest of Europe)

4.3.4 Germany Content Management System Market by Value

4.3.5 UK Content Management System Market by Value

4.3.6 France Content Management System Market by Value

4.3.7 Rest of Europe Content Management System Market by Value

4.4 Rest of the World Content Management System Market: An Analysis

4.4.1 Rest of the World Content Management System Market: An Overview

4.4.2 Rest of the World Content Management System Market by Value

5. IMPACT OF COVID-19

5.1 Impact of COVID-19 on Content Management System Market

5.2 Post COVID-19 Impact on Content Management System Market

6. MARKET DYNAMICS

6.1 Growth Drivers

6.1.1 Increasing Number of Active Websites Using CMS Platforms

6.1.2 Rising Adoption of Cloud Computing

6.1.3 Growing Usage of Mobile Devices

6.1.4 Increasing E-commerce

6.1.5 Increasing Application of CMS Across Various Industry Verticals

6.2 Challenges

6.2.1 Data Security and Privacy Concerns

6.2.2 High Maintenance Cost Associated with CMS Platforms

6.3 Market Trends

6.3.1 Increasing Integration of Artificial Intelligence (AI)

6.3.2 Personalization

6.3.3 Headless CMS

6.3.4 Rising demand from SMEs

7. COMPETITIVE LANDSCAPE

7.1 Global Content Management System Market: Competitive Landscape

7.2 Global Content Management System Players by Market Share

7.3 Global Content Management System Market Players by Website Usage Comparison

8. COMPANY PROFILES

8.1 Wix.com, Inc.

8.1.1 Business Overview

8.1.2 Operating Region

8.1.3 Business Strategy

8.2 Shopify Inc.

8.2.1 Business Overview

8.2.2 Operating Region

8.2.3 Business Strategy

8.3 Squarespace, Inc.

- 8.3.1 Business Overview
- 8.3.2 Operating Region
- 8.3.3 Business Strategy

8.4 Adobe, Inc.

- 8.4.1 Business Overview
- 8.4.2 Operating Segment
- 8.4.3 Business Strategy

8.5 HubSpot, Inc.

- 8.5.1 Business Overview
- 8.5.2 Operating Region
- 8.5.3 Business Strategy

8.6 BigCommerce Pty. Ltd.

- 8.6.1 Business Overview
- 8.6.2 Business Strategy

8.7 WordPress.org

- 8.7.1 Business Overview
- 8.7.2 Business Strategy

8.8 Webflow, Inc.

- 8.8.1 Business Overview
- 8.8.2 Business Strategy

8.9 Drupal

- 8.9.1 Business Overview

8.10 Open Source Matters, Inc. (Joomla)

- 8.10.1 Business Overview

List Of Figures

LIST OF FIGURES

Figure 1: Benefits of Content Management System

Figure 2: Content Management System Segmentation

Figure 3: Global Content Management System Market by Value; 2018-2022 (US\$ Billion)

Figure 4: Global Content Management System Market by Value; 2023-2028 (US\$ Billion)

Figure 5: Global Content Management System Market by Deployment; 2022 (Percentage, %)

Figure 6: Global Content Management System Market by End User; 2022 (Percentage, %)

Figure 7: Global Content Management System Market by Region; 2022 (Percentage, %)

Figure 8: Global Cloud Content Management System Market by Value; 2018-2022 (US\$ Billion)

Figure 9: Global Cloud Content Management System Market by Value; 2023-2028 (US\$ Billion)

Figure 10: Global On Premise Content Management System Market by Value; 2018-2022 (US\$ Billion)

Figure 11: Global On Premise Content Management System Market by Value; 2023-2028 (US\$ Billion)

Figure 12: Global Banking, Financial Services and Insurance (BFSI) Content Management System Market by Value; 2018-2022 (US\$ Billion)

Figure 13: Global Banking, Financial Services and Insurance (BFSI) Content Management System Market by Value; 2023-2028 (US\$ Billion)

Figure 14: Global Healthcare and Life Sciences Content Management System Market by Value; 2018-2022 (US\$ Billion)

Figure 15: Global Healthcare and Life Sciences Content Management System Market by Value; 2023-2028 (US\$ Billion)

Figure 16: Global IT and Telecommunications Content Management System Market by Value; 2018-2022 (US\$ Billion)

Figure 17: Global IT and Telecommunications Content Management System Market by Value; 2023-2028 (US\$ Billion)

Figure 18: Global Government and Public Sector Content Management System Market by Value; 2018-2022 (US\$ Billion)

Figure 19: Global Government and Public Sector Content Management System Market

by Value; 2023-2028 (US\$ Billion)

Figure 20: Global Retail and Consumer Goods Content Management System Market by Value; 2018-2022 (US\$ Billion)

Figure 21: Global Retail and Consumer Goods Content Management System Market by Value; 2023-2028 (US\$ Billion)

Figure 22: Global Energy and Utilities Content Management System Market by Value; 2018-2022 (US\$ Billion)

Figure 23: Global Energy and Utilities Content Management System Market by Value; 2023-2028 (US\$ Billion)

Figure 24: Global Manufacturing Content Management System Market by Value; 2018-2022 (US\$ Million)

Figure 25: Global Manufacturing Content Management System Market by Value; 2023-2028 (US\$ Billion)

Figure 26: Global Others Content Management System Market by Value; 2018-2022 (US\$ Million)

Figure 27: Global Others Content Management System Market by Value; 2023-2028 (US\$ Million)

Figure 28: North America Content Management System Market by Value; 2018-2022 (US\$ Billion)

Figure 29: North America Content Management System Market by Value; 2023-2028 (US\$ Billion)

Figure 30: North America Content Management System Market by Region; 2022 (Percentage, %)

Figure 31: The US Content Management System Market by Value; 2018-2022 (US\$ Billion)

Figure 32: The US Content Management System Market by Value; 2023-2028 (US\$ Billion)

Figure 33: Canada Content Management System Market by Value; 2018-2022 (US\$ Million)

Figure 34: Canada Content Management System Market by Value; 2023-2028 (US\$ Billion)

Figure 35: Mexico Content Management System Market by Value; 2018-2022 (US\$ Million)

Figure 36: Mexico Content Management System Market by Value; 2023-2028 (US\$ Million)

Figure 37: Asia Pacific Content Management System Market by Value; 2018-2022 (US\$ Billion)

Figure 38: Asia Pacific Content Management System Market by Value; 2023-2028 (US\$ Billion)

Figure 39: Asia Pacific Content Management System Market by Region; 2022
(Percentage, %)

Figure 40: China Content Management System Market by Value; 2018-2022 (US\$ Billion)

Figure 41: China Content Management System Market by Value; 2023-2028 (US\$ Billion)

Figure 42: Japan Content Management System Market by Value; 2018-2022 (US\$ Billion)

Figure 43: Japan Content Management System Market by Value; 2023-2028 (US\$ Billion)

Figure 44: India Content Management System Market by Value; 2018-2022 (US\$ Million)

Figure 45: India Content Management System Market by Value; 2023-2028 (US\$ Million)

Figure 46: South Korea Content Management System Market by Value; 2018-2022 (US\$ Million)

Figure 47: South Korea Content Management System Market by Value; 2023-2028 (US\$ Million)

Figure 48: Rest of Asia Pacific Content Management System Market by Value; 2018-2022 (US\$ Billion)

Figure 49: Rest of Asia Pacific Content Management System Market by Value; 2023-2028 (US\$ Billion)

Figure 50: Europe Content Management System Market by Value; 2018-2022 (US\$ Billion)

Figure 51: Europe Content Management System Market by Value; 2023-2028 (US\$ Billion)

Figure 52: Europe Content Management System Market by Region; 2022 (Percentage, %)

Figure 53: Germany Content Management System Market by Value; 2018-2022 (US\$ Billion)

Figure 54: Germany Content Management System Market by Value; 2023-2028 (US\$ Billion)

Figure 55: UK Content Management System Market by Value; 2018-2022 (US\$ Million)

Figure 56: UK Content Management System Market by Value; 2023-2028 (US\$ Billion)

Figure 57: France Content Management System Market by Value; 2018-2022 (US\$ Million)

Figure 58: France Content Management System Market by Value; 2023-2028 (US\$ Million)

Figure 59: Rest of Europe Content Management System Market by Value; 2018-2022

(US\$ Billion)

Figure 60: Rest of Europe Content Management System Market by Value; 2023-2028

(US\$ Billion)

Figure 61: Rest of the World Content Management System Market by Value; 2018-2022

(US\$ Million)

Figure 62: Rest of the World Content Management System Market by Value; 2023-2028

(US\$ Billion)

Figure 63: Global Market Share of Active Websites by Type; 2011 & 2021 (Percentage, %)

Figure 64: Global Public Cloud Services Spending; 2021–2023 (US\$ Billion)

Figure 65: Global Number of Mobile Devices; 2020–2025 (Billion)

Figure 66: Global Retail Ecommerce Sales; 2021-2026 (US\$ Trillion)

Figure 67: Global Artificial Intelligence Market Size; 2021–2025 (US\$ Billion)

Figure 68: Global Content Management System Players by Market Share; 2022 (Percentage, %)

Figure 69: Global Content Management System Market Players by Website Usage Comparison; 2018-2023 (Percentage, %)

Figure 70: Wix.com, Inc. Revenue by Region; 2021 (Percentage, %)

Figure 71: Shopify Inc. Revenue by Region; 2022 (Percentage, %)

Figure 72: Squarespace, Inc. Revenue by Region; 2022 (Percentage, %)

Figure 73: Adobe, Inc. Revenue by Segment; 2022 (Percentage, %)

Figure 74: HubSpot, Inc. Revenue by Region; 2022 (Percentage, %)

I would like to order

Product name: Global Content Management System (CMS) Market: Analysis By Deployment (Cloud and On Premise), By End User (IT & Telecommunications, Energy & Utilities, Government & Public Sector, Healthcare & Life Sciences, Retail & Consumer goods, Manufacturing, BFSI and Others), By Region Size and Trends with Impact of COVID-19 and Forecast up to 2028

Product link: <https://marketpublishers.com/r/GF16D4BFA096EN.html>

Price: US\$ 2,250.00 (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/GF16D4BFA096EN.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