

# Global Content Experience Platform Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Content Experience Platform market size will reach 6,598.89 Million USD in 2025 and is projected to reach 13,073.65 Million USD by 2032, with a CAGR of 10.26% (2025-2032). Notably, the China Content Experience Platform market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

A Content Experience Platform (CXP) is a comprehensive software solution that enables organizations to create, manage, and optimize digital content across various channels and touchpoints to deliver engaging and personalized experiences to their audiences. It combines content management, digital marketing, and analytics capabilities, providing marketers and content creators with the tools to craft and curate content that resonates with their target audience. A CXP typically includes features such as content creation and collaboration tools, content publishing and distribution capabilities, personalization options, A/B testing, and performance analytics. By utilizing a Content Experience Platform, businesses can enhance their content strategy, improve customer engagement, and gain valuable insights into how their content performs, ultimately driving better customer experiences and achieving their marketing objectives.

The major global suppliers of Content Experience Platform include Showpad, ON24, ClearSlide (Bigtincan), Uberflip, PathFactory, Outgrow.co, Tiled, Setka, Paperflite, Skyword, Hushly, Growth Boulevard, Foleon, Spott, Triblio (IDG), OneSpot, UpContent,

Turtl, Mintent, Oracle, Rock Content, Opensense, Atomic Reach, Joomag, Vev, Sprinklr, Zoomforth, Seismic, SurveyMonkey, Adobe, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Content Experience Platform. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Content Experience Platform market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Content Experience Platform market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Content Experience Platform industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of Content Experience Platform Include:

Showpad

ON24

ClearSlide (Bigtincan)

Uberflip

PathFactory

Outgrow.co

Tiled

Setka

Paperflite

Skyword

Hushly

Growth Boulevard

Foleon

Spott

Triblio (IDG)

OneSpot

UpContent

Turtl

Mintent

Oracle

Rock Content

Opensense

Atomic Reach

Joomag

Vev

Sprinklr

Zoomforth

Seismic

SurveyMonkey

Adobe

Content Experience Platform Product Segment Include:

Cloud Based

On Premises

Content Experience Platform Product Application Include:

BFSI

IT and Telecom

Media and Publishing

Retail

Others

## Chapter Scope

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