

Global Retail Marketing Automation Competitive Landscape Professional Research Report 2025

<https://marketpublishers.com/r/R7B9E5851B85EN.html>

Date: June 2025

Pages: 165

Price: US\$ 3,500.00 (Single User License)

ID: R7B9E5851B85EN

Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Retail Marketing Automation market size will reach Million USD in 2025 and is projected to reach Million USD by 2032, with a CAGR of % (2025-2032). Notably, the China Retail Marketing Automation 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

Retail marketing automation involves the use of software and technology to automate various marketing processes and campaigns within the retail industry. This includes streamlining and optimizing tasks such as customer segmentation, email marketing, social media management, personalized promotions, and other aspects of the marketing workflow. Retailers leverage marketing automation tools to create targeted and personalized communication with customers, analyze consumer behavior, and enhance customer engagement. By automating repetitive tasks, retailers can save time, increase efficiency, and deliver more relevant and timely marketing messages to their audience. Retail marketing automation aims to improve customer relationships, drive sales, and ultimately enhance the overall customer experience through data-driven and automated marketing strategies.

The major global suppliers of Retail Marketing Automation include HubSpot, Marketo, Act-On Software, Salesforce, Adobe Systems, Oracle, Infusionsoft, IBM, Cognizant, ETrigue, Hatchbuck, GreenRope, IContact, LeadSquared, Salesfusion, MarcomCentral,

SALESmanago, SAP, SAS Institute, SharpSpring, Aprimo, 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 Retail Marketing Automation. 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 Retail Marketing Automation 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 Retail Marketing Automation 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 Retail Marketing Automation 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 Retail Marketing Automation Include:

HubSpot

Marketo

Act-On Software

Salesforce

Adobe Systems

Oracle

Infusionsoft

IBM

Cognizant

ETrigue

Hatchback

GreenRope

IContact

LeadSquared

Salesfusion

MarcomCentral

SALESmanago

SAP

SAS Institute

SharpSpring

Aprimo

Retail Marketing Automation Product Segment Include:

Cloud Deployment

On-premise Deployment

Retail Marketing Automation Product Application Include:

Large Enterprises

Small and Mid-sized Enterprises (SMEs)

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

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