

# Global Sales Tech Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Sales Tech market size will reach 62,594 Million USD in 2025 and is projected to reach 170,805 Million USD by 2032, with a CAGR of 15.42% (2025-2032). Notably, the China Sales Tech 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

Sales tech, short for sales technology, encompasses a wide range of digital tools and platforms designed to enhance and optimize various aspects of the sales process. These technologies can include customer relationship management (CRM) software, sales enablement platforms, sales intelligence tools, sales automation software, and predictive analytics solutions, among others. Sales tech aims to streamline sales operations, improve productivity, increase sales effectiveness, and ultimately drive revenue growth. By leveraging data-driven insights, automation, and advanced analytics, sales tech empowers sales teams to identify and prioritize leads, personalize customer interactions, and close deals more efficiently. Additionally, sales tech enables better collaboration between sales, marketing, and other departments, leading to a more cohesive and customer-centric approach to selling.

The major global suppliers of Sales Tech include Salesforce, LinkedIn, HubSpot, Zoho, Zoominfo, Outreach, Freshwork, ClickFunnels, Sugar CRM, Pipedrive, Clari, Mindtickle, Leadpages(Redbrick), Leadfeeder, 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 Sales Tech. 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 Sales Tech 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 Sales Tech 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 Sales Tech 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 Sales Tech Include:

Salesforce

LinkedIn

HubSpot

Zoho

Zoominfo

Outreach

Freshwork

ClickFunnels

Sugar CRM

Pipedrive

Clari

Mindtickle

Leadpages(Redbrick)

Leadfeeder

Sales Tech Product Segment Include:

Customer Relationship Management (CRM)

Prospecting and Lead Generation

Sales Automation

Sales Reporting and Management

Project Management

Others

Sales Tech Product Application Include:

SMEs

Large Enterprises

## **Chapter Scope**

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

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