

# Global Customer Relationship Management (CRM) Market 2022-2028

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## Abstracts

According to market research study published by Gen Consulting Company, the market size of the global CRM sector is expected to rise by USD 56 billion with a CAGR of 11.2% by the end of 2028.

The report provides in-depth analysis and insights regarding the current global market scenario, latest trends and drivers into global CRM market. It offers an exclusive insight into various details such as market size, key trends, competitive landscape, growth rate and market segments. This study also provides an analysis of the impact of the COVID-19 crisis on the CRM industry.

This industry report offers market estimates and forecasts of the global market, followed by a detailed analysis of the component, application, deployment mode, organization size, end user, and region. The global market for CRM can be segmented by component: software, services. The software segment captured the largest share of the market in 2021. CRM market is further segmented by application: CRM analytics, customer experience management, customer services, marketing automation, salesforce automation, others. Based on deployment mode, the CRM market is segmented into: on-premise, cloud. In 2021, the cloud segment made up the largest share of revenue generated by the CRM market. On the basis of organization size, the CRM market also can be divided into: large enterprises, small and medium enterprises (SMEs). Among these, the large enterprises segment was accounted for the highest revenue generator in 2021. CRM market by end user is categorized into: BFSI, education, government, healthcare, IT and telecom, manufacturing, nonprofits, retail, others. The CRM market by region can be segmented into: Asia Pacific, Europe, North America, Rest of the World (RoW).

By component:

software

services

By application:

CRM analytics

customer experience management

customer services

marketing automation

salesforce automation

others

By deployment mode:

on-premise

cloud

By organization size:

large enterprises

small and medium enterprises (SMEs)

By end user:

BFSI

education

government

healthcare

IT and telecom

manufacturing

nonprofits

retail

others

By region:

Asia Pacific

Europe

North America

Rest of the World (RoW)

The service market is further segmented into consulting, implementation, training and support. According to the research, the consulting segment had the largest share in the global CRM market.

The global CRM market report offers detailed information on several market vendors, including Adobe Inc., Freshworks Inc., Microsoft Corporation, Oracle Corporation, Pegasystems Inc., Pipedrive Inc., Salesforce.com Inc., SAP SE, Zoho Corporation, among others.

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## Historical & Forecast Period

This research report provides analysis for each segment from 2018 to 2028 considering 2021 to be the base year.

## Scope of the Report

To analyze and forecast the market size of the global CRM market.

To classify and forecast the global CRM market based on component, application, deployment mode, organization size, end user, region.

To identify drivers and challenges for the global CRM market.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global CRM market.

To identify and analyze the profile of leading players operating in the global CRM market.

## Why Choose This Report

Gain a reliable outlook of the global CRM market forecasts from 2022 to 2028 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

Print authentication provided for the single-user license.

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Freshworks Inc.

Microsoft Corporation

Oracle Corporation

Pegasystems Inc.

Pipedrive Inc.

Salesforce.com Inc.

SAP SE

Zoho Corporation

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