

# Global Web Content Management (WCM) Market 2022

## - Industry Briefing

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### Abstracts

The global web content management market is projected to rise by USD 16 billion by 2028, according to a new report by Gen Consulting Company. It is anticipated to expand at a CAGR of 17.3 percent during the forecast period.

This industry report offers market estimates of the global market, followed by a detailed analysis of the component type, deployment mode, organization size, end user, and region. The global market data on web content management can be segmented by component type: solutions, services. Among these, the solutions segment was accounted for the highest revenue generator in 2021. Web content management market is further segmented by deployment mode: cloud, hybrid, on-premises. The on-premises segment is estimated to account for the largest share of the global web content management market. Based on organization size, the web content management market is segmented into: large enterprises, medium-size enterprises, micro and startups, small enterprises. The medium-size enterprises segment held the largest share of the global web content management market in 2021 and is anticipated to hold its share during the forecast period. On the basis of end user, the web content management market also can be divided into: financial, GPS data, life sciences, news and media, online education, retail, sports, others. In 2021, the news and media segment made up the largest share of revenue generated by the web content management market. Web content management market by region is categorized into: Asia Pacific, Europe, North America, Rest of the World (RoW).

The solutions market is further segmented into content analytics, digital asset management integration, digital marketing management, mobile and social content management, web creation and editing tools, web experience management. The digital marketing management segment captured the largest share of the market in 2021 and

is expected to maintain its dominance during the forecast period. Furthermore, the services market has been categorized into professional services, managed services. According to the research, the professional services (implementation, training and support, and consulting) segment had the largest share in the global web content management market.

The global web content management market is highly competitive. The prominent players operating in the global web content management market include Acquia Inc., Adobe Inc., Alphabet Inc., Automattic Inc., CoreMedia AG, IBM Corporation, Microsoft Corporation, Oracle Corporation, Progress Software Corporation, Rackspace Technology Inc., SDL plc.

The data-centric report focuses on market trends, status and outlook for segments. With comprehensive market assessment across the major geographies, the report is a valuable asset for the existing players, new entrants and the future investors.

Why buy this report?

Get a detailed picture of the Global Web Content Management Market

Identify segments/areas to invest in over the forecast period in the Global Web Content Management Market

Understand the competitive environment, the market's leading players

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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Adobe Inc.

Alphabet Inc.

Automattic Inc.

CoreMedia AG

IBM Corporation

Microsoft Corporation

Oracle Corporation

Progress Software Corporation

Rackspace Technology, Inc.

SDL plc

## **PART 10. METHODOLOGY**

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