

# Global B2B Demand Generation Service Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global B2B Demand Generation Service market size was valued at US\$ 15462 million in 2025 and is forecast to a readjusted size of US\$ 34287 million by 2032 with a CAGR of 12.0% during review period.

B2B Demand Generation Services involve the strategic planning, execution, and management of multi-channel marketing programs designed to identify, attract, nurture, and convert target accounts into qualified sales leads. It is a strategic, full-funnel discipline focused on creating and accelerating predictable revenue.

The Global B2B Demand Generation Services Market is a dynamic, high-growth segment at the intersection of marketing technology, strategic consulting, and data analytics. As B2B buying journeys become increasingly digital, self-directed, and complex, organizations are turning to specialized service providers to build predictable, scalable pipelines of qualified sales opportunities. The market is highly fragmented, ranging from boutique specialists to global digital agency networks.

The B2B demand generation services market is evolving from a tactical marketing support function to a strategic revenue growth partner. The winners will be those who successfully harness AI and data to deliver predictable outcomes, navigate the increasing complexity of the buyer journey, and demonstrate an unambiguous impact on sales pipeline and revenue. The future belongs not to generic lead generators, but to specialized, technology-augmented, insights-driven partners who act as an integral extension of their clients' revenue teams. The service model itself is being transformed by the very technologies it employs.

This report is a detailed and comprehensive analysis for global B2B Demand Generation Service market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

### **Key Features:**

Global B2B Demand Generation Service market size and forecasts, in consumption value (\$ Million), 2021-2032

Global B2B Demand Generation Service market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global B2B Demand Generation Service market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global B2B Demand Generation Service market shares of main players, in revenue (\$ Million), 2021-2026

### **The Primary Objectives in This Report Are:**

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for B2B Demand Generation Service

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global B2B Demand Generation Service market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Walker Sands, SuccessFuel, The Marketing Practice, Transmission Agency, Powered by Search, Smarketeters LLP, Grippped, Dapper Agency, Inbox Insight, Ironpaper, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

B2B Demand Generation Service market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

#### Market segment by Type

Inbound Marketing

Outbound Marketing

#### Market segment by Service Type

Strategy & Consulting

Content Creation & Marketing

Digital Advertising & ABM

Lead Nurturing & Marketing Automation

Events & Webinars

Data Services & Technology Operations

#### Market segment by Engagement Model

Project-Based

Retainer-Based

Outcome-Based/Performance-Based

#### Market segment by Application

Small and Medium Enterprise

Large Enterprise

Market segment by players, this report covers

Walker Sands

SuccessFuel

The Marketing Practice

Transmission Agency

Powered by Search

Smarketers LLP

Gripped

Dapper Agency

Inbox Insight

Ironpaper

First Page Sage

Pearl Lemon Leads

Square 2 Marketing

UnboundB2B

PGR

durhamlane

Blufig

Deck 7

Lead Genera

SeeResponse

memoryBlue

HRD Connect

ViB Tech

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

**The content of the study subjects, includes a total of 13 chapters:**

Chapter 1, to describe B2B Demand Generation Service product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of B2B Demand Generation Service, with revenue, gross margin, and global market share of B2B Demand Generation Service from 2021 to 2026.

Chapter 3, the B2B Demand Generation Service competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and B2B Demand Generation Service market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of B2B Demand Generation Service.

Chapter 13, to describe B2B Demand Generation Service research findings and conclusion.

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