

# Global B2B Demand Generation Service Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global B2B Demand Generation Service market size is expected to reach \$ 34287 million by 2032, rising at a market growth of 12.0% CAGR during the forecast period (2026-2032).

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 studies the global B2B Demand Generation Service demand, key

companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for B2B Demand Generation Service, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of B2B Demand Generation Service that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global B2B Demand Generation Service total market, 2021-2032, (USD Million)

Global B2B Demand Generation Service total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: B2B Demand Generation Service total market, key domestic companies, and share, (USD Million)

Global B2B Demand Generation Service revenue by player, revenue and market share 2021-2026, (USD Million)

Global B2B Demand Generation Service total market by Type, CAGR, 2021-2032, (USD Million)

Global B2B Demand Generation Service total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major 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, Smarketers LLP, Grippd, Dapper Agency, Inbox Insight, Ironpaper, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world B2B Demand Generation Service market

**Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

**Global B2B Demand Generation Service Market, By Region:**

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

**Global B2B Demand Generation Service Market, Segmentation by Type:**

Inbound Marketing

Outbound Marketing

**Global B2B Demand Generation Service Market, Segmentation by Service Type:**

Strategy &amp; Consulting

Content Creation &amp; Marketing

Digital Advertising & ABM

Lead Nurturing & Marketing Automation

Events & Webinars

Data Services & Technology Operations

Global B2B Demand Generation Service Market, Segmentation by Engagement Model:

Project-Based

Retainer-Based

Outcome-Based/Performance-Based

Global B2B Demand Generation Service Market, Segmentation by Application:

Small and Medium Enterprise

Large Enterprise

Companies Profiled:

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

### Key Questions Answered

1. How big is the global B2B Demand Generation Service market?
2. What is the demand of the global B2B Demand Generation Service market?

3. What is the year over year growth of the global B2B Demand Generation Service market?
4. What is the total value of the global B2B Demand Generation Service market?
5. Who are the Major Players in the global B2B Demand Generation Service market?
6. What are the growth factors driving the market demand?

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