

Global B2B Marketing Automation Software 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 Marketing Automation Software market size was valued at US\$ 3837 million in 2025 and is forecast to a readjusted size of US\$ 6682 million by 2032 with a CAGR of 8.6% during review period.

B2B marketing automation software is a category of software tools and platforms designed to streamline and automate marketing processes and campaigns specifically for business-to-business (B2B) marketing. These platforms help B2B organizations generate leads, nurture prospects, and optimize their marketing efforts. B2B Marketing Automation Software refers to digital platforms designed to automate and optimize marketing processes for business-to-business organizations. These systems support lead generation, customer segmentation, campaign management, email marketing, and analytics. By integrating data-driven insights, artificial intelligence, and multi-channel communication tools, they help businesses improve customer engagement, increase conversion rates, and enhance marketing efficiency across complex sales cycles. The industrial chain of B2B Marketing Automation Software includes upstream components such as cloud infrastructure, data management systems, AI algorithms, and customer data platforms. The midstream consists of software developers integrating automation workflows, analytics dashboards, and campaign tools. Downstream applications involve enterprises in technology, finance, healthcare, and manufacturing sectors using these platforms for lead nurturing, account-based marketing, and customer lifecycle management. The ecosystem also includes consulting, integration, and marketing services to maximize software performance and ROI.

The global market for B2B marketing automation software has seen significant growth

and evolution in recent years, driven by the increasing need for businesses to streamline marketing efforts, generate high-quality leads, and improve customer engagement. The adoption of B2B marketing automation software has been driven by factors such as the growing emphasis on lead generation, customer relationship management, personalized marketing, and the need for data-driven decision-making. North America has been a dominant market for B2B marketing automation software. The United States, in particular, has a significant presence of both software providers and adopters. European countries, including the UK and Germany, have witnessed steady adoption of marketing automation solutions, especially in industries such as manufacturing, finance, and technology. The Asia-Pacific region has shown increasing interest in B2B marketing automation, with countries like India and China experiencing rapid adoption as businesses seek to expand their digital marketing efforts.

This report is a detailed and comprehensive analysis for global B2B Marketing Automation Software 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 Marketing Automation Software market size and forecasts, in consumption value (\$ Million), 2021-2032

Global B2B Marketing Automation Software market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global B2B Marketing Automation Software market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global B2B Marketing Automation Software 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 Marketing Automation Software

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 Marketing Automation Software 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 HubSpot, Salesforce, Adobe, Oracle, ActiveCampaign, Act-On, IBM, Cognizant, ETrigue, GreenRope, etc.

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

Market segmentation

B2B Marketing Automation Software 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

Campaign Management

Email Marketing

Mobile Application

Inbound Marketing

Social Media Marketing

Others

Market segment by Deployment Method

Cloud-Based

On-premises

Market segment by Enterprise Size

SMEs

Large Enterprises

Market segment by Application

Finance

Healthcare

Manufacturing

Others

Market segment by players, this report covers

HubSpot

Salesforce

Adobe

Oracle

ActiveCampaign

Act-On

IBM

Cognizant

ETrigue

GreenRope

Keep

BenchmarkONE

IContact

LeadSquared

MarcomCentral

SugarCRM

SALESmanago

SAP

SAS Institute

SharpSpring

Aprimo

Make

Intuit Mailchimp

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 Marketing Automation Software product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of B2B Marketing Automation Software, with revenue, gross margin, and global market share of B2B Marketing Automation Software from 2021 to 2026.

Chapter 3, the B2B Marketing Automation Software 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 Marketing Automation Software 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 Marketing Automation Software.

Chapter 13, to describe B2B Marketing Automation Software research findings and conclusion.

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