

Global B2B Marketing Automation Software Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G01C06427219EN.html>

Date: May 2026

Pages: 160

Price: US\$ 4,480.00 (Single User License)

ID: G01C06427219EN

Abstracts

The global B2B Marketing Automation Software market size is expected to reach \$ 6682 million by 2032, rising at a market growth of 8.6% CAGR during the forecast period (2026-2032).

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 studies the global B2B Marketing Automation Software demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for B2B Marketing Automation Software, 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 Marketing Automation Software that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global B2B Marketing Automation Software total market, 2021-2032, (USD Million)

Global B2B Marketing Automation Software total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: B2B Marketing Automation Software total market, key domestic companies, and share, (USD Million)

Global B2B Marketing Automation Software revenue by player, revenue and market share 2021-2026, (USD Million)

Global B2B Marketing Automation Software total market by Type, CAGR, 2021-2032, (USD Million)

Global B2B Marketing Automation Software total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world B2B Marketing Automation Software 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 Marketing Automation Software Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global B2B Marketing Automation Software Market, Segmentation by Type:

Campaign Management

Email Marketing

Mobile Application

Inbound Marketing

Social Media Marketing

Others

Global B2B Marketing Automation Software Market, Segmentation by Deployment Method:

Cloud-Based

On-premises

Global B2B Marketing Automation Software Market, Segmentation by Enterprise Size:

SMEs

Large Enterprises

Global B2B Marketing Automation Software Market, Segmentation by Application:

Finance

Healthcare

Manufacturing

Others

Companies Profiled:

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

Key Questions Answered

1. How big is the global B2B Marketing Automation Software market?
2. What is the demand of the global B2B Marketing Automation Software market?
3. What is the year over year growth of the global B2B Marketing Automation Software market?
4. What is the total value of the global B2B Marketing Automation Software market?
5. Who are the Major Players in the global B2B Marketing Automation Software market?
6. What are the growth factors driving the market demand?

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