

# Global B2C Marketing Automation Platforms Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/GEB46BA26075EN.html>

Date: May 2026

Pages: 166

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

ID: GEB46BA26075EN

## Abstracts

The global B2C Marketing Automation Platforms market size is expected to reach \$ 5870 million by 2032, rising at a market growth of 8.7% CAGR during the forecast period (2026-2032).

B2C marketing automation platforms are tools designed for businesses to optimize and automate marketing campaigns with consumers. These platforms integrate email marketing, social media management, customer relationship management (CRM), content management and data analytics to enable businesses to effectively attract, engage and retain customers. Through personalized marketing strategies and real-time data analytics, B2C marketing automation platforms help companies adapt to rapidly changing market conditions by increasing conversion rates, enhancing customer experience and driving sales growth. B2C Marketing Automation Platforms refer to digital solutions designed to automate and optimize marketing activities targeting individual consumers. These platforms enable customer segmentation, personalized messaging, campaign management, behavioral tracking, and omnichannel engagement across email, mobile, social media, and web channels. By leveraging data analytics, artificial intelligence, and real-time customer insights, they help businesses enhance customer experience, improve retention, and increase conversion rates in fast-paced consumer markets. The industrial chain of B2C Marketing Automation Platforms includes upstream components such as cloud infrastructure, customer data platforms, AI algorithms, and analytics tools. The midstream consists of software developers integrating personalization engines, automation workflows, and campaign management systems. Downstream applications include retail, e-commerce, media, travel, and financial services sectors, where businesses use these platforms for customer acquisition, engagement, and loyalty programs. The ecosystem also includes integration services, consulting, and performance optimization to maximize marketing

effectiveness.

The B2C Marketing Automation Platforms market is experiencing strong growth driven by the increasing need for personalized and real-time consumer engagement. Companies are leveraging automation tools to deliver targeted campaigns, improve customer journeys, and enhance brand loyalty. The integration of AI and machine learning enables predictive analytics and dynamic content personalization. Omnichannel marketing strategies across mobile, social media, and web platforms are accelerating adoption. Additionally, the rapid growth of e-commerce and digital services further boosts demand. However, challenges such as data privacy regulations, cross-platform integration, and high implementation complexity remain. Overall, vendors are focusing on real-time data processing, advanced personalization, and seamless integration to help businesses compete effectively in consumer-centric markets.

This report studies the global B2C Marketing Automation Platforms demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for B2C Marketing Automation Platforms, 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 B2C Marketing Automation Platforms that contribute to its increasing demand across many markets.

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

Global B2C Marketing Automation Platforms total market, 2021-2032, (USD Million)

Global B2C Marketing Automation Platforms total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: B2C Marketing Automation Platforms total market, key domestic companies, and share, (USD Million)

Global B2C Marketing Automation Platforms revenue by player, revenue and market share 2021-2026, (USD Million)

Global B2C Marketing Automation Platforms total market by Type, CAGR, 2021-2032, (USD Million)

Global B2C Marketing Automation Platforms total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global B2C Marketing Automation Platforms 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 B2C Marketing Automation Platforms 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 B2C Marketing Automation Platforms Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global B2C Marketing Automation Platforms Market, Segmentation by Type:

Campaign Management

Email Marketing

Mobile Application

Inbound Marketing

Social Media Marketing

Others

Global B2C Marketing Automation Platforms Market, Segmentation by Deployment Method:

Cloud-Based

On-premises

Global B2C Marketing Automation Platforms Market, Segmentation by Enterprise Size:

SMEs

Large Enterprises

Global B2C Marketing Automation Platforms Market, Segmentation by Application:

Retail

E-Commerce

Travel & Hospitality

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 B2C Marketing Automation Platforms market?
2. What is the demand of the global B2C Marketing Automation Platforms market?
3. What is the year over year growth of the global B2C Marketing Automation Platforms market?
4. What is the total value of the global B2C Marketing Automation Platforms market?
5. Who are the Major Players in the global B2C Marketing Automation Platforms market?
6. What are the growth factors driving the market demand?

## Contents

### 1 SUPPLY SUMMARY

- 1.1 B2C Marketing Automation Platforms Introduction
- 1.2 World B2C Marketing Automation Platforms Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World B2C Marketing Automation Platforms Total Market by Region (by Headquarter Location)
  - 1.3.1 World B2C Marketing Automation Platforms Market Size by Region (2021-2032), (by Headquarter Location)
  - 1.3.2 United States Based Company B2C Marketing Automation Platforms Revenue (2021-2032)
  - 1.3.3 China Based Company B2C Marketing Automation Platforms Revenue (2021-2032)
  - 1.3.4 Europe Based Company B2C Marketing Automation Platforms Revenue (2021-2032)
  - 1.3.5 Japan Based Company B2C Marketing Automation Platforms Revenue (2021-2032)
  - 1.3.6 South Korea Based Company B2C Marketing Automation Platforms Revenue (2021-2032)
  - 1.3.7 ASEAN Based Company B2C Marketing Automation Platforms Revenue (2021-2032)
  - 1.3.8 India Based Company B2C Marketing Automation Platforms Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
  - 1.4.1 B2C Marketing Automation Platforms Market Drivers
  - 1.4.2 Factors Affecting Demand
  - 1.4.3 Major Market Trends

### 2 DEMAND SUMMARY

- 2.1 World B2C Marketing Automation Platforms Consumption Value (2021-2032)
- 2.2 World B2C Marketing Automation Platforms Consumption Value by Region
  - 2.2.1 World B2C Marketing Automation Platforms Consumption Value by Region (2021-2026)
  - 2.2.2 World B2C Marketing Automation Platforms Consumption Value Forecast by Region (2027-2032)
- 2.3 United States B2C Marketing Automation Platforms Consumption Value

(2021-2032)

2.4 China B2C Marketing Automation Platforms Consumption Value (2021-2032)

2.5 Europe B2C Marketing Automation Platforms Consumption Value (2021-2032)

2.6 Japan B2C Marketing Automation Platforms Consumption Value (2021-2032)

2.7 South Korea B2C Marketing Automation Platforms Consumption Value (2021-2032)

2.8 ASEAN B2C Marketing Automation Platforms Consumption Value (2021-2032)

2.9 India B2C Marketing Automation Platforms Consumption Value (2021-2032)

### **3 WORLD B2C MARKETING AUTOMATION PLATFORMS COMPANIES COMPETITIVE ANALYSIS**

3.1 World B2C Marketing Automation Platforms Revenue by Player (2021-2026)

3.2 Industry Rank and Concentration Rate (CR)

3.2.1 Global B2C Marketing Automation Platforms Industry Rank of Major Players

3.2.2 Global Concentration Ratios (CR4) for B2C Marketing Automation Platforms in 2025

3.2.3 Global Concentration Ratios (CR8) for B2C Marketing Automation Platforms in 2025

3.3 B2C Marketing Automation Platforms Company Evaluation Quadrant

3.4 B2C Marketing Automation Platforms Market: Overall Company Footprint Analysis

3.4.1 B2C Marketing Automation Platforms Market: Region Footprint

3.4.2 B2C Marketing Automation Platforms Market: Company Product Type Footprint

3.4.3 B2C Marketing Automation Platforms Market: Company Product Application Footprint

3.5 Competitive Environment

3.5.1 Historical Structure of the Industry

3.5.2 Barriers of Market Entry

3.5.3 Factors of Competition

3.6 Mergers & Acquisitions Activity

### **4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)**

4.1 United States VS China: B2C Marketing Automation Platforms Revenue Comparison (by Headquarter Location)

4.1.1 United States VS China: B2C Marketing Automation Platforms Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)

4.1.2 United States VS China: B2C Marketing Automation Platforms Revenue Market Share Comparison (2021 & 2025 & 2032)

## 4.2 United States Based Companies VS China Based Companies: B2C Marketing Automation Platforms Consumption Value Comparison

4.2.1 United States VS China: B2C Marketing Automation Platforms Consumption Value Comparison (2021 & 2025 & 2032)

4.2.2 United States VS China: B2C Marketing Automation Platforms Consumption Value Market Share Comparison (2021 & 2025 & 2032)

## 4.3 United States Based B2C Marketing Automation Platforms Companies and Market Share, 2021-2026

4.3.1 United States Based B2C Marketing Automation Platforms Companies, Headquarters (States, Country)

4.3.2 United States Based Companies B2C Marketing Automation Platforms Revenue, (2021-2026)

## 4.4 China Based Companies B2C Marketing Automation Platforms Revenue and Market Share, 2021-2026

4.4.1 China Based B2C Marketing Automation Platforms Companies, Company Headquarters (Province, Country)

4.4.2 China Based Companies B2C Marketing Automation Platforms Revenue, (2021-2026)

## 4.5 Rest of World Based B2C Marketing Automation Platforms Companies and Market Share, 2021-2026

4.5.1 Rest of World Based B2C Marketing Automation Platforms Companies, Headquarters (Province, Country)

4.5.2 Rest of World Based Companies B2C Marketing Automation Platforms Revenue (2021-2026)

# 5 MARKET ANALYSIS BY TYPE

## 5.1 World B2C Marketing Automation Platforms Market Size Overview by Type: 2021 VS 2025 VS 2032

### 5.2 Segment Introduction by Type

5.2.1 Campaign Management

5.2.2 Email Marketing

5.2.3 Mobile Application

5.2.4 Inbound Marketing

5.2.5 Social Media Marketing

5.2.6 Others

### 5.3 Market Segment by Type

5.3.1 World B2C Marketing Automation Platforms Market Size by Type (2021-2026)

5.3.2 World B2C Marketing Automation Platforms Market Size by Type (2027-2032)

5.3.3 World B2C Marketing Automation Platforms Market Size Market Share by Type (2027-2032)

## **6 MARKET ANALYSIS BY DEPLOYMENT METHOD**

6.1 World B2C Marketing Automation Platforms Market Size Overview by Deployment Method: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Deployment Method

6.2.1 Cloud-Based

6.2.2 On-premises

6.3 Market Segment by Deployment Method

6.3.1 World B2C Marketing Automation Platforms Market Size by Deployment Method (2021-2026)

6.3.2 World B2C Marketing Automation Platforms Market Size by Deployment Method (2027-2032)

6.3.3 World B2C Marketing Automation Platforms Market Size Market Share by Deployment Method (2027-2032)

## **7 MARKET ANALYSIS BY ENTERPRISE SIZE**

7.1 World B2C Marketing Automation Platforms Market Size Overview by Enterprise Size: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Enterprise Size

7.2.1 SMEs

7.2.2 Large Enterprises

7.3 Market Segment by Enterprise Size

7.3.1 World B2C Marketing Automation Platforms Market Size by Enterprise Size (2021-2026)

7.3.2 World B2C Marketing Automation Platforms Market Size by Enterprise Size (2027-2032)

7.3.3 World B2C Marketing Automation Platforms Market Size Market Share by Enterprise Size (2027-2032)

## **8 MARKET ANALYSIS BY APPLICATION**

8.1 World B2C Marketing Automation Platforms Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Retail

8.2.2 E-Commerce

8.2.3 Travel & Hospitality

8.2.4 Others

8.3 Market Segment by Application

8.3.1 World B2C Marketing Automation Platforms Market Size by Application (2021-2026)

8.3.2 World B2C Marketing Automation Platforms Market Size by Application (2027-2032)

8.3.3 World B2C Marketing Automation Platforms Market Size Market Share by Application (2021-2032)

## **9 COMPANY PROFILES**

9.1 HubSpot

9.1.1 HubSpot Details

9.1.2 HubSpot Major Business

9.1.3 HubSpot B2C Marketing Automation Platforms Product and Services

9.1.4 HubSpot B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026)

9.1.5 HubSpot Recent Developments/Updates

9.1.6 HubSpot Competitive Strengths & Weaknesses

9.2 Salesforce

9.2.1 Salesforce Details

9.2.2 Salesforce Major Business

9.2.3 Salesforce B2C Marketing Automation Platforms Product and Services

9.2.4 Salesforce B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026)

9.2.5 Salesforce Recent Developments/Updates

9.2.6 Salesforce Competitive Strengths & Weaknesses

9.3 Adobe

9.3.1 Adobe Details

9.3.2 Adobe Major Business

9.3.3 Adobe B2C Marketing Automation Platforms Product and Services

9.3.4 Adobe B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026)

9.3.5 Adobe Recent Developments/Updates

9.3.6 Adobe Competitive Strengths & Weaknesses

9.4 Oracle

9.4.1 Oracle Details

- 9.4.2 Oracle Major Business
- 9.4.3 Oracle B2C Marketing Automation Platforms Product and Services
- 9.4.4 Oracle B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026)
- 9.4.5 Oracle Recent Developments/Updates
- 9.4.6 Oracle Competitive Strengths & Weaknesses
- 9.5 ActiveCampaign
  - 9.5.1 ActiveCampaign Details
  - 9.5.2 ActiveCampaign Major Business
  - 9.5.3 ActiveCampaign B2C Marketing Automation Platforms Product and Services
  - 9.5.4 ActiveCampaign B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026)
  - 9.5.5 ActiveCampaign Recent Developments/Updates
  - 9.5.6 ActiveCampaign Competitive Strengths & Weaknesses
- 9.6 Act-On
  - 9.6.1 Act-On Details
  - 9.6.2 Act-On Major Business
  - 9.6.3 Act-On B2C Marketing Automation Platforms Product and Services
  - 9.6.4 Act-On B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026)
  - 9.6.5 Act-On Recent Developments/Updates
  - 9.6.6 Act-On Competitive Strengths & Weaknesses
- 9.7 IBM
  - 9.7.1 IBM Details
  - 9.7.2 IBM Major Business
  - 9.7.3 IBM B2C Marketing Automation Platforms Product and Services
  - 9.7.4 IBM B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026)
  - 9.7.5 IBM Recent Developments/Updates
  - 9.7.6 IBM Competitive Strengths & Weaknesses
- 9.8 Cognizant
  - 9.8.1 Cognizant Details
  - 9.8.2 Cognizant Major Business
  - 9.8.3 Cognizant B2C Marketing Automation Platforms Product and Services
  - 9.8.4 Cognizant B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026)
  - 9.8.5 Cognizant Recent Developments/Updates
  - 9.8.6 Cognizant Competitive Strengths & Weaknesses
- 9.9 ETrigue

- 9.9.1 ETrigue Details
- 9.9.2 ETrigue Major Business
- 9.9.3 ETrigue B2C Marketing Automation Platforms Product and Services
- 9.9.4 ETrigue B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026)
- 9.9.5 ETrigue Recent Developments/Updates
- 9.9.6 ETrigue Competitive Strengths & Weaknesses
- 9.10 GreenRope
  - 9.10.1 GreenRope Details
  - 9.10.2 GreenRope Major Business
  - 9.10.3 GreenRope B2C Marketing Automation Platforms Product and Services
  - 9.10.4 GreenRope B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026)
  - 9.10.5 GreenRope Recent Developments/Updates
  - 9.10.6 GreenRope Competitive Strengths & Weaknesses
- 9.11 Keep
  - 9.11.1 Keep Details
  - 9.11.2 Keep Major Business
  - 9.11.3 Keep B2C Marketing Automation Platforms Product and Services
  - 9.11.4 Keep B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026)
  - 9.11.5 Keep Recent Developments/Updates
  - 9.11.6 Keep Competitive Strengths & Weaknesses
- 9.12 BenchmarkONE
  - 9.12.1 BenchmarkONE Details
  - 9.12.2 BenchmarkONE Major Business
  - 9.12.3 BenchmarkONE B2C Marketing Automation Platforms Product and Services
  - 9.12.4 BenchmarkONE B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026)
  - 9.12.5 BenchmarkONE Recent Developments/Updates
  - 9.12.6 BenchmarkONE Competitive Strengths & Weaknesses
- 9.13 IContact
  - 9.13.1 IContact Details
  - 9.13.2 IContact Major Business
  - 9.13.3 IContact B2C Marketing Automation Platforms Product and Services
  - 9.13.4 IContact B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026)
  - 9.13.5 IContact Recent Developments/Updates
  - 9.13.6 IContact Competitive Strengths & Weaknesses

## 9.14 LeadSquared

### 9.14.1 LeadSquared Details

### 9.14.2 LeadSquared Major Business

### 9.14.3 LeadSquared B2C Marketing Automation Platforms Product and Services

### 9.14.4 LeadSquared B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026)

### 9.14.5 LeadSquared Recent Developments/Updates

### 9.14.6 LeadSquared Competitive Strengths & Weaknesses

## 9.15 MarcomCentral

### 9.15.1 MarcomCentral Details

### 9.15.2 MarcomCentral Major Business

### 9.15.3 MarcomCentral B2C Marketing Automation Platforms Product and Services

### 9.15.4 MarcomCentral B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026)

### 9.15.5 MarcomCentral Recent Developments/Updates

### 9.15.6 MarcomCentral Competitive Strengths & Weaknesses

## 9.16 SugarCRM

### 9.16.1 SugarCRM Details

### 9.16.2 SugarCRM Major Business

### 9.16.3 SugarCRM B2C Marketing Automation Platforms Product and Services

### 9.16.4 SugarCRM B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026)

### 9.16.5 SugarCRM Recent Developments/Updates

### 9.16.6 SugarCRM Competitive Strengths & Weaknesses

## 9.17 SALESmanago

### 9.17.1 SALESmanago Details

### 9.17.2 SALESmanago Major Business

### 9.17.3 SALESmanago B2C Marketing Automation Platforms Product and Services

### 9.17.4 SALESmanago B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026)

### 9.17.5 SALESmanago Recent Developments/Updates

### 9.17.6 SALESmanago Competitive Strengths & Weaknesses

## 9.18 SAP

### 9.18.1 SAP Details

### 9.18.2 SAP Major Business

### 9.18.3 SAP B2C Marketing Automation Platforms Product and Services

### 9.18.4 SAP B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026)

### 9.18.5 SAP Recent Developments/Updates

- 9.18.6 SAP Competitive Strengths & Weaknesses
- 9.19 SAS Institute
  - 9.19.1 SAS Institute Details
  - 9.19.2 SAS Institute Major Business
  - 9.19.3 SAS Institute B2C Marketing Automation Platforms Product and Services
  - 9.19.4 SAS Institute B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026)
  - 9.19.5 SAS Institute Recent Developments/Updates
  - 9.19.6 SAS Institute Competitive Strengths & Weaknesses
- 9.20 SharpSpring
  - 9.20.1 SharpSpring Details
  - 9.20.2 SharpSpring Major Business
  - 9.20.3 SharpSpring B2C Marketing Automation Platforms Product and Services
  - 9.20.4 SharpSpring B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026)
  - 9.20.5 SharpSpring Recent Developments/Updates
  - 9.20.6 SharpSpring Competitive Strengths & Weaknesses
- 9.21 Aprimo
  - 9.21.1 Aprimo Details
  - 9.21.2 Aprimo Major Business
  - 9.21.3 Aprimo B2C Marketing Automation Platforms Product and Services
  - 9.21.4 Aprimo B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026)
  - 9.21.5 Aprimo Recent Developments/Updates
  - 9.21.6 Aprimo Competitive Strengths & Weaknesses
- 9.22 Make
  - 9.22.1 Make Details
  - 9.22.2 Make Major Business
  - 9.22.3 Make B2C Marketing Automation Platforms Product and Services
  - 9.22.4 Make B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026)
  - 9.22.5 Make Recent Developments/Updates
  - 9.22.6 Make Competitive Strengths & Weaknesses
- 9.23 Intuit Mailchimp
  - 9.23.1 Intuit Mailchimp Details
  - 9.23.2 Intuit Mailchimp Major Business
  - 9.23.3 Intuit Mailchimp B2C Marketing Automation Platforms Product and Services
  - 9.23.4 Intuit Mailchimp B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026)

9.23.5 Intuit Mailchimp Recent Developments/Updates

9.23.6 Intuit Mailchimp Competitive Strengths & Weaknesses

## **10 INDUSTRY CHAIN ANALYSIS**

10.1 B2C Marketing Automation Platforms Industry Chain

10.2 B2C Marketing Automation Platforms Upstream Analysis

10.3 B2C Marketing Automation Platforms Midstream Analysis

10.4 B2C Marketing Automation Platforms Downstream Analysis

## **11 RESEARCH FINDINGS AND CONCLUSION**

## **12 APPENDIX**

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

## List Of Tables

### LIST OF TABLES

- Table 1. World B2C Marketing Automation Platforms Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)
- Table 2. World B2C Marketing Automation Platforms Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)
- Table 3. World B2C Marketing Automation Platforms Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)
- Table 4. World B2C Marketing Automation Platforms Revenue Market Share by Region (2021-2026), (by Headquarter Location)
- Table 5. World B2C Marketing Automation Platforms Revenue Market Share by Region (2027-2032), (by Headquarter Location)
- Table 6. Major Market Trends
- Table 7. World B2C Marketing Automation Platforms Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)
- Table 8. World B2C Marketing Automation Platforms Consumption Value by Region (2021-2026) & (USD Million)
- Table 9. World B2C Marketing Automation Platforms Consumption Value Forecast by Region (2027-2032) & (USD Million)
- Table 10. World B2C Marketing Automation Platforms Revenue by Player (2021-2026) & (USD Million)
- Table 11. Revenue Market Share of Key B2C Marketing Automation Platforms Players in 2025
- Table 12. World B2C Marketing Automation Platforms Industry Rank of Major Player, Based on Revenue in 2025
- Table 13. Global B2C Marketing Automation Platforms Company Evaluation Quadrant
- Table 14. Head Office of Key B2C Marketing Automation Platforms Players
- Table 15. B2C Marketing Automation Platforms Market: Company Product Type Footprint
- Table 16. B2C Marketing Automation Platforms Market: Company Product Application Footprint
- Table 17. B2C Marketing Automation Platforms Mergers & Acquisitions Activity
- Table 18. United States VS China B2C Marketing Automation Platforms Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 19. United States VS China B2C Marketing Automation Platforms Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 20. United States Based B2C Marketing Automation Platforms Companies,

Headquarters (States, Country)

Table 21. United States Based Companies B2C Marketing Automation Platforms Revenue, (2021-2026) & (USD Million)

Table 22. United States Based Companies B2C Marketing Automation Platforms Revenue Market Share (2021-2026)

Table 23. China Based B2C Marketing Automation Platforms Companies, Headquarters (Province, Country)

Table 24. China Based Companies B2C Marketing Automation Platforms Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies B2C Marketing Automation Platforms Revenue Market Share (2021-2026)

Table 26. Rest of World Based B2C Marketing Automation Platforms Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies B2C Marketing Automation Platforms Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies B2C Marketing Automation Platforms Revenue Market Share (2021-2026)

Table 29. World B2C Marketing Automation Platforms Market Size by Type, (USD Million), 2021 & 2025 & 2032

Table 30. World B2C Marketing Automation Platforms Market Size Value by Type (2021-2026) & (USD Million)

Table 31. World B2C Marketing Automation Platforms Market Size by Type (2027-2032) & (USD Million)

Table 32. World B2C Marketing Automation Platforms Market Size by Deployment Method, (USD Million), 2021 & 2025 & 2032

Table 33. World B2C Marketing Automation Platforms Market Size Value by Deployment Method (2021-2026) & (USD Million)

Table 34. World B2C Marketing Automation Platforms Market Size by Deployment Method (2027-2032) & (USD Million)

Table 35. World B2C Marketing Automation Platforms Market Size by Enterprise Size, (USD Million), 2021 & 2025 & 2032

Table 36. World B2C Marketing Automation Platforms Market Size Value by Enterprise Size (2021-2026) & (USD Million)

Table 37. World B2C Marketing Automation Platforms Market Size by Enterprise Size (2027-2032) & (USD Million)

Table 38. World B2C Marketing Automation Platforms Market Size by Application, (USD Million), 2021 & 2025 & 2032

Table 39. World B2C Marketing Automation Platforms Market Size by Application (2021-2026) & (USD Million)

Table 40. World B2C Marketing Automation Platforms Market Size by Application (2027-2032) & (USD Million)

Table 41. HubSpot Basic Information, Manufacturing Base and Competitors

Table 42. HubSpot Major Business

Table 43. HubSpot B2C Marketing Automation Platforms Product and Services

Table 44. HubSpot B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 45. HubSpot Recent Developments/Updates

Table 46. HubSpot Competitive Strengths & Weaknesses

Table 47. Salesforce Basic Information, Manufacturing Base and Competitors

Table 48. Salesforce Major Business

Table 49. Salesforce B2C Marketing Automation Platforms Product and Services

Table 50. Salesforce B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 51. Salesforce Recent Developments/Updates

Table 52. Salesforce Competitive Strengths & Weaknesses

Table 53. Adobe Basic Information, Manufacturing Base and Competitors

Table 54. Adobe Major Business

Table 55. Adobe B2C Marketing Automation Platforms Product and Services

Table 56. Adobe B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 57. Adobe Recent Developments/Updates

Table 58. Adobe Competitive Strengths & Weaknesses

Table 59. Oracle Basic Information, Manufacturing Base and Competitors

Table 60. Oracle Major Business

Table 61. Oracle B2C Marketing Automation Platforms Product and Services

Table 62. Oracle B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 63. Oracle Recent Developments/Updates

Table 64. Oracle Competitive Strengths & Weaknesses

Table 65. ActiveCampaign Basic Information, Manufacturing Base and Competitors

Table 66. ActiveCampaign Major Business

Table 67. ActiveCampaign B2C Marketing Automation Platforms Product and Services

Table 68. ActiveCampaign B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 69. ActiveCampaign Recent Developments/Updates

Table 70. ActiveCampaign Competitive Strengths & Weaknesses

Table 71. Act-On Basic Information, Manufacturing Base and Competitors

Table 72. Act-On Major Business

Table 73. Act-On B2C Marketing Automation Platforms Product and Services

Table 74. Act-On B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 75. Act-On Recent Developments/Updates

Table 76. Act-On Competitive Strengths & Weaknesses

Table 77. IBM Basic Information, Manufacturing Base and Competitors

Table 78. IBM Major Business

Table 79. IBM B2C Marketing Automation Platforms Product and Services

Table 80. IBM B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 81. IBM Recent Developments/Updates

Table 82. IBM Competitive Strengths & Weaknesses

Table 83. Cognizant Basic Information, Manufacturing Base and Competitors

Table 84. Cognizant Major Business

Table 85. Cognizant B2C Marketing Automation Platforms Product and Services

Table 86. Cognizant B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 87. Cognizant Recent Developments/Updates

Table 88. Cognizant Competitive Strengths & Weaknesses

Table 89. ETrigue Basic Information, Manufacturing Base and Competitors

Table 90. ETrigue Major Business

Table 91. ETrigue B2C Marketing Automation Platforms Product and Services

Table 92. ETrigue B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 93. ETrigue Recent Developments/Updates

Table 94. ETrigue Competitive Strengths & Weaknesses

Table 95. GreenRope Basic Information, Manufacturing Base and Competitors

Table 96. GreenRope Major Business

Table 97. GreenRope B2C Marketing Automation Platforms Product and Services

Table 98. GreenRope B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 99. GreenRope Recent Developments/Updates

Table 100. GreenRope Competitive Strengths & Weaknesses

Table 101. Keep Basic Information, Manufacturing Base and Competitors

Table 102. Keep Major Business

Table 103. Keep B2C Marketing Automation Platforms Product and Services

Table 104. Keep B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 105. Keep Recent Developments/Updates

- Table 106. Keep Competitive Strengths & Weaknesses
- Table 107. BenchmarkONE Basic Information, Manufacturing Base and Competitors
- Table 108. BenchmarkONE Major Business
- Table 109. BenchmarkONE B2C Marketing Automation Platforms Product and Services
- Table 110. BenchmarkONE B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 111. BenchmarkONE Recent Developments/Updates
- Table 112. BenchmarkONE Competitive Strengths & Weaknesses
- Table 113. IContact Basic Information, Manufacturing Base and Competitors
- Table 114. IContact Major Business
- Table 115. IContact B2C Marketing Automation Platforms Product and Services
- Table 116. IContact B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 117. IContact Recent Developments/Updates
- Table 118. IContact Competitive Strengths & Weaknesses
- Table 119. LeadSquared Basic Information, Manufacturing Base and Competitors
- Table 120. LeadSquared Major Business
- Table 121. LeadSquared B2C Marketing Automation Platforms Product and Services
- Table 122. LeadSquared B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 123. LeadSquared Recent Developments/Updates
- Table 124. LeadSquared Competitive Strengths & Weaknesses
- Table 125. MarcomCentral Basic Information, Manufacturing Base and Competitors
- Table 126. MarcomCentral Major Business
- Table 127. MarcomCentral B2C Marketing Automation Platforms Product and Services
- Table 128. MarcomCentral B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 129. MarcomCentral Recent Developments/Updates
- Table 130. MarcomCentral Competitive Strengths & Weaknesses
- Table 131. SugarCRM Basic Information, Manufacturing Base and Competitors
- Table 132. SugarCRM Major Business
- Table 133. SugarCRM B2C Marketing Automation Platforms Product and Services
- Table 134. SugarCRM B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 135. SugarCRM Recent Developments/Updates
- Table 136. SugarCRM Competitive Strengths & Weaknesses
- Table 137. SALESmanago Basic Information, Manufacturing Base and Competitors
- Table 138. SALESmanago Major Business
- Table 139. SALESmanago B2C Marketing Automation Platforms Product and Services

Table 140. SALESmanago B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 141. SALESmanago Recent Developments/Updates

Table 142. SALESmanago Competitive Strengths & Weaknesses

Table 143. SAP Basic Information, Manufacturing Base and Competitors

Table 144. SAP Major Business

Table 145. SAP B2C Marketing Automation Platforms Product and Services

Table 146. SAP B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 147. SAP Recent Developments/Updates

Table 148. SAP Competitive Strengths & Weaknesses

Table 149. SAS Institute Basic Information, Manufacturing Base and Competitors

Table 150. SAS Institute Major Business

Table 151. SAS Institute B2C Marketing Automation Platforms Product and Services

Table 152. SAS Institute B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 153. SAS Institute Recent Developments/Updates

Table 154. SAS Institute Competitive Strengths & Weaknesses

Table 155. SharpSpring Basic Information, Manufacturing Base and Competitors

Table 156. SharpSpring Major Business

Table 157. SharpSpring B2C Marketing Automation Platforms Product and Services

Table 158. SharpSpring B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 159. SharpSpring Recent Developments/Updates

Table 160. SharpSpring Competitive Strengths & Weaknesses

Table 161. Aprimo Basic Information, Manufacturing Base and Competitors

Table 162. Aprimo Major Business

Table 163. Aprimo B2C Marketing Automation Platforms Product and Services

Table 164. Aprimo B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 165. Aprimo Recent Developments/Updates

Table 166. Aprimo Competitive Strengths & Weaknesses

Table 167. Make Basic Information, Manufacturing Base and Competitors

Table 168. Make Major Business

Table 169. Make B2C Marketing Automation Platforms Product and Services

Table 170. Make B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 171. Make Recent Developments/Updates

Table 172. Make Competitive Strengths & Weaknesses

Table 173. Intuit Mailchimp Basic Information, Manufacturing Base and Competitors

Table 174. Intuit Mailchimp Major Business

Table 175. Intuit Mailchimp B2C Marketing Automation Platforms Product and Services

Table 176. Intuit Mailchimp B2C Marketing Automation Platforms Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 177. Intuit Mailchimp Recent Developments/Updates

Table 178. Intuit Mailchimp Competitive Strengths & Weaknesses

Table 179. Global Key Players of B2C Marketing Automation Platforms Upstream (Raw Materials)

Table 180. Global B2C Marketing Automation Platforms Typical Customers

## List Of Figures

### LIST OF FIGURES

Figure 1. B2C Marketing Automation Platforms Picture

Figure 2. World B2C Marketing Automation Platforms Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World B2C Marketing Automation Platforms Total Revenue (2021-2032) & (USD Million)

Figure 4. World B2C Marketing Automation Platforms Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Figure 5. World B2C Marketing Automation Platforms Revenue Market Share by Region (2021-2032), (by Headquarter Location)

Figure 6. United States Based Company B2C Marketing Automation Platforms Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company B2C Marketing Automation Platforms Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company B2C Marketing Automation Platforms Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company B2C Marketing Automation Platforms Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company B2C Marketing Automation Platforms Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company B2C Marketing Automation Platforms Revenue (2021-2032) & (USD Million)

Figure 12. India Based Company B2C Marketing Automation Platforms Revenue (2021-2032) & (USD Million)

Figure 13. B2C Marketing Automation Platforms Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World B2C Marketing Automation Platforms Consumption Value (2021-2032) & (USD Million)

Figure 16. World B2C Marketing Automation Platforms Consumption Value Market Share by Region (2021-2032)

Figure 17. United States B2C Marketing Automation Platforms Consumption Value (2021-2032) & (USD Million)

Figure 18. China B2C Marketing Automation Platforms Consumption Value (2021-2032) & (USD Million)

Figure 19. Europe B2C Marketing Automation Platforms Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan B2C Marketing Automation Platforms Consumption Value (2021-2032) & (USD Million)

Figure 21. South Korea B2C Marketing Automation Platforms Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN B2C Marketing Automation Platforms Consumption Value (2021-2032) & (USD Million)

Figure 23. India B2C Marketing Automation Platforms Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of B2C Marketing Automation Platforms by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for B2C Marketing Automation Platforms Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for B2C Marketing Automation Platforms Markets in 2025

Figure 27. United States VS China: B2C Marketing Automation Platforms Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: B2C Marketing Automation Platforms Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World B2C Marketing Automation Platforms Market Size by Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World B2C Marketing Automation Platforms Market Size Market Share by Type in 2025

Figure 31. Campaign Management

Figure 32. Email Marketing

Figure 33. Mobile Application

Figure 34. Inbound Marketing

Figure 35. Social Media Marketing

Figure 36. Others

Figure 37. World B2C Marketing Automation Platforms Market Size Market Share by Type (2021-2032)

Figure 38. World B2C Marketing Automation Platforms Market Size by Deployment Method, (USD Million), 2021 & 2025 & 2032

Figure 39. World B2C Marketing Automation Platforms Market Size Market Share by Deployment Method in 2025

Figure 40. Cloud-Based

Figure 41. On-premises

Figure 42. World B2C Marketing Automation Platforms Market Size Market Share by Deployment Method (2021-2032)

Figure 43. World B2C Marketing Automation Platforms Market Size by Enterprise Size,

(USD Million), 2021 & 2025 & 2032

Figure 44. World B2C Marketing Automation Platforms Market Size Market Share by Enterprise Size in 2025

Figure 45. SMEs

Figure 46. Large Enterprises

Figure 47. World B2C Marketing Automation Platforms Market Size Market Share by Enterprise Size (2021-2032)

Figure 48. World B2C Marketing Automation Platforms Market Size by Application, (USD Million), 2021 & 2025 & 2032

Figure 49. World B2C Marketing Automation Platforms Market Size Market Share by Application in 2025

Figure 50. Retail

Figure 51. E-Commerce

Figure 52. Travel & Hospitality

Figure 53. Others

Figure 54. World B2C Marketing Automation Platforms Market Size Market Share by Application (2021-2032)

Figure 55. B2C Marketing Automation Platforms Industrial Chain

Figure 56. Methodology

Figure 57. Research Process and Data Source

## I would like to order

Product name: Global B2C Marketing Automation Platforms Supply, Demand and Key Producers, 2026-2032

Product link: <https://marketpublishers.com/r/GEB46BA26075EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GEB46BA26075EN.html>