

Global CPQ Software Tool Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global CPQ Software Tool market size is expected to reach \$ 1949 million by 2032, rising at a market growth of 5.2% CAGR during the forecast period (2026-2032).

To address the challenges of inaccurate configuration, inconsistent pricing, lengthy quotation cycles, and high error rates associated with manual processes when companies sell complex products, CPQ (Configure, Price, Quote) software tools have emerged. With increasingly complex product and service portfolios, accelerated digital transformation, and growing customer demands for faster response times, this field has become a core component of enterprise sales technology stacks since the early 21st century. Currently, CPQ software has evolved into a specialized platform integrating visual product configuration engines, intelligent pricing rule libraries, automated quotation generation and approval processes, and supporting deep integration with CRM and ERP systems. It is widely used in manufacturing, high-tech, professional services, and B2B distribution industries, significantly improving quotation accuracy, shortening sales cycles, ensuring price compliance, and optimizing the customer buying experience.

As a core tool for sales process automation, CPQ software is reshaping enterprise sales models through technological innovation and scenario expansion. By accurately understanding market demand, strengthening system integration capabilities, and enhancing customer experience, companies can stand out in fierce competition, achieve sustainable growth, and provide users with more efficient and accurate quotation management services.

This report studies the global CPQ Software Tool demand, key companies, and key regions.

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

Highlights and key features of the study

Global CPQ Software Tool total market, 2021-2032, (USD Million)

Global CPQ Software Tool total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: CPQ Software Tool total market, key domestic companies, and share, (USD Million)

Global CPQ Software Tool revenue by player, revenue and market share 2021-2026, (USD Million)

Global CPQ Software Tool total market by Type, CAGR, 2021-2032, (USD Million)

Global CPQ Software Tool total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global CPQ Software Tool 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 IBM, Salesforce, Infor, Oracle, Conga, FPX Intelliquip, SAP, Cincom, Experlogix, ServicePath, 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 CPQ Software Tool 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 CPQ Software Tool Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global CPQ Software Tool Market, Segmentation by Type:

On-premises Deployment

Cloud-based

Global CPQ Software Tool Market, Segmentation by Target Audience:

B2B Companies

B2C Companies

Global CPQ Software Tool Market, Segmentation by Technical Architecture:

Rule-driven System

AI Intelligent System

Global CPQ Software Tool Market, Segmentation by Application:

Manufacturing

Professional Service Companies

Other

Companies Profiled:

IBM

Salesforce

Infor

Oracle

Conga

FPX Intelliquip

SAP

Cincom

Experlogix

ServicePath

ConnectWise Sell

Odo Code CPQ

Apptivo

Quoter

DealHub

Verenia

PROS Smart CPQ

Price f(x)

Sigma Technology

iQouteXpress

ASC

Configure One

Model N

CloudSense

Zimit

Tacton

CIS Configurator

Key Questions Answered

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

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