

Global CPQ Software Tool Market 2026 by Company, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/G7B8DB5632F5EN.html>

Date: January 2026

Pages: 165

Price: US\$ 3,480.00 (Single User License)

ID: G7B8DB5632F5EN

Abstracts

According to our (Global Info Research) latest study, the global CPQ Software Tool market size was valued at US\$ 1368 million in 2025 and is forecast to a readjusted size of US\$ 1949 million by 2032 with a CAGR of 5.2% during review period.

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 is a detailed and comprehensive analysis for global CPQ Software Tool

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 CPQ Software Tool market size and forecasts, in consumption value (\$ Million), 2021-2032

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

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

Global CPQ Software Tool 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 CPQ Software Tool

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 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.

Market segmentation

CPQ Software Tool 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

On-premises Deployment

Cloud-based

Market segment by Target Audience

B2B Companies

B2C Companies

Market segment by Technical Architecture

Rule-driven System

AI Intelligent System

Market segment by Application

Manufacturing

Professional Service Companies

Other

Market segment by players, this report covers

IBM

Salesforce

Infor

Oracle

Conga

FPX Intelliquip

SAP

Cincom

Experlogix

ServicePath

ConnectWise Sell

Odoo 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

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 CPQ Software Tool product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the CPQ Software Tool 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 CPQ Software Tool 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 CPQ Software Tool.

Chapter 13, to describe CPQ Software Tool research findings and conclusion.

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