

Global CRM Software Market 2024 by Company, Regions, Type and Application, Forecast to 2030

<https://marketpublishers.com/r/G776D3642ED1EN.html>

Date: July 2024

Pages: 152

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

ID: G776D3642ED1EN

Abstracts

According to our (Global Info Research) latest study, the global CRM Software market size was valued at USD 16600 million in 2023 and is forecast to a readjusted size of USD 21710 million by 2030 with a CAGR of 3.9% during review period.

CRM stands for Customer Relationship Management. In an organisation, CRM activities are carried out for managing customer-business interaction.

CRM software plays a key role in managing customer data, business information and helps to maintain an ideal client-business relationship. It also helps in automating the operations related to sales, marketing and customer support. CRM software integrates with the organisation's CRM activities rendering them measurable in terms of effectiveness.

The Global Info Research report includes an overview of the development of the CRM Software industry chain, the market status of BFSI (On-Premise, Cloud Based), Healthcare (On-Premise, Cloud Based), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of CRM Software.

Regionally, the report analyzes the CRM Software markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global CRM Software market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the CRM Software market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the CRM Software industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., On-Premise, Cloud Based).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the CRM Software market.

Regional Analysis: The report involves examining the CRM Software market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the CRM Software market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to CRM Software:

Company Analysis: Report covers individual CRM Software players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards CRM Software This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (BFSI, Healthcare).

Technology Analysis: Report covers specific technologies relevant to CRM Software. It assesses the current state, advancements, and potential future developments in CRM Software areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the CRM Software market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

CRM Software market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

On-Premise

Cloud Based

Market segment by Application

BFSI

Healthcare

Retail

Government

Industrial Manufacturing

Others

Market segment by players, this report covers

Oracle

SAP

Salesforce

Microsoft

monday.com

Zendesk

Zoho

Freshworks

Thryv

Pipedrive

Nextiva CRM

Hubspot

ActiveCampaign

Pipeliner

Nimble

Sage

Keap

Insightly

Maximizer Software

Salesboom

SugarCRM

Epsilon

Genesys

Verint

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, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and 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 CRM Software product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of CRM Software, with revenue, gross margin and global market share of CRM Software from 2019 to 2024.

Chapter 3, the CRM 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 application, with consumption value and growth rate by Type, application, from 2019 to 2030.

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 2019 to 2024. and CRM Software market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of CRM Software.

Chapter 13, to describe CRM Software research findings and conclusion.

Contents

1 MARKET OVERVIEW

- 1.1 Product Overview and Scope of CRM Software
- 1.2 Market Estimation Caveats and Base Year
- 1.3 Classification of CRM Software by Type
 - 1.3.1 Overview: Global CRM Software Market Size by Type: 2019 Versus 2023 Versus 2030
 - 1.3.2 Global CRM Software Consumption Value Market Share by Type in 2023
 - 1.3.3 On-Premise
 - 1.3.4 Cloud Based
- 1.4 Global CRM Software Market by Application
 - 1.4.1 Overview: Global CRM Software Market Size by Application: 2019 Versus 2023 Versus 2030
 - 1.4.2 BFSI
 - 1.4.3 Healthcare
 - 1.4.4 Retail
 - 1.4.5 Government
 - 1.4.6 Industrial Manufacturing
 - 1.4.7 Others
- 1.5 Global CRM Software Market Size & Forecast
- 1.6 Global CRM Software Market Size and Forecast by Region
 - 1.6.1 Global CRM Software Market Size by Region: 2019 VS 2023 VS 2030
 - 1.6.2 Global CRM Software Market Size by Region, (2019-2030)
 - 1.6.3 North America CRM Software Market Size and Prospect (2019-2030)
 - 1.6.4 Europe CRM Software Market Size and Prospect (2019-2030)
 - 1.6.5 Asia-Pacific CRM Software Market Size and Prospect (2019-2030)
 - 1.6.6 South America CRM Software Market Size and Prospect (2019-2030)
 - 1.6.7 Middle East and Africa CRM Software Market Size and Prospect (2019-2030)

2 COMPANY PROFILES

- 2.1 Oracle
 - 2.1.1 Oracle Details
 - 2.1.2 Oracle Major Business
 - 2.1.3 Oracle CRM Software Product and Solutions
 - 2.1.4 Oracle CRM Software Revenue, Gross Margin and Market Share (2019-2024)
 - 2.1.5 Oracle Recent Developments and Future Plans

2.2 SAP

2.2.1 SAP Details

2.2.2 SAP Major Business

2.2.3 SAP CRM Software Product and Solutions

2.2.4 SAP CRM Software Revenue, Gross Margin and Market Share (2019-2024)

2.2.5 SAP Recent Developments and Future Plans

2.3 Salesforce

2.3.1 Salesforce Details

2.3.2 Salesforce Major Business

2.3.3 Salesforce CRM Software Product and Solutions

2.3.4 Salesforce CRM Software Revenue, Gross Margin and Market Share (2019-2024)

2.3.5 Salesforce Recent Developments and Future Plans

2.4 Microsoft

2.4.1 Microsoft Details

2.4.2 Microsoft Major Business

2.4.3 Microsoft CRM Software Product and Solutions

2.4.4 Microsoft CRM Software Revenue, Gross Margin and Market Share (2019-2024)

2.4.5 Microsoft Recent Developments and Future Plans

2.5 monday.com

2.5.1 monday.com Details

2.5.2 monday.com Major Business

2.5.3 monday.com CRM Software Product and Solutions

2.5.4 monday.com CRM Software Revenue, Gross Margin and Market Share (2019-2024)

2.5.5 monday.com Recent Developments and Future Plans

2.6 Zendesk

2.6.1 Zendesk Details

2.6.2 Zendesk Major Business

2.6.3 Zendesk CRM Software Product and Solutions

2.6.4 Zendesk CRM Software Revenue, Gross Margin and Market Share (2019-2024)

2.6.5 Zendesk Recent Developments and Future Plans

2.7 Zoho

2.7.1 Zoho Details

2.7.2 Zoho Major Business

2.7.3 Zoho CRM Software Product and Solutions

2.7.4 Zoho CRM Software Revenue, Gross Margin and Market Share (2019-2024)

2.7.5 Zoho Recent Developments and Future Plans

2.8 Freshworks

- 2.8.1 Freshworks Details
- 2.8.2 Freshworks Major Business
- 2.8.3 Freshworks CRM Software Product and Solutions
- 2.8.4 Freshworks CRM Software Revenue, Gross Margin and Market Share (2019-2024)
- 2.8.5 Freshworks Recent Developments and Future Plans
- 2.9 Thryv
 - 2.9.1 Thryv Details
 - 2.9.2 Thryv Major Business
 - 2.9.3 Thryv CRM Software Product and Solutions
 - 2.9.4 Thryv CRM Software Revenue, Gross Margin and Market Share (2019-2024)
 - 2.9.5 Thryv Recent Developments and Future Plans
- 2.10 Pipedrive
 - 2.10.1 Pipedrive Details
 - 2.10.2 Pipedrive Major Business
 - 2.10.3 Pipedrive CRM Software Product and Solutions
 - 2.10.4 Pipedrive CRM Software Revenue, Gross Margin and Market Share (2019-2024)
 - 2.10.5 Pipedrive Recent Developments and Future Plans
- 2.11 Nextiva CRM
 - 2.11.1 Nextiva CRM Details
 - 2.11.2 Nextiva CRM Major Business
 - 2.11.3 Nextiva CRM CRM Software Product and Solutions
 - 2.11.4 Nextiva CRM CRM Software Revenue, Gross Margin and Market Share (2019-2024)
 - 2.11.5 Nextiva CRM Recent Developments and Future Plans
- 2.12 Hubspot
 - 2.12.1 Hubspot Details
 - 2.12.2 Hubspot Major Business
 - 2.12.3 Hubspot CRM Software Product and Solutions
 - 2.12.4 Hubspot CRM Software Revenue, Gross Margin and Market Share (2019-2024)
 - 2.12.5 Hubspot Recent Developments and Future Plans
- 2.13 ActiveCampaign
 - 2.13.1 ActiveCampaign Details
 - 2.13.2 ActiveCampaign Major Business
 - 2.13.3 ActiveCampaign CRM Software Product and Solutions
 - 2.13.4 ActiveCampaign CRM Software Revenue, Gross Margin and Market Share (2019-2024)
 - 2.13.5 ActiveCampaign Recent Developments and Future Plans

2.14 Pipeliner

2.14.1 Pipeliner Details

2.14.2 Pipeliner Major Business

2.14.3 Pipeliner CRM Software Product and Solutions

2.14.4 Pipeliner CRM Software Revenue, Gross Margin and Market Share (2019-2024)

2.14.5 Pipeliner Recent Developments and Future Plans

2.15 Nimble

2.15.1 Nimble Details

2.15.2 Nimble Major Business

2.15.3 Nimble CRM Software Product and Solutions

2.15.4 Nimble CRM Software Revenue, Gross Margin and Market Share (2019-2024)

2.15.5 Nimble Recent Developments and Future Plans

2.16 Sage

2.16.1 Sage Details

2.16.2 Sage Major Business

2.16.3 Sage CRM Software Product and Solutions

2.16.4 Sage CRM Software Revenue, Gross Margin and Market Share (2019-2024)

2.16.5 Sage Recent Developments and Future Plans

2.17 Keap

2.17.1 Keap Details

2.17.2 Keap Major Business

2.17.3 Keap CRM Software Product and Solutions

2.17.4 Keap CRM Software Revenue, Gross Margin and Market Share (2019-2024)

2.17.5 Keap Recent Developments and Future Plans

2.18 Insightly

2.18.1 Insightly Details

2.18.2 Insightly Major Business

2.18.3 Insightly CRM Software Product and Solutions

2.18.4 Insightly CRM Software Revenue, Gross Margin and Market Share (2019-2024)

2.18.5 Insightly Recent Developments and Future Plans

2.19 Maximizer Software

2.19.1 Maximizer Software Details

2.19.2 Maximizer Software Major Business

2.19.3 Maximizer Software CRM Software Product and Solutions

2.19.4 Maximizer Software CRM Software Revenue, Gross Margin and Market Share (2019-2024)

2.19.5 Maximizer Software Recent Developments and Future Plans

2.20 Salesboom

- 2.20.1 Salesboom Details
- 2.20.2 Salesboom Major Business
- 2.20.3 Salesboom CRM Software Product and Solutions
- 2.20.4 Salesboom CRM Software Revenue, Gross Margin and Market Share (2019-2024)
- 2.20.5 Salesboom Recent Developments and Future Plans
- 2.21 SugarCRM
 - 2.21.1 SugarCRM Details
 - 2.21.2 SugarCRM Major Business
 - 2.21.3 SugarCRM CRM Software Product and Solutions
 - 2.21.4 SugarCRM CRM Software Revenue, Gross Margin and Market Share (2019-2024)
 - 2.21.5 SugarCRM Recent Developments and Future Plans
- 2.22 Epsilon
 - 2.22.1 Epsilon Details
 - 2.22.2 Epsilon Major Business
 - 2.22.3 Epsilon CRM Software Product and Solutions
 - 2.22.4 Epsilon CRM Software Revenue, Gross Margin and Market Share (2019-2024)
 - 2.22.5 Epsilon Recent Developments and Future Plans
- 2.23 Genesys
 - 2.23.1 Genesys Details
 - 2.23.2 Genesys Major Business
 - 2.23.3 Genesys CRM Software Product and Solutions
 - 2.23.4 Genesys CRM Software Revenue, Gross Margin and Market Share (2019-2024)
 - 2.23.5 Genesys Recent Developments and Future Plans
- 2.24 Verint
 - 2.24.1 Verint Details
 - 2.24.2 Verint Major Business
 - 2.24.3 Verint CRM Software Product and Solutions
 - 2.24.4 Verint CRM Software Revenue, Gross Margin and Market Share (2019-2024)
 - 2.24.5 Verint Recent Developments and Future Plans

3 MARKET COMPETITION, BY PLAYERS

- 3.1 Global CRM Software Revenue and Share by Players (2019-2024)
- 3.2 Market Share Analysis (2023)
 - 3.2.1 Market Share of CRM Software by Company Revenue
 - 3.2.2 Top 3 CRM Software Players Market Share in 2023

- 3.2.3 Top 6 CRM Software Players Market Share in 2023
- 3.3 CRM Software Market: Overall Company Footprint Analysis
 - 3.3.1 CRM Software Market: Region Footprint
 - 3.3.2 CRM Software Market: Company Product Type Footprint
 - 3.3.3 CRM Software Market: Company Product Application Footprint
- 3.4 New Market Entrants and Barriers to Market Entry
- 3.5 Mergers, Acquisition, Agreements, and Collaborations

4 MARKET SIZE SEGMENT BY TYPE

- 4.1 Global CRM Software Consumption Value and Market Share by Type (2019-2024)
- 4.2 Global CRM Software Market Forecast by Type (2025-2030)

5 MARKET SIZE SEGMENT BY APPLICATION

- 5.1 Global CRM Software Consumption Value Market Share by Application (2019-2024)
- 5.2 Global CRM Software Market Forecast by Application (2025-2030)

6 NORTH AMERICA

- 6.1 North America CRM Software Consumption Value by Type (2019-2030)
- 6.2 North America CRM Software Consumption Value by Application (2019-2030)
- 6.3 North America CRM Software Market Size by Country
 - 6.3.1 North America CRM Software Consumption Value by Country (2019-2030)
 - 6.3.2 United States CRM Software Market Size and Forecast (2019-2030)
 - 6.3.3 Canada CRM Software Market Size and Forecast (2019-2030)
 - 6.3.4 Mexico CRM Software Market Size and Forecast (2019-2030)

7 EUROPE

- 7.1 Europe CRM Software Consumption Value by Type (2019-2030)
- 7.2 Europe CRM Software Consumption Value by Application (2019-2030)
- 7.3 Europe CRM Software Market Size by Country
 - 7.3.1 Europe CRM Software Consumption Value by Country (2019-2030)
 - 7.3.2 Germany CRM Software Market Size and Forecast (2019-2030)
 - 7.3.3 France CRM Software Market Size and Forecast (2019-2030)
 - 7.3.4 United Kingdom CRM Software Market Size and Forecast (2019-2030)
 - 7.3.5 Russia CRM Software Market Size and Forecast (2019-2030)
 - 7.3.6 Italy CRM Software Market Size and Forecast (2019-2030)

8 ASIA-PACIFIC

- 8.1 Asia-Pacific CRM Software Consumption Value by Type (2019-2030)
- 8.2 Asia-Pacific CRM Software Consumption Value by Application (2019-2030)
- 8.3 Asia-Pacific CRM Software Market Size by Region
 - 8.3.1 Asia-Pacific CRM Software Consumption Value by Region (2019-2030)
 - 8.3.2 China CRM Software Market Size and Forecast (2019-2030)
 - 8.3.3 Japan CRM Software Market Size and Forecast (2019-2030)
 - 8.3.4 South Korea CRM Software Market Size and Forecast (2019-2030)
 - 8.3.5 India CRM Software Market Size and Forecast (2019-2030)
 - 8.3.6 Southeast Asia CRM Software Market Size and Forecast (2019-2030)
 - 8.3.7 Australia CRM Software Market Size and Forecast (2019-2030)

9 SOUTH AMERICA

- 9.1 South America CRM Software Consumption Value by Type (2019-2030)
- 9.2 South America CRM Software Consumption Value by Application (2019-2030)
- 9.3 South America CRM Software Market Size by Country
 - 9.3.1 South America CRM Software Consumption Value by Country (2019-2030)
 - 9.3.2 Brazil CRM Software Market Size and Forecast (2019-2030)
 - 9.3.3 Argentina CRM Software Market Size and Forecast (2019-2030)

10 MIDDLE EAST & AFRICA

- 10.1 Middle East & Africa CRM Software Consumption Value by Type (2019-2030)
- 10.2 Middle East & Africa CRM Software Consumption Value by Application (2019-2030)
- 10.3 Middle East & Africa CRM Software Market Size by Country
 - 10.3.1 Middle East & Africa CRM Software Consumption Value by Country (2019-2030)
 - 10.3.2 Turkey CRM Software Market Size and Forecast (2019-2030)
 - 10.3.3 Saudi Arabia CRM Software Market Size and Forecast (2019-2030)
 - 10.3.4 UAE CRM Software Market Size and Forecast (2019-2030)

11 MARKET DYNAMICS

- 11.1 CRM Software Market Drivers
- 11.2 CRM Software Market Restraints

11.3 CRM Software Trends Analysis

11.4 Porters Five Forces Analysis

11.4.1 Threat of New Entrants

11.4.2 Bargaining Power of Suppliers

11.4.3 Bargaining Power of Buyers

11.4.4 Threat of Substitutes

11.4.5 Competitive Rivalry

12 INDUSTRY CHAIN ANALYSIS

12.1 CRM Software Industry Chain

12.2 CRM Software Upstream Analysis

12.3 CRM Software Midstream Analysis

12.4 CRM Software Downstream Analysis

13 RESEARCH FINDINGS AND CONCLUSION

14 APPENDIX

14.1 Methodology

14.2 Research Process and Data Source

14.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global CRM Software Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Table 2. Global CRM Software Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Table 3. Global CRM Software Consumption Value by Region (2019-2024) & (USD Million)

Table 4. Global CRM Software Consumption Value by Region (2025-2030) & (USD Million)

Table 5. Oracle Company Information, Head Office, and Major Competitors

Table 6. Oracle Major Business

Table 7. Oracle CRM Software Product and Solutions

Table 8. Oracle CRM Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 9. Oracle Recent Developments and Future Plans

Table 10. SAP Company Information, Head Office, and Major Competitors

Table 11. SAP Major Business

Table 12. SAP CRM Software Product and Solutions

Table 13. SAP CRM Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 14. SAP Recent Developments and Future Plans

Table 15. Salesforce Company Information, Head Office, and Major Competitors

Table 16. Salesforce Major Business

Table 17. Salesforce CRM Software Product and Solutions

Table 18. Salesforce CRM Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 19. Salesforce Recent Developments and Future Plans

Table 20. Microsoft Company Information, Head Office, and Major Competitors

Table 21. Microsoft Major Business

Table 22. Microsoft CRM Software Product and Solutions

Table 23. Microsoft CRM Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 24. Microsoft Recent Developments and Future Plans

Table 25. monday.com Company Information, Head Office, and Major Competitors

Table 26. monday.com Major Business

Table 27. monday.com CRM Software Product and Solutions

Table 28. monday.com CRM Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 29. monday.com Recent Developments and Future Plans

Table 30. Zendesk Company Information, Head Office, and Major Competitors

Table 31. Zendesk Major Business

Table 32. Zendesk CRM Software Product and Solutions

Table 33. Zendesk CRM Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 34. Zendesk Recent Developments and Future Plans

Table 35. Zoho Company Information, Head Office, and Major Competitors

Table 36. Zoho Major Business

Table 37. Zoho CRM Software Product and Solutions

Table 38. Zoho CRM Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 39. Zoho Recent Developments and Future Plans

Table 40. Freshworks Company Information, Head Office, and Major Competitors

Table 41. Freshworks Major Business

Table 42. Freshworks CRM Software Product and Solutions

Table 43. Freshworks CRM Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 44. Freshworks Recent Developments and Future Plans

Table 45. Thryv Company Information, Head Office, and Major Competitors

Table 46. Thryv Major Business

Table 47. Thryv CRM Software Product and Solutions

Table 48. Thryv CRM Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 49. Thryv Recent Developments and Future Plans

Table 50. Pipedrive Company Information, Head Office, and Major Competitors

Table 51. Pipedrive Major Business

Table 52. Pipedrive CRM Software Product and Solutions

Table 53. Pipedrive CRM Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 54. Pipedrive Recent Developments and Future Plans

Table 55. Nextiva CRM Company Information, Head Office, and Major Competitors

Table 56. Nextiva CRM Major Business

Table 57. Nextiva CRM CRM Software Product and Solutions

Table 58. Nextiva CRM CRM Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 59. Nextiva CRM Recent Developments and Future Plans

- Table 60. Hubspot Company Information, Head Office, and Major Competitors
- Table 61. Hubspot Major Business
- Table 62. Hubspot CRM Software Product and Solutions
- Table 63. Hubspot CRM Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 64. Hubspot Recent Developments and Future Plans
- Table 65. ActiveCampaign Company Information, Head Office, and Major Competitors
- Table 66. ActiveCampaign Major Business
- Table 67. ActiveCampaign CRM Software Product and Solutions
- Table 68. ActiveCampaign CRM Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 69. ActiveCampaign Recent Developments and Future Plans
- Table 70. Pipeliner Company Information, Head Office, and Major Competitors
- Table 71. Pipeliner Major Business
- Table 72. Pipeliner CRM Software Product and Solutions
- Table 73. Pipeliner CRM Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 74. Pipeliner Recent Developments and Future Plans
- Table 75. Nimble Company Information, Head Office, and Major Competitors
- Table 76. Nimble Major Business
- Table 77. Nimble CRM Software Product and Solutions
- Table 78. Nimble CRM Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 79. Nimble Recent Developments and Future Plans
- Table 80. Sage Company Information, Head Office, and Major Competitors
- Table 81. Sage Major Business
- Table 82. Sage CRM Software Product and Solutions
- Table 83. Sage CRM Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 84. Sage Recent Developments and Future Plans
- Table 85. Keap Company Information, Head Office, and Major Competitors
- Table 86. Keap Major Business
- Table 87. Keap CRM Software Product and Solutions
- Table 88. Keap CRM Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)
- Table 89. Keap Recent Developments and Future Plans
- Table 90. Insightly Company Information, Head Office, and Major Competitors
- Table 91. Insightly Major Business
- Table 92. Insightly CRM Software Product and Solutions

Table 93. Insightly CRM Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 94. Insightly Recent Developments and Future Plans

Table 95. Maximizer Software Company Information, Head Office, and Major Competitors

Table 96. Maximizer Software Major Business

Table 97. Maximizer Software CRM Software Product and Solutions

Table 98. Maximizer Software CRM Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 99. Maximizer Software Recent Developments and Future Plans

Table 100. Salesboom Company Information, Head Office, and Major Competitors

Table 101. Salesboom Major Business

Table 102. Salesboom CRM Software Product and Solutions

Table 103. Salesboom CRM Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 104. Salesboom Recent Developments and Future Plans

Table 105. SugarCRM Company Information, Head Office, and Major Competitors

Table 106. SugarCRM Major Business

Table 107. SugarCRM CRM Software Product and Solutions

Table 108. SugarCRM CRM Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 109. SugarCRM Recent Developments and Future Plans

Table 110. Epsilon Company Information, Head Office, and Major Competitors

Table 111. Epsilon Major Business

Table 112. Epsilon CRM Software Product and Solutions

Table 113. Epsilon CRM Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 114. Epsilon Recent Developments and Future Plans

Table 115. Genesys Company Information, Head Office, and Major Competitors

Table 116. Genesys Major Business

Table 117. Genesys CRM Software Product and Solutions

Table 118. Genesys CRM Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 119. Genesys Recent Developments and Future Plans

Table 120. Verint Company Information, Head Office, and Major Competitors

Table 121. Verint Major Business

Table 122. Verint CRM Software Product and Solutions

Table 123. Verint CRM Software Revenue (USD Million), Gross Margin and Market Share (2019-2024)

- Table 124. Verint Recent Developments and Future Plans
- Table 125. Global CRM Software Revenue (USD Million) by Players (2019-2024)
- Table 126. Global CRM Software Revenue Share by Players (2019-2024)
- Table 127. Breakdown of CRM Software by Company Type (Tier 1, Tier 2, and Tier 3)
- Table 128. Market Position of Players in CRM Software, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2023
- Table 129. Head Office of Key CRM Software Players
- Table 130. CRM Software Market: Company Product Type Footprint
- Table 131. CRM Software Market: Company Product Application Footprint
- Table 132. CRM Software New Market Entrants and Barriers to Market Entry
- Table 133. CRM Software Mergers, Acquisition, Agreements, and Collaborations
- Table 134. Global CRM Software Consumption Value (USD Million) by Type (2019-2024)
- Table 135. Global CRM Software Consumption Value Share by Type (2019-2024)
- Table 136. Global CRM Software Consumption Value Forecast by Type (2025-2030)
- Table 137. Global CRM Software Consumption Value by Application (2019-2024)
- Table 138. Global CRM Software Consumption Value Forecast by Application (2025-2030)
- Table 139. North America CRM Software Consumption Value by Type (2019-2024) & (USD Million)
- Table 140. North America CRM Software Consumption Value by Type (2025-2030) & (USD Million)
- Table 141. North America CRM Software Consumption Value by Application (2019-2024) & (USD Million)
- Table 142. North America CRM Software Consumption Value by Application (2025-2030) & (USD Million)
- Table 143. North America CRM Software Consumption Value by Country (2019-2024) & (USD Million)
- Table 144. North America CRM Software Consumption Value by Country (2025-2030) & (USD Million)
- Table 145. Europe CRM Software Consumption Value by Type (2019-2024) & (USD Million)
- Table 146. Europe CRM Software Consumption Value by Type (2025-2030) & (USD Million)
- Table 147. Europe CRM Software Consumption Value by Application (2019-2024) & (USD Million)
- Table 148. Europe CRM Software Consumption Value by Application (2025-2030) & (USD Million)
- Table 149. Europe CRM Software Consumption Value by Country (2019-2024) & (USD Million)

Million)

Table 150. Europe CRM Software Consumption Value by Country (2025-2030) & (USD Million)

Table 151. Asia-Pacific CRM Software Consumption Value by Type (2019-2024) & (USD Million)

Table 152. Asia-Pacific CRM Software Consumption Value by Type (2025-2030) & (USD Million)

Table 153. Asia-Pacific CRM Software Consumption Value by Application (2019-2024) & (USD Million)

Table 154. Asia-Pacific CRM Software Consumption Value by Application (2025-2030) & (USD Million)

Table 155. Asia-Pacific CRM Software Consumption Value by Region (2019-2024) & (USD Million)

Table 156. Asia-Pacific CRM Software Consumption Value by Region (2025-2030) & (USD Million)

Table 157. South America CRM Software Consumption Value by Type (2019-2024) & (USD Million)

Table 158. South America CRM Software Consumption Value by Type (2025-2030) & (USD Million)

Table 159. South America CRM Software Consumption Value by Application (2019-2024) & (USD Million)

Table 160. South America CRM Software Consumption Value by Application (2025-2030) & (USD Million)

Table 161. South America CRM Software Consumption Value by Country (2019-2024) & (USD Million)

Table 162. South America CRM Software Consumption Value by Country (2025-2030) & (USD Million)

Table 163. Middle East & Africa CRM Software Consumption Value by Type (2019-2024) & (USD Million)

Table 164. Middle East & Africa CRM Software Consumption Value by Type (2025-2030) & (USD Million)

Table 165. Middle East & Africa CRM Software Consumption Value by Application (2019-2024) & (USD Million)

Table 166. Middle East & Africa CRM Software Consumption Value by Application (2025-2030) & (USD Million)

Table 167. Middle East & Africa CRM Software Consumption Value by Country (2019-2024) & (USD Million)

Table 168. Middle East & Africa CRM Software Consumption Value by Country (2025-2030) & (USD Million)

Table 169. CRM Software Raw Material

Table 170. Key Suppliers of CRM Software Raw Materials

List Of Figures

LIST OF FIGURES

Figure 1. CRM Software Picture

Figure 2. Global CRM Software Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Figure 3. Global CRM Software Consumption Value Market Share by Type in 2023

Figure 4. On-Premise

Figure 5. Cloud Based

Figure 6. Global CRM Software Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Figure 7. CRM Software Consumption Value Market Share by Application in 2023

Figure 8. BFSI Picture

Figure 9. Healthcare Picture

Figure 10. Retail Picture

Figure 11. Government Picture

Figure 12. Industrial Manufacturing Picture

Figure 13. Others Picture

Figure 14. Global CRM Software Consumption Value, (USD Million): 2019 & 2023 & 2030

Figure 15. Global CRM Software Consumption Value and Forecast (2019-2030) & (USD Million)

Figure 16. Global Market CRM Software Consumption Value (USD Million) Comparison by Region (2019 & 2023 & 2030)

Figure 17. Global CRM Software Consumption Value Market Share by Region (2019-2030)

Figure 18. Global CRM Software Consumption Value Market Share by Region in 2023

Figure 19. North America CRM Software Consumption Value (2019-2030) & (USD Million)

Figure 20. Europe CRM Software Consumption Value (2019-2030) & (USD Million)

Figure 21. Asia-Pacific CRM Software Consumption Value (2019-2030) & (USD Million)

Figure 22. South America CRM Software Consumption Value (2019-2030) & (USD Million)

Figure 23. Middle East and Africa CRM Software Consumption Value (2019-2030) & (USD Million)

Figure 24. Global CRM Software Revenue Share by Players in 2023

Figure 25. CRM Software Market Share by Company Type (Tier 1, Tier 2 and Tier 3) in 2023

- Figure 26. Global Top 3 Players CRM Software Market Share in 2023
- Figure 27. Global Top 6 Players CRM Software Market Share in 2023
- Figure 28. Global CRM Software Consumption Value Share by Type (2019-2024)
- Figure 29. Global CRM Software Market Share Forecast by Type (2025-2030)
- Figure 30. Global CRM Software Consumption Value Share by Application (2019-2024)
- Figure 31. Global CRM Software Market Share Forecast by Application (2025-2030)
- Figure 32. North America CRM Software Consumption Value Market Share by Type (2019-2030)
- Figure 33. North America CRM Software Consumption Value Market Share by Application (2019-2030)
- Figure 34. North America CRM Software Consumption Value Market Share by Country (2019-2030)
- Figure 35. United States CRM Software Consumption Value (2019-2030) & (USD Million)
- Figure 36. Canada CRM Software Consumption Value (2019-2030) & (USD Million)
- Figure 37. Mexico CRM Software Consumption Value (2019-2030) & (USD Million)
- Figure 38. Europe CRM Software Consumption Value Market Share by Type (2019-2030)
- Figure 39. Europe CRM Software Consumption Value Market Share by Application (2019-2030)
- Figure 40. Europe CRM Software Consumption Value Market Share by Country (2019-2030)
- Figure 41. Germany CRM Software Consumption Value (2019-2030) & (USD Million)
- Figure 42. France CRM Software Consumption Value (2019-2030) & (USD Million)
- Figure 43. United Kingdom CRM Software Consumption Value (2019-2030) & (USD Million)
- Figure 44. Russia CRM Software Consumption Value (2019-2030) & (USD Million)
- Figure 45. Italy CRM Software Consumption Value (2019-2030) & (USD Million)
- Figure 46. Asia-Pacific CRM Software Consumption Value Market Share by Type (2019-2030)
- Figure 47. Asia-Pacific CRM Software Consumption Value Market Share by Application (2019-2030)
- Figure 48. Asia-Pacific CRM Software Consumption Value Market Share by Region (2019-2030)
- Figure 49. China CRM Software Consumption Value (2019-2030) & (USD Million)
- Figure 50. Japan CRM Software Consumption Value (2019-2030) & (USD Million)
- Figure 51. South Korea CRM Software Consumption Value (2019-2030) & (USD Million)
- Figure 52. India CRM Software Consumption Value (2019-2030) & (USD Million)
- Figure 53. Southeast Asia CRM Software Consumption Value (2019-2030) & (USD

Million)

Figure 54. Australia CRM Software Consumption Value (2019-2030) & (USD Million)

Figure 55. South America CRM Software Consumption Value Market Share by Type (2019-2030)

Figure 56. South America CRM Software Consumption Value Market Share by Application (2019-2030)

Figure 57. South America CRM Software Consumption Value Market Share by Country (2019-2030)

Figure 58. Brazil CRM Software Consumption Value (2019-2030) & (USD Million)

Figure 59. Argentina CRM Software Consumption Value (2019-2030) & (USD Million)

Figure 60. Middle East and Africa CRM Software Consumption Value Market Share by Type (2019-2030)

Figure 61. Middle East and Africa CRM Software Consumption Value Market Share by Application (2019-2030)

Figure 62. Middle East and Africa CRM Software Consumption Value Market Share by Country (2019-2030)

Figure 63. Turkey CRM Software Consumption Value (2019-2030) & (USD Million)

Figure 64. Saudi Arabia CRM Software Consumption Value (2019-2030) & (USD Million)

Figure 65. UAE CRM Software Consumption Value (2019-2030) & (USD Million)

Figure 66. CRM Software Market Drivers

Figure 67. CRM Software Market Restraints

Figure 68. CRM Software Market Trends

Figure 69. Porters Five Forces Analysis

Figure 70. Manufacturing Cost Structure Analysis of CRM Software in 2023

Figure 71. Manufacturing Process Analysis of CRM Software

Figure 72. CRM Software Industrial Chain

Figure 73. Methodology

Figure 74. Research Process and Data Source

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