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Global Customer Relationship Management (CRM) Software Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Customer Relationship Management (CRM) Software market size was valued at USD 18650 million in 2023 and is forecast to a readjusted size of USD 23080 million by 2030 with a CAGR of 3.1% during review period.

Customer relationship management (CRM) software refers to a type of enterprise software that comprises a wide range of applications as well as software that will aid companies in managing customer interaction, support, and data, automating sales and marketing, and accessing and managing key business information with respect to partners, vendors, and employees.

The global CRM software market is dominated by SAP AG, SalesForce.Com, and Oracle. Of these three, SAP AG has emerged as the leader over the years, accounting for a 20% share of the overall CRM software market. Other participants playing a significant role in the growth of the CRM software market include Adobe Systems Incorporated, Microsoft Corporation, The International Business Machines Corporation (IBM), Amdocs, and SAS Institute.

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

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Regionally, the report analyzes the Customer Relationship Management (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 Customer Relationship Management (CRM) Software market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Customer Relationship Management (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 Customer Relationship Management (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., Cloud, On-Premises).

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 Customer Relationship Management (CRM) Software market.

Regional Analysis: The report involves examining the Customer Relationship Management (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 Customer Relationship Management (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 Customer Relationship Management (CRM) Software:

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Company Analysis: Report covers individual Customer Relationship Management (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 Customer Relationship Management (CRM) Software This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (BFSI, Government).

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

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Customer Relationship Management (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

Customer Relationship Management (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

Cloud

On-Premises

Market segment by Application

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BFSI

Government

Retail

Healthcare

Manufacturing

Other Applications

Market segment by players, this report covers

IBM Corp.

Oracle Corp.

Wipro Limited

Tata Consultancy Services Limited

Microsoft Inc.

Salesforce.com Inc.

NetSuite Inc.

Nimble Inc.

SugarCRM Inc.

SAP SE

Amdocs Ltd.

Sage CRM Solutions Ltd.

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Ramco Systems Ltd.

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 Customer Relationship Management (CRM) Software product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the Customer Relationship Management (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 Customer Relationship Management (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

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analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Customer Relationship Management (CRM) Software.

Chapter 13, to describe Customer Relationship Management (CRM) Software research findings and conclusion.

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Contents

1 MARKET OVERVIEW

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

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1.6.7 Middle East and Africa Customer Relationship Management (CRM) Software Market Size and Prospect (2019-2030)

2 COMPANY PROFILES

2.1 IBM Corp.
2.1.1 IBM Corp. Details
2.1.2 IBM Corp. Major Business
2.1.3 IBM Corp. Customer Relationship Management (CRM) Software Product and Solutions
2.1.4 IBM Corp. Customer Relationship Management (CRM) Software Revenue, Gross Margin and Market Share (2019-2024)
2.1.5 IBM Corp. Recent Developments and Future Plans
2.2 Oracle Corp.
2.2.1 Oracle Corp. Details
2.2.2 Oracle Corp. Major Business
2.2.3 Oracle Corp. Customer Relationship Management (CRM) Software Product and Solutions
2.2.4 Oracle Corp. Customer Relationship Management (CRM) Software Revenue, Gross Margin and Market Share (2019-2024)
2.2.5 Oracle Corp. Recent Developments and Future Plans
2.3 Wipro Limited
2.3.1 Wipro Limited Details
2.3.2 Wipro Limited Major Business
2.3.3 Wipro Limited Customer Relationship Management (CRM) Software Product and Solutions
2.3.4 Wipro Limited Customer Relationship Management (CRM) Software Revenue, Gross Margin and Market Share (2019-2024)
2.3.5 Wipro Limited Recent Developments and Future Plans
2.4 Tata Consultancy Services Limited
2.4.1 Tata Consultancy Services Limited Details
2.4.2 Tata Consultancy Services Limited Major Business
2.4.3 Tata Consultancy Services Limited Customer Relationship Management (CRM) Software Product and Solutions
2.4.4 Tata Consultancy Services Limited Customer Relationship Management (CRM) Software Revenue, Gross Margin and Market Share (2019-2024)
2.4.5 Tata Consultancy Services Limited Recent Developments and Future Plans
2.5 Microsoft Inc.
2.5.1 Microsoft Inc. Details

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info@marketpublishers.com

2.5.2 Microsoft Inc. Major Business
2.5.3 Microsoft Inc. Customer Relationship Management (CRM) Software Product and Solutions
2.5.4 Microsoft Inc. Customer Relationship Management (CRM) Software Revenue, Gross Margin and Market Share (2019-2024)
2.5.5 Microsoft Inc. Recent Developments and Future Plans
2.6 Salesforce.com Inc.
2.6.1 Salesforce.com Inc. Details
2.6.2 Salesforce.com Inc. Major Business
2.6.3 Salesforce.com Inc. Customer Relationship Management (CRM) Software Product and Solutions
2.6.4 Salesforce.com Inc. Customer Relationship Management (CRM) Software Revenue, Gross Margin and Market Share (2019-2024)
2.6.5 Salesforce.com Inc. Recent Developments and Future Plans
2.7 NetSuite Inc.
2.7.1 NetSuite Inc. Details
2.7.2 NetSuite Inc. Major Business
2.7.3 NetSuite Inc. Customer Relationship Management (CRM) Software Product and Solutions
2.7.4 NetSuite Inc. Customer Relationship Management (CRM) Software Revenue, Gross Margin and Market Share (2019-2024)
2.7.5 NetSuite Inc. Recent Developments and Future Plans
2.8 Nimble Inc.
2.8.1 Nimble Inc. Details
2.8.2 Nimble Inc. Major Business
2.8.3 Nimble Inc. Customer Relationship Management (CRM) Software Product and Solutions
2.8.4 Nimble Inc. Customer Relationship Management (CRM) Software Revenue, Gross Margin and Market Share (2019-2024)
2.8.5 Nimble Inc. Recent Developments and Future Plans
2.9 SugarCRM Inc.
2.9.1 SugarCRM Inc. Details
2.9.2 SugarCRM Inc. Major Business
2.9.3 SugarCRM Inc. Customer Relationship Management (CRM) Software Product and Solutions
2.9.4 SugarCRM Inc. Customer Relationship Management (CRM) Software Revenue, Gross Margin and Market Share (2019-2024)
2.9.5 SugarCRM Inc. Recent Developments and Future Plans
2.10 SAP SE

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2.10.1 SAP SE Details
2.10.2 SAP SE Major Business
2.10.3 SAP SE Customer Relationship Management (CRM) Software Product and Solutions
2.10.4 SAP SE Customer Relationship Management (CRM) Software Revenue, Gross Margin and Market Share (2019-2024)
2.10.5 SAP SE Recent Developments and Future Plans
2.11 Amdocs Ltd.
2.11.1 Amdocs Ltd. Details
2.11.2 Amdocs Ltd. Major Business
2.11.3 Amdocs Ltd. Customer Relationship Management (CRM) Software Product and Solutions
2.11.4 Amdocs Ltd. Customer Relationship Management (CRM) Software Revenue, Gross Margin and Market Share (2019-2024)
2.11.5 Amdocs Ltd. Recent Developments and Future Plans
2.12 Sage CRM Solutions Ltd.
2.12.1 Sage CRM Solutions Ltd. Details
2.12.2 Sage CRM Solutions Ltd. Major Business
2.12.3 Sage CRM Solutions Ltd. Customer Relationship Management (CRM) Software Product and Solutions
2.12.4 Sage CRM Solutions Ltd. Customer Relationship Management (CRM) Software Revenue, Gross Margin and Market Share (2019-2024)
2.12.5 Sage CRM Solutions Ltd. Recent Developments and Future Plans
2.13 Ramco Systems Ltd.
2.13.1 Ramco Systems Ltd. Details
2.13.2 Ramco Systems Ltd. Major Business
2.13.3 Ramco Systems Ltd. Customer Relationship Management (CRM) Software Product and Solutions
2.13.4 Ramco Systems Ltd. Customer Relationship Management (CRM) Software Revenue, Gross Margin and Market Share (2019-2024)
2.13.5 Ramco Systems Ltd. Recent Developments and Future Plans

3 MARKET COMPETITION, BY PLAYERS

3.1 Global Customer Relationship Management (CRM) Software Revenue and Share by Players (2019-2024)
3.2 Market Share Analysis (2023)
3.2.1 Market Share of Customer Relationship Management (CRM) Software by Company Revenue

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info@marketpublishers.com

3.2.2 Top 3 Customer Relationship Management (CRM) Software Players Market Share in 2023
3.2.3 Top 6 Customer Relationship Management (CRM) Software Players Market Share in 2023
3.3 Customer Relationship Management (CRM) Software Market: Overall Company Footprint Analysis
3.3.1 Customer Relationship Management (CRM) Software Market: Region Footprint
3.3.2 Customer Relationship Management (CRM) Software Market: Company Product Type Footprint
3.3.3 Customer Relationship Management (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 Customer Relationship Management (CRM) Software Consumption Value and Market Share by Type (2019-2024)
4.2 Global Customer Relationship Management (CRM) Software Market Forecast by Type (2025-2030)

5 MARKET SIZE SEGMENT BY APPLICATION

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

6 NORTH AMERICA

6.1 North America Customer Relationship Management (CRM) Software Consumption Value by Type (2019-2030)
6.2 North America Customer Relationship Management (CRM) Software Consumption Value by Application (2019-2030)
6.3 North America Customer Relationship Management (CRM) Software Market Size by Country
6.3.1 North America Customer Relationship Management (CRM) Software Consumption Value by Country (2019-2030)
6.3.2 United States Customer Relationship Management (CRM) Software Market Size

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and Forecast (2019-2030)
6.3.3 Canada Customer Relationship Management (CRM) Software Market Size and Forecast (2019-2030)
6.3.4 Mexico Customer Relationship Management (CRM) Software Market Size and Forecast (2019-2030)

7 EUROPE

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

8 ASIA-PACIFIC

8.1 Asia-Pacific Customer Relationship Management (CRM) Software Consumption Value by Type (2019-2030)
8.2 Asia-Pacific Customer Relationship Management (CRM) Software Consumption Value by Application (2019-2030)
8.3 Asia-Pacific Customer Relationship Management (CRM) Software Market Size by Region
8.3.1 Asia-Pacific Customer Relationship Management (CRM) Software Consumption Value by Region (2019-2030)
8.3.2 China Customer Relationship Management (CRM) Software Market Size and Forecast (2019-2030)

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8.3.3 Japan Customer Relationship Management (CRM) Software Market Size and Forecast (2019-2030)
8.3.4 South Korea Customer Relationship Management (CRM) Software Market Size and Forecast (2019-2030)
8.3.5 India Customer Relationship Management (CRM) Software Market Size and Forecast (2019-2030)
8.3.6 Southeast Asia Customer Relationship Management (CRM) Software Market Size and Forecast (2019-2030)
8.3.7 Australia Customer Relationship Management (CRM) Software Market Size and Forecast (2019-2030)

9 SOUTH AMERICA

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

10 MIDDLE EAST & AFRICA

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

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and Forecast (2019-2030)
10.3.4 UAE Customer Relationship Management (CRM) Software Market Size and Forecast (2019-2030)

11 MARKET DYNAMICS

11.1 Customer Relationship Management (CRM) Software Market Drivers
11.2 Customer Relationship Management (CRM) Software Market Restraints
11.3 Customer Relationship Management (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 Customer Relationship Management (CRM) Software Industry Chain
12.2 Customer Relationship Management (CRM) Software Upstream Analysis
12.3 Customer Relationship Management (CRM) Software Midstream Analysis
12.4 Customer Relationship Management (CRM) Software Downstream Analysis

13 RESEARCH FINDINGS AND CONCLUSION

14 APPENDIX

14.1 Methodology
14.2 Research Process and Data Source
14.3 Disclaimer

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List Of Tables

LIST OF TABLES

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List Of Figures

LIST OF FIGURES

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