

Global Digital Asset Management 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 Digital Asset Management market size was valued at USD 3835.7 million in 2023 and is forecast to a readjusted size of USD 11870 million by 2030 with a CAGR of 17.5% during review period.

Digital asset management (DAM) is a system which provides a central space for organizations to store, organize, find, access, and share digital content. Quick to deploy and easy-to-use, a centralized digital library provides peers, employees, clients, contractors, and other relevant key stakeholders controlled access to digital assets—including images, photos, creative files, video, audio, presentations, documents, and more.

The term digital asset management actually covers a large array of software solutions; from an individual's digital file library or a photographer's photo database to solutions that resemble enterprise content management. The most effective digital asset management software has core capabilities surrounding cloud-based storage, configurable file structures for quick findability, secure file-sharing capabilities, and features to support brand management. DAM enables creative workflow automation, archival and backups, usage tracking, e-commerce, and more. To further your knowledge about DAM,

According to the Segmentation of types, all the market of Digital Asset Managements can be divided as follows: Cloud Based and On-premise. The first kind need to mention is Cloud Based, it holds a comparatively larger share in global market, which accounts for about 60% in 2019. The following is On-premise took about 40% market share in

2019.

Digital Asset Managements main application area is Brand Management System. In 2019, this sector hold a market share of about 34%. Then followed by the Library or Archive and Production Management Systems which account for about 33% and about 22%.

IBM, Dell EMC, Cognizant Technology Solutions, Adobe, Oracle are the key players in the global Digital Asset Managements market. Top 5 totally took up more than 70% of the global market in 2019, among which Adobe is the leader with a market share of over 28%.

The Global Info Research report includes an overview of the development of the Digital Asset Management industry chain, the market status of Brand Management System (Cloud Based, On-Premise), Library or Archive (Cloud Based, On-Premise), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Digital Asset Management.

Regionally, the report analyzes the Digital Asset Management 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 Digital Asset Management market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Digital Asset Management 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 Digital Asset Management 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 Based, On-Premise).

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 Digital Asset Management market.

Regional Analysis: The report involves examining the Digital Asset Management 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 Digital Asset Management market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Digital Asset Management:

Company Analysis: Report covers individual Digital Asset Management 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 Digital Asset Management. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Brand Management System, Library or Archive).

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

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

Digital Asset Management 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 Based

On-Premise

Market segment by Application

Brand Management System

Library or Archive

Production Management Systems

Market segment by players, this report covers

Adobe

Cognizant Technology Solutions

Dell EMC

IBM

Aprimo

Oracle

Northplains

Nuxeo

OpenText

MediaValet

Canto

Celum

Bynder

Bright (Asset Bank)

Extensis

Brandmaster

Qbank

Censhare

Cloudinary

Widen

Wedia

Brandfolder

Percolate Industries

IntelligenceBank

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 Digital Asset Management product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the Digital Asset Management 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 Digital Asset Management 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 Digital Asset Management.

Chapter 13, to describe Digital Asset Management research findings and conclusion.

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