

# Global Email Marketing Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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## Abstracts

Email Marketing software is used to create send test optimize and report on their email campaigns, in order to acquire new customers, increase customer engagement, or share promotional materials.

### SCOPE OF THE REPORT:

This report studies the Email Marketing market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Email Marketing market by product type and applications/end industries.

Asia Pacific has acquired the leading position in the global market and is expected to remain so over the next few years, rising at a CAGR of 20% between 2017 and 2025, thanks to a relatively faster adoption. The escalating number of internet users and the proliferation of the retail/e-commerce industry in Asian economies, such as China and India, is likely to boost this regional market substantially over the next few years.

The global Email Marketing market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Email Marketing.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Oracle

Zoho

Wix

Adobe

Xert Communications

Robly

Remarkety

Pardot

Salesforce.com

IBM

Marketo

Microsoft

Act-On Software

SimplyCast

MailChimp

Constant Contact

AWeber

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Cloud Based

On-premises

Market Segment by Applications, can be divided into

Small Enterprise

Medium-sized Enterprise

Large Enterprise

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