

Global E-mail Marketing 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 E-mail Marketing market size was valued at USD 8860.4 million in 2023 and is forecast to a readjusted size of USD 18560 million by 2030 with a CAGR of 11.1% during review period.

Email Marketing is the act of sending a commercial message, typically to a group of people, using email.

Email marketing is a form of marketing that can make the customers on your email list aware of new products, discounts, and other services. It can also be a softer sell to educate your audience on the value of your brand or keep them engaged between purchases. According to

Valentina Dencheva data, In 2020, the global e-mail marketing market was valued at 7.5 billion U.S. dollars and the source projected that the figure would increase to 17.9 billion by 2027. The compound annual growth rate (CAGR) for that period is expected to amount to 13.3 percent.

The Global Info Research report includes an overview of the development of the E-mail Marketing industry chain, the market status of Banking (Small and Mid-sized Enterprises, Large Enterprises), Retail (Small and Mid-sized Enterprises, Large Enterprises), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of E-mail Marketing.

Regionally, the report analyzes the E-mail Marketing 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 E-mail Marketing market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the E-mail Marketing 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 E-mail Marketing 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., Small and Mid-sized Enterprises, Large Enterprises).

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 E-mail Marketing market.

Regional Analysis: The report involves examining the E-mail Marketing 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 E-mail Marketing market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to E-mail Marketing:

Company Analysis: Report covers individual E-mail Marketing 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 E-mail Marketing This may involve surveys, interviews, and analysis

of consumer reviews and feedback from different by Application (Banking, Retail).

Technology Analysis: Report covers specific technologies relevant to E-mail Marketing. It assesses the current state, advancements, and potential future developments in E-mail Marketing areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the E-mail Marketing 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

E-mail Marketing 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

Small and Mid-sized Enterprises

Large Enterprises

Market segment by Application

Banking

Retail

Healthcare

Telecom & IT

Others

Market segment by players, this report covers

Act-On Software

Adobe Systems

Cognizant Technology Solutions

HubSpot

IBM

Infusionsoft

Marketo

Oracle

Teradata

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 E-mail Marketing product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of E-mail Marketing, with revenue, gross margin and global market share of E-mail Marketing from 2019 to 2024.

Chapter 3, the E-mail Marketing 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 E-mail Marketing 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 E-mail Marketing.

Chapter 13, to describe E-mail Marketing research findings and conclusion.

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