

Global Ecommerce Personalization Software Market 2026 by Company, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/G870128B0F45EN.html>

Date: June 2026

Pages: 146

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

ID: G870128B0F45EN

Abstracts

According to our (Global Info Research) latest study, the global Ecommerce Personalization Software market size was valued at US\$ 445 million in 2025 and is forecast to a readjusted size of US\$ 659 million by 2032 with a CAGR of 5.7% during review period.

Ecommerce Personalization Software is a SaaS tool that uses user data (such as browsing history, purchase records, geographical location, device information) and machine learning algorithms to dynamically adjust website content, product recommendations, and marketing information for each visitor. Its core functions include: real-time product recommendations, personalized search results, email pop-up offers, dynamic display of homepage banners, and shopping cart abandonment recovery, etc. The software integrates with e-commerce platforms (and CRM systems) through APIs to help merchants improve conversion rates, customer unit prices and user stickiness. It is widely used in industries such as retail, fashion, 3C and fast-moving consumer goods, and is a key technology to achieve a 'thousands of people, thousands of faces' shopping experience.

According to International Telecommunication Union (ITU), the global Internet users (online population) were more than 5 billion. And the number of online shoppers was also increasing. In 2022, the global e-commerce market penetration rate increased to 19.7%, and the e-commerce market reached \$5.5 trillion. At the same time, the Asian e-commerce market ranked at the top of the revenue ranking, which has reached \$1.8 trillion. According to the National Bureau of Statistics, China was the largest online retail market in 2022, with online retail sales of 13.79 trillion yuan and a year-on-year increase of 4%. Among them, the online retail sales of physical goods were 11.96 trillion yuan,

with a year-on-year increase of 6.2%, which accounted for 27.2% of the total retail sales of consumer goods.

This report is a detailed and comprehensive analysis for global Ecommerce Personalization Software market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Ecommerce Personalization Software market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Ecommerce Personalization Software market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Ecommerce Personalization Software market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Ecommerce Personalization Software market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Ecommerce Personalization Software

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Ecommerce Personalization Software market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies

covered as a part of this study include Optimizely, Algolia, Nosto Solutions Oy, RichRelevance, Monetate Inc, AB Tasty, Episerver Inc, Evergage, Inc, OptinMonster, Segmentify, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Ecommerce Personalization Software market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Cloud, SaaS, Web

Mobile-Android Native

Mobile-iOS Native

Other

Market segment by Real Time Response Time

200-500ms

100-200ms

50-100ms

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