

Global Innovation Managements Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Innovation Managements market size is expected to reach \$ 2161 million by 2032, rising at a market growth of 12.1% CAGR during the forecast period (2026-2032). Innovation Management is a type of digital platform for enterprises, designed to systematically manage the entire process of ideas, concepts, and innovation opportunities, from collection and screening to execution and implementation. Its main functions include idea solicitation, review and prioritization, innovation project initiation, resource allocation, project management, and value measurement and review of innovation outcomes. This type of software helps organizations transform fragmented creative activities into actionable innovation pipelines, supports cross-departmental collaboration, and improves the efficiency and transparency of innovation project execution. Idea and innovation management software typically integrates idea pools, review workflows, innovation portfolio management tools, stage gate management, and risk control mechanisms to ensure the visibility and compliance of the innovation process. Furthermore, this type of software often combines data analytics and artificial intelligence to help enterprises screen potential projects from a vast pool of ideas and continuously optimize the innovation process through real-time data tracking and feedback mechanisms. Compared to traditional idea management tools, idea and innovation management software emphasizes strategic management of innovation and end-to-end execution tracking. The gross profit margin for Innovation Management is projected to be approximately 54%-68% in 2025.

Innovation management is evolving from a single-point idea solicitation tool into a core platform encompassing innovation governance. Against the backdrop of macroeconomic uncertainty and growth pressures, companies are increasingly shifting innovation from fragmented activities to quantifiable portfolio management: on the one hand, this allows them to justify innovation investment even when budgets are tight; on the other hand, it enables them to quickly adjust project priorities and resource

allocation when shifting strategies. Simultaneously, the digitalization of R&D and products, along with the widespread adoption of collaborative office tools, has lowered the barriers to cross-departmental collaboration, promoting the online and standardized development of innovation processes. This trend is even more pronounced in industries with higher compliance and traceability requirements, such as manufacturing, pharmaceuticals, finance, and the public sector. The main drivers of future growth will come from three types of changes: First, increased governance demands, requiring companies to unify and consolidate ideas, needs, technological trends, and external ecosystem clues, forming an auditable decision-making chain; second, the penetration of data and AI capabilities, with platforms beginning to create reusable models and templates for review prioritization, portfolio optimization, risk warning, and value tracking, thereby shortening the cycle from idea to project initiation; and third, deeper integration with existing systems, with innovation platforms connecting with project management, R&D processes, collaboration suites, and data platforms, making innovation operations more like an end-to-end production line rather than a series of workshops and spreadsheet compilations. At the same time, the market also faces challenges in implementation and value proof: the difficulty of innovation management often lies not in feature stacking, but in the reconstruction of organizational mechanisms and indicator systems. Without high-level guidance, clear review standards, and resource pool rules, platforms can easily become mere idea repositories. On the vendor side, it is necessary to balance the cost structure of product standardization and industry-differentiated delivery, avoiding diluting software gross margins due to excessive customization and consulting. Downstream demand will lean more towards rapidly deployable SaaS solutions and configurable workflows, with clearer requirements regarding security, data residency, and access control. This report studies the global Innovation Managements demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Innovation Managements, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Innovation Managements that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Innovation Managements total market, 2021-2032, (USD Million)

Global Innovation Managements total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Innovation Managements total market, key domestic companies, and share, (USD Million)

Global Innovation Managements revenue by player, revenue and market share

2021-2026, (USD Million)

Global Innovation Managements total market by Type, CAGR, 2021-2032, (USD Million)

Global Innovation Managements total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Innovation Managements 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 Planview IdeaPlace (formerly Spigit), Brightidea, IdeaScale, Wellspring (formerly Sopheon), HYPE Innovation(Planbox & Viima), IdeaConnection, SAP, Qmarkets, Exago, iEnabler, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Innovation Managements market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Innovation Managements Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Innovation Managements Market, Segmentation by Type:

Cloud-Based

On-Premises

Global Innovation Managements Market, Segmentation by Delivery Positioning:

Standalone Innovation Platform

Suite Module Inside

Global Innovation Managements Market, Segmentation by Commercial Model:

Per-Enterprise Subscription

Per-User Subscription

Usage-Based Pricing

Others

Global Innovation Managements Market, Segmentation by Application:

Large Enterprises

SMEs

Companies Profiled:

Planview IdeaPlace (formerly Spigit)

Brightidea

IdeaScale

Wellspring (formerly Sopheon)

HYPE Innovation(Planbox & Viima)

IdeaConnection

SAP

Qmarkets

Exago

iEnabler

Rever

innosabi

Itonics

Innovation Cloud

Wazoku

Crowdicity(Medallia)

Skipso

ServiceNow

Key Questions Answered

1. How big is the global Innovation Managements market?
2. What is the demand of the global Innovation Managements market?
3. What is the year over year growth of the global Innovation Managements market?
4. What is the total value of the global Innovation Managements market?
5. Who are the Major Players in the global Innovation Managements market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Innovation Managements Introduction
- 1.2 World Innovation Managements Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World Innovation Managements Total Market by Region (by Headquarter Location)
 - 1.3.1 World Innovation Managements Market Size by Region (2021-2032), (by Headquarter Location)
 - 1.3.2 United States Based Company Innovation Managements Revenue (2021-2032)
 - 1.3.3 China Based Company Innovation Managements Revenue (2021-2032)
 - 1.3.4 Europe Based Company Innovation Managements Revenue (2021-2032)
 - 1.3.5 Japan Based Company Innovation Managements Revenue (2021-2032)
 - 1.3.6 South Korea Based Company Innovation Managements Revenue (2021-2032)
 - 1.3.7 ASEAN Based Company Innovation Managements Revenue (2021-2032)
 - 1.3.8 India Based Company Innovation Managements Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Innovation Managements Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Innovation Managements Consumption Value (2021-2032)
- 2.2 World Innovation Managements Consumption Value by Region
 - 2.2.1 World Innovation Managements Consumption Value by Region (2021-2026)
 - 2.2.2 World Innovation Managements Consumption Value Forecast by Region (2027-2032)
- 2.3 United States Innovation Managements Consumption Value (2021-2032)
- 2.4 China Innovation Managements Consumption Value (2021-2032)
- 2.5 Europe Innovation Managements Consumption Value (2021-2032)
- 2.6 Japan Innovation Managements Consumption Value (2021-2032)
- 2.7 South Korea Innovation Managements Consumption Value (2021-2032)
- 2.8 ASEAN Innovation Managements Consumption Value (2021-2032)
- 2.9 India Innovation Managements Consumption Value (2021-2032)

3 WORLD INNOVATION MANAGEMENTS COMPANIES COMPETITIVE ANALYSIS

- 3.1 World Innovation Managements Revenue by Player (2021-2026)

3.2 Industry Rank and Concentration Rate (CR)

3.2.1 Global Innovation Managements Industry Rank of Major Players

3.2.2 Global Concentration Ratios (CR4) for Innovation Managements in 2025

3.2.3 Global Concentration Ratios (CR8) for Innovation Managements in 2025

3.3 Innovation Managements Company Evaluation Quadrant

3.4 Innovation Managements Market: Overall Company Footprint Analysis

3.4.1 Innovation Managements Market: Region Footprint

3.4.2 Innovation Managements Market: Company Product Type Footprint

3.4.3 Innovation Managements Market: Company Product Application Footprint

3.5 Competitive Environment

3.5.1 Historical Structure of the Industry

3.5.2 Barriers of Market Entry

3.5.3 Factors of Competition

3.6 Mergers & Acquisitions Activity

4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)

4.1 United States VS China: Innovation Managements Revenue Comparison (by Headquarter Location)

4.1.1 United States VS China: Innovation Managements Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)

4.1.2 United States VS China: Innovation Managements Revenue Market Share Comparison (2021 & 2025 & 2032)

4.2 United States Based Companies VS China Based Companies: Innovation Managements Consumption Value Comparison

4.2.1 United States VS China: Innovation Managements Consumption Value Comparison (2021 & 2025 & 2032)

4.2.2 United States VS China: Innovation Managements Consumption Value Market Share Comparison (2021 & 2025 & 2032)

4.3 United States Based Innovation Managements Companies and Market Share, 2021-2026

4.3.1 United States Based Innovation Managements Companies, Headquarters (States, Country)

4.3.2 United States Based Companies Innovation Managements Revenue, (2021-2026)

4.4 China Based Companies Innovation Managements Revenue and Market Share, 2021-2026

4.4.1 China Based Innovation Managements Companies, Company Headquarters

(Province, Country)

4.4.2 China Based Companies Innovation Managements Revenue, (2021-2026)

4.5 Rest of World Based Innovation Managements Companies and Market Share, 2021-2026

4.5.1 Rest of World Based Innovation Managements Companies, Headquarters (Province, Country)

4.5.2 Rest of World Based Companies Innovation Managements Revenue (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Innovation Managements Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Cloud-Based

5.2.2 On-Premises

5.3 Market Segment by Type

5.3.1 World Innovation Managements Market Size by Type (2021-2026)

5.3.2 World Innovation Managements Market Size by Type (2027-2032)

5.3.3 World Innovation Managements Market Size Market Share by Type (2027-2032)

6 MARKET ANALYSIS BY DELIVERY POSITIONING

6.1 World Innovation Managements Market Size Overview by Delivery Positioning: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Delivery Positioning

6.2.1 Standalone Innovation Platform

6.2.2 Suite Module Inside

6.3 Market Segment by Delivery Positioning

6.3.1 World Innovation Managements Market Size by Delivery Positioning (2021-2026)

6.3.2 World Innovation Managements Market Size by Delivery Positioning (2027-2032)

6.3.3 World Innovation Managements Market Size Market Share by Delivery Positioning (2027-2032)

7 MARKET ANALYSIS BY COMMERCIAL MODEL

7.1 World Innovation Managements Market Size Overview by Commercial Model: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Commercial Model

- 7.2.1 Per-Enterprise Subscription
- 7.2.2 Per-User Subscription
- 7.2.3 Usage-Based Pricing
- 7.2.4 Others
- 7.3 Market Segment by Commercial Model
 - 7.3.1 World Innovation Managements Market Size by Commercial Model (2021-2026)
 - 7.3.2 World Innovation Managements Market Size by Commercial Model (2027-2032)
 - 7.3.3 World Innovation Managements Market Size Market Share by Commercial Model (2027-2032)

8 MARKET ANALYSIS BY APPLICATION

- 8.1 World Innovation Managements Market Size Overview by Application: 2021 VS 2025 VS 2032
- 8.2 Segment Introduction by Application
 - 8.2.1 Large Enterprises
 - 8.2.2 SMEs
- 8.3 Market Segment by Application
 - 8.3.1 World Innovation Managements Market Size by Application (2021-2026)
 - 8.3.2 World Innovation Managements Market Size by Application (2027-2032)
 - 8.3.3 World Innovation Managements Market Size Market Share by Application (2021-2032)

9 COMPANY PROFILES

- 9.1 Planview IdeaPlace (formerly Spigit)
 - 9.1.1 Planview IdeaPlace (formerly Spigit) Details
 - 9.1.2 Planview IdeaPlace (formerly Spigit) Major Business
 - 9.1.3 Planview IdeaPlace (formerly Spigit) Innovation Managements Product and Services
 - 9.1.4 Planview IdeaPlace (formerly Spigit) Innovation Managements Revenue, Gross Margin and Market Share (2021-2026)
 - 9.1.5 Planview IdeaPlace (formerly Spigit) Recent Developments/Updates
 - 9.1.6 Planview IdeaPlace (formerly Spigit) Competitive Strengths & Weaknesses
- 9.2 Brightidea
 - 9.2.1 Brightidea Details
 - 9.2.2 Brightidea Major Business
 - 9.2.3 Brightidea Innovation Managements Product and Services
 - 9.2.4 Brightidea Innovation Managements Revenue, Gross Margin and Market Share

(2021-2026)

9.2.5 Brightidea Recent Developments/Updates

9.2.6 Brightidea Competitive Strengths & Weaknesses

9.3 IdeaScale

9.3.1 IdeaScale Details

9.3.2 IdeaScale Major Business

9.3.3 IdeaScale Innovation Managements Product and Services

9.3.4 IdeaScale Innovation Managements Revenue, Gross Margin and Market Share

(2021-2026)

9.3.5 IdeaScale Recent Developments/Updates

9.3.6 IdeaScale Competitive Strengths & Weaknesses

9.4 Wellspring (formerly Sopheon)

9.4.1 Wellspring (formerly Sopheon) Details

9.4.2 Wellspring (formerly Sopheon) Major Business

9.4.3 Wellspring (formerly Sopheon) Innovation Managements Product and Services

9.4.4 Wellspring (formerly Sopheon) Innovation Managements Revenue, Gross Margin and Market Share (2021-2026)

9.4.5 Wellspring (formerly Sopheon) Recent Developments/Updates

9.4.6 Wellspring (formerly Sopheon) Competitive Strengths & Weaknesses

9.5 HYPE Innovation(Planbox & Viima)

9.5.1 HYPE Innovation(Planbox & Viima) Details

9.5.2 HYPE Innovation(Planbox & Viima) Major Business

9.5.3 HYPE Innovation(Planbox & Viima) Innovation Managements Product and Services

9.5.4 HYPE Innovation(Planbox & Viima) Innovation Managements Revenue, Gross Margin and Market Share (2021-2026)

9.5.5 HYPE Innovation(Planbox & Viima) Recent Developments/Updates

9.5.6 HYPE Innovation(Planbox & Viima) Competitive Strengths & Weaknesses

9.6 IdeaConnection

9.6.1 IdeaConnection Details

9.6.2 IdeaConnection Major Business

9.6.3 IdeaConnection Innovation Managements Product and Services

9.6.4 IdeaConnection Innovation Managements Revenue, Gross Margin and Market Share (2021-2026)

9.6.5 IdeaConnection Recent Developments/Updates

9.6.6 IdeaConnection Competitive Strengths & Weaknesses

9.7 SAP

9.7.1 SAP Details

9.7.2 SAP Major Business

- 9.7.3 SAP Innovation Managements Product and Services
- 9.7.4 SAP Innovation Managements Revenue, Gross Margin and Market Share
(2021-2026)
- 9.7.5 SAP Recent Developments/Updates
- 9.7.6 SAP Competitive Strengths & Weaknesses
- 9.8 Qmarkets
 - 9.8.1 Qmarkets Details
 - 9.8.2 Qmarkets Major Business
 - 9.8.3 Qmarkets Innovation Managements Product and Services
 - 9.8.4 Qmarkets Innovation Managements Revenue, Gross Margin and Market Share
(2021-2026)
 - 9.8.5 Qmarkets Recent Developments/Updates
 - 9.8.6 Qmarkets Competitive Strengths & Weaknesses
- 9.9 Exago
 - 9.9.1 Exago Details
 - 9.9.2 Exago Major Business
 - 9.9.3 Exago Innovation Managements Product and Services
 - 9.9.4 Exago Innovation Managements Revenue, Gross Margin and Market Share
(2021-2026)
 - 9.9.5 Exago Recent Developments/Updates
 - 9.9.6 Exago Competitive Strengths & Weaknesses
- 9.10 iEnabler
 - 9.10.1 iEnabler Details
 - 9.10.2 iEnabler Major Business
 - 9.10.3 iEnabler Innovation Managements Product and Services
 - 9.10.4 iEnabler Innovation Managements Revenue, Gross Margin and Market Share
(2021-2026)
 - 9.10.5 iEnabler Recent Developments/Updates
 - 9.10.6 iEnabler Competitive Strengths & Weaknesses
- 9.11 Rever
 - 9.11.1 Rever Details
 - 9.11.2 Rever Major Business
 - 9.11.3 Rever Innovation Managements Product and Services
 - 9.11.4 Rever Innovation Managements Revenue, Gross Margin and Market Share
(2021-2026)
 - 9.11.5 Rever Recent Developments/Updates
 - 9.11.6 Rever Competitive Strengths & Weaknesses
- 9.12 innosabi
 - 9.12.1 innosabi Details

- 9.12.2 innosabi Major Business
- 9.12.3 innosabi Innovation Managements Product and Services
- 9.12.4 innosabi Innovation Managements Revenue, Gross Margin and Market Share (2021-2026)
- 9.12.5 innosabi Recent Developments/Updates
- 9.12.6 innosabi Competitive Strengths & Weaknesses
- 9.13 Itonics
 - 9.13.1 Itonics Details
 - 9.13.2 Itonics Major Business
 - 9.13.3 Itonics Innovation Managements Product and Services
 - 9.13.4 Itonics Innovation Managements Revenue, Gross Margin and Market Share (2021-2026)
 - 9.13.5 Itonics Recent Developments/Updates
 - 9.13.6 Itonics Competitive Strengths & Weaknesses
- 9.14 Innovation Cloud
 - 9.14.1 Innovation Cloud Details
 - 9.14.2 Innovation Cloud Major Business
 - 9.14.3 Innovation Cloud Innovation Managements Product and Services
 - 9.14.4 Innovation Cloud Innovation Managements Revenue, Gross Margin and Market Share (2021-2026)
 - 9.14.5 Innovation Cloud Recent Developments/Updates
 - 9.14.6 Innovation Cloud Competitive Strengths & Weaknesses
- 9.15 Wazoku
 - 9.15.1 Wazoku Details
 - 9.15.2 Wazoku Major Business
 - 9.15.3 Wazoku Innovation Managements Product and Services
 - 9.15.4 Wazoku Innovation Managements Revenue, Gross Margin and Market Share (2021-2026)
 - 9.15.5 Wazoku Recent Developments/Updates
 - 9.15.6 Wazoku Competitive Strengths & Weaknesses
- 9.16 Crowdicity(Medallia)
 - 9.16.1 Crowdicity(Medallia) Details
 - 9.16.2 Crowdicity(Medallia) Major Business
 - 9.16.3 Crowdicity(Medallia) Innovation Managements Product and Services
 - 9.16.4 Crowdicity(Medallia) Innovation Managements Revenue, Gross Margin and Market Share (2021-2026)
 - 9.16.5 Crowdicity(Medallia) Recent Developments/Updates
 - 9.16.6 Crowdicity(Medallia) Competitive Strengths & Weaknesses
- 9.17 Skipso

- 9.17.1 Skipso Details
- 9.17.2 Skipso Major Business
- 9.17.3 Skipso Innovation Managements Product and Services
- 9.17.4 Skipso Innovation Managements Revenue, Gross Margin and Market Share (2021-2026)
- 9.17.5 Skipso Recent Developments/Updates
- 9.17.6 Skipso Competitive Strengths & Weaknesses
- 9.18 ServiceNow
 - 9.18.1 ServiceNow Details
 - 9.18.2 ServiceNow Major Business
 - 9.18.3 ServiceNow Innovation Managements Product and Services
 - 9.18.4 ServiceNow Innovation Managements Revenue, Gross Margin and Market Share (2021-2026)
 - 9.18.5 ServiceNow Recent Developments/Updates
 - 9.18.6 ServiceNow Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

- 10.1 Innovation Managements Industry Chain
- 10.2 Innovation Managements Upstream Analysis
- 10.3 Innovation Managements Midstream Analysis
- 10.4 Innovation Managements Downstream Analysis

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

- 12.1 Methodology
- 12.2 Research Process and Data Source
- 12.3 Disclaimer

List Of Tables

LIST OF TABLES

- Table 1. World Innovation Managements Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)
- Table 2. World Innovation Managements Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)
- Table 3. World Innovation Managements Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)
- Table 4. World Innovation Managements Revenue Market Share by Region (2021-2026), (by Headquarter Location)
- Table 5. World Innovation Managements Revenue Market Share by Region (2027-2032), (by Headquarter Location)
- Table 6. Major Market Trends
- Table 7. World Innovation Managements Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)
- Table 8. World Innovation Managements Consumption Value by Region (2021-2026) & (USD Million)
- Table 9. World Innovation Managements Consumption Value Forecast by Region (2027-2032) & (USD Million)
- Table 10. World Innovation Managements Revenue by Player (2021-2026) & (USD Million)
- Table 11. Revenue Market Share of Key Innovation Managements Players in 2025
- Table 12. World Innovation Managements Industry Rank of Major Player, Based on Revenue in 2025
- Table 13. Global Innovation Managements Company Evaluation Quadrant
- Table 14. Head Office of Key Innovation Managements Players
- Table 15. Innovation Managements Market: Company Product Type Footprint
- Table 16. Innovation Managements Market: Company Product Application Footprint
- Table 17. Innovation Managements Mergers & Acquisitions Activity
- Table 18. United States VS China Innovation Managements Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 19. United States VS China Innovation Managements Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 20. United States Based Innovation Managements Companies, Headquarters (States, Country)
- Table 21. United States Based Companies Innovation Managements Revenue, (2021-2026) & (USD Million)

Table 22. United States Based Companies Innovation Managements Revenue Market Share (2021-2026)

Table 23. China Based Innovation Managements Companies, Headquarters (Province, Country)

Table 24. China Based Companies Innovation Managements Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies Innovation Managements Revenue Market Share (2021-2026)

Table 26. Rest of World Based Innovation Managements Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies Innovation Managements Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies Innovation Managements Revenue Market Share (2021-2026)

Table 29. World Innovation Managements Market Size by Type, (USD Million), 2021 & 2025 & 2032

Table 30. World Innovation Managements Market Size Value by Type (2021-2026) & (USD Million)

Table 31. World Innovation Managements Market Size by Type (2027-2032) & (USD Million)

Table 32. World Innovation Managements Market Size by Delivery Positioning, (USD Million), 2021 & 2025 & 2032

Table 33. World Innovation Managements Market Size Value by Delivery Positioning (2021-2026) & (USD Million)

Table 34. World Innovation Managements Market Size by Delivery Positioning (2027-2032) & (USD Million)

Table 35. World Innovation Managements Market Size by Commercial Model, (USD Million), 2021 & 2025 & 2032

Table 36. World Innovation Managements Market Size Value by Commercial Model (2021-2026) & (USD Million)

Table 37. World Innovation Managements Market Size by Commercial Model (2027-2032) & (USD Million)

Table 38. World Innovation Managements Market Size by Application, (USD Million), 2021 & 2025 & 2032

Table 39. World Innovation Managements Market Size by Application (2021-2026) & (USD Million)

Table 40. World Innovation Managements Market Size by Application (2027-2032) & (USD Million)

Table 41. Planview IdeaPlace (formerly Spigit) Basic Information, Manufacturing Base

and Competitors

Table 42. Planview IdeaPlace (formerly Spigit) Major Business

Table 43. Planview IdeaPlace (formerly Spigit) Innovation Managements Product and Services

Table 44. Planview IdeaPlace (formerly Spigit) Innovation Managements Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 45. Planview IdeaPlace (formerly Spigit) Recent Developments/Updates

Table 46. Planview IdeaPlace (formerly Spigit) Competitive Strengths & Weaknesses

Table 47. Brightidea Basic Information, Manufacturing Base and Competitors

Table 48. Brightidea Major Business

Table 49. Brightidea Innovation Managements Product and Services

Table 50. Brightidea Innovation Managements Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 51. Brightidea Recent Developments/Updates

Table 52. Brightidea Competitive Strengths & Weaknesses

Table 53. IdeaScale Basic Information, Manufacturing Base and Competitors

Table 54. IdeaScale Major Business

Table 55. IdeaScale Innovation Managements Product and Services

Table 56. IdeaScale Innovation Managements Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 57. IdeaScale Recent Developments/Updates

Table 58. IdeaScale Competitive Strengths & Weaknesses

Table 59. Wellspring (formerly Sopheon) Basic Information, Manufacturing Base and Competitors

Table 60. Wellspring (formerly Sopheon) Major Business

Table 61. Wellspring (formerly Sopheon) Innovation Managements Product and Services

Table 62. Wellspring (formerly Sopheon) Innovation Managements Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 63. Wellspring (formerly Sopheon) Recent Developments/Updates

Table 64. Wellspring (formerly Sopheon) Competitive Strengths & Weaknesses

Table 65. HYPE Innovation(Planbox & Viima) Basic Information, Manufacturing Base and Competitors

Table 66. HYPE Innovation(Planbox & Viima) Major Business

Table 67. HYPE Innovation(Planbox & Viima) Innovation Managements Product and Services

Table 68. HYPE Innovation(Planbox & Viima) Innovation Managements Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 69. HYPE Innovation(Planbox & Viima) Recent Developments/Updates

Table 70. HYPE Innovation(Planbox & Viima) Competitive Strengths & Weaknesses

Table 71. IdeaConnection Basic Information, Manufacturing Base and Competitors

Table 72. IdeaConnection Major Business

Table 73. IdeaConnection Innovation Managements Product and Services

Table 74. IdeaConnection Innovation Managements Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 75. IdeaConnection Recent Developments/Updates

Table 76. IdeaConnection Competitive Strengths & Weaknesses

Table 77. SAP Basic Information, Manufacturing Base and Competitors

Table 78. SAP Major Business

Table 79. SAP Innovation Managements Product and Services

Table 80. SAP Innovation Managements Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 81. SAP Recent Developments/Updates

Table 82. SAP Competitive Strengths & Weaknesses

Table 83. Qmarkets Basic Information, Manufacturing Base and Competitors

Table 84. Qmarkets Major Business

Table 85. Qmarkets Innovation Managements Product and Services

Table 86. Qmarkets Innovation Managements Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 87. Qmarkets Recent Developments/Updates

Table 88. Qmarkets Competitive Strengths & Weaknesses

Table 89. Exago Basic Information, Manufacturing Base and Competitors

Table 90. Exago Major Business

Table 91. Exago Innovation Managements Product and Services

Table 92. Exago Innovation Managements Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 93. Exago Recent Developments/Updates

Table 94. Exago Competitive Strengths & Weaknesses

Table 95. iEnabler Basic Information, Manufacturing Base and Competitors

Table 96. iEnabler Major Business

Table 97. iEnabler Innovation Managements Product and Services

Table 98. iEnabler Innovation Managements Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 99. iEnabler Recent Developments/Updates

Table 100. iEnabler Competitive Strengths & Weaknesses

Table 101. Rever Basic Information, Manufacturing Base and Competitors

Table 102. Rever Major Business

Table 103. Rever Innovation Managements Product and Services

Table 104. Rever Innovation Managements Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 105. Rever Recent Developments/Updates

Table 106. Rever Competitive Strengths & Weaknesses

Table 107. innosabi Basic Information, Manufacturing Base and Competitors

Table 108. innosabi Major Business

Table 109. innosabi Innovation Managements Product and Services

Table 110. innosabi Innovation Managements Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 111. innosabi Recent Developments/Updates

Table 112. innosabi Competitive Strengths & Weaknesses

Table 113. Itonics Basic Information, Manufacturing Base and Competitors

Table 114. Itonics Major Business

Table 115. Itonics Innovation Managements Product and Services

Table 116. Itonics Innovation Managements Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 117. Itonics Recent Developments/Updates

Table 118. Itonics Competitive Strengths & Weaknesses

Table 119. Innovation Cloud Basic Information, Manufacturing Base and Competitors

Table 120. Innovation Cloud Major Business

Table 121. Innovation Cloud Innovation Managements Product and Services

Table 122. Innovation Cloud Innovation Managements Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 123. Innovation Cloud Recent Developments/Updates

Table 124. Innovation Cloud Competitive Strengths & Weaknesses

Table 125. Wazoku Basic Information, Manufacturing Base and Competitors

Table 126. Wazoku Major Business

Table 127. Wazoku Innovation Managements Product and Services

Table 128. Wazoku Innovation Managements Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 129. Wazoku Recent Developments/Updates

Table 130. Wazoku Competitive Strengths & Weaknesses

Table 131. Crowdicity(Medallia) Basic Information, Manufacturing Base and Competitors

Table 132. Crowdicity(Medallia) Major Business

Table 133. Crowdicity(Medallia) Innovation Managements Product and Services

Table 134. Crowdicity(Medallia) Innovation Managements Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 135. Crowdicity(Medallia) Recent Developments/Updates

- Table 136. Crowdicity(Medallia) Competitive Strengths & Weaknesses
- Table 137. Skipso Basic Information, Manufacturing Base and Competitors
- Table 138. Skipso Major Business
- Table 139. Skipso Innovation Managements Product and Services
- Table 140. Skipso Innovation Managements Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 141. Skipso Recent Developments/Updates
- Table 142. Skipso Competitive Strengths & Weaknesses
- Table 143. ServiceNow Basic Information, Manufacturing Base and Competitors
- Table 144. ServiceNow Major Business
- Table 145. ServiceNow Innovation Managements Product and Services
- Table 146. ServiceNow Innovation Managements Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 147. ServiceNow Recent Developments/Updates
- Table 148. ServiceNow Competitive Strengths & Weaknesses
- Table 149. Global Key Players of Innovation Managements Upstream (Raw Materials)
- Table 150. Global Innovation Managements Typical Customers

List Of Figures

LIST OF FIGURES

- Figure 1. Innovation Managements Picture
- Figure 2. World Innovation Managements Total Revenue: 2021 & 2025 & 2032, (USD Million)
- Figure 3. World Innovation Managements Total Revenue (2021-2032) & (USD Million)
- Figure 4. World Innovation Managements Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)
- Figure 5. World Innovation Managements Revenue Market Share by Region (2021-2032), (by Headquarter Location)
- Figure 6. United States Based Company Innovation Managements Revenue (2021-2032) & (USD Million)
- Figure 7. China Based Company Innovation Managements Revenue (2021-2032) & (USD Million)
- Figure 8. Europe Based Company Innovation Managements Revenue (2021-2032) & (USD Million)
- Figure 9. Japan Based Company Innovation Managements Revenue (2021-2032) & (USD Million)
- Figure 10. South Korea Based Company Innovation Managements Revenue (2021-2032) & (USD Million)
- Figure 11. ASEAN Based Company Innovation Managements Revenue (2021-2032) & (USD Million)
- Figure 12. India Based Company Innovation Managements Revenue (2021-2032) & (USD Million)
- Figure 13. Innovation Managements Market Drivers
- Figure 14. Factors Affecting Demand
- Figure 15. World Innovation Managements Consumption Value (2021-2032) & (USD Million)
- Figure 16. World Innovation Managements Consumption Value Market Share by Region (2021-2032)
- Figure 17. United States Innovation Managements Consumption Value (2021-2032) & (USD Million)
- Figure 18. China Innovation Managements Consumption Value (2021-2032) & (USD Million)
- Figure 19. Europe Innovation Managements Consumption Value (2021-2032) & (USD Million)
- Figure 20. Japan Innovation Managements Consumption Value (2021-2032) & (USD Million)

Million)

Figure 21. South Korea Innovation Managements Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN Innovation Managements Consumption Value (2021-2032) & (USD Million)

Figure 23. India Innovation Managements Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of Innovation Managements by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for Innovation Managements Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for Innovation Managements Markets in 2025

Figure 27. United States VS China: Innovation Managements Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Innovation Managements Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World Innovation Managements Market Size by Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World Innovation Managements Market Size Market Share by Type in 2025

Figure 31. Cloud-Based

Figure 32. On-Premises

Figure 33. World Innovation Managements Market Size Market Share by Type (2021-2032)

Figure 34. World Innovation Managements Market Size by Delivery Positioning, (USD Million), 2021 & 2025 & 2032

Figure 35. World Innovation Managements Market Size Market Share by Delivery Positioning in 2025

Figure 36. Standalone Innovation Platform

Figure 37. Suite Module Inside

Figure 38. World Innovation Managements Market Size Market Share by Delivery Positioning (2021-2032)

Figure 39. World Innovation Managements Market Size by Commercial Model, (USD Million), 2021 & 2025 & 2032

Figure 40. World Innovation Managements Market Size Market Share by Commercial Model in 2025

Figure 41. Per-Enterprise Subscription

Figure 42. Per-User Subscription

Figure 43. Usage-Based Pricing

Figure 44. Others

Figure 45. World Innovation Managements Market Size Market Share by Commercial Model (2021-2032)

Figure 46. World Innovation Managements Market Size by Application, (USD Million), 2021 & 2025 & 2032

Figure 47. World Innovation Managements Market Size Market Share by Application in 2025

Figure 48. Large Enterprises

Figure 49. SMEs

Figure 50. World Innovation Managements Market Size Market Share by Application (2021-2032)

Figure 51. Innovation Managements Industrial Chain

Figure 52. Methodology

Figure 53. Research Process and Data Source

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