

Global Insurance Customer Relationship Management (CRM) Software Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Insurance Customer Relationship Management (CRM) Software market size is expected to reach \$ 682 million by 2032, rising at a market growth of 5.1% CAGR during the forecast period (2026-2032).

Insurance Customer Relationship Management (CRM) software is a specialized class of CRM systems tailored to the needs of insurance carriers, agencies, and brokers. It combines traditional CRM capabilities with industry-specific features to manage policy lifecycle, claims, underwriting, and customer interactions more effectively.

This report studies the global Insurance Customer Relationship Management (CRM) Software demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Insurance Customer Relationship Management (CRM) Software, 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 Insurance Customer Relationship Management (CRM) Software that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Insurance Customer Relationship Management (CRM) Software total market, 2021-2032, (USD Million)

Global Insurance Customer Relationship Management (CRM) Software total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Insurance Customer Relationship Management (CRM) Software total market, key domestic companies, and share, (USD Million)

Global Insurance Customer Relationship Management (CRM) Software revenue by player, revenue and market share 2021-2026, (USD Million)

Global Insurance Customer Relationship Management (CRM) Software total market by

Type, CAGR, 2021-2032, (USD Million)

Global Insurance Customer Relationship Management (CRM) Software total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Insurance Customer Relationship Management (CRM) 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 Vertafore, Agent CRM, Better Agency, HubSpot, Damco Solutions, InsuredMine, insureio, Thryv, Salesmate, Flamon Cloudtech, 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 Insurance Customer Relationship Management (CRM) Software 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 Insurance Customer Relationship Management (CRM) Software Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Insurance Customer Relationship Management (CRM) Software Market,
Segmentation by Type:

Cloud-based

On-premise

Global Insurance Customer Relationship Management (CRM) Software Market,
Segmentation by Functionality:

Customer Information Management

Sales Management

Claims Management

Others

Global Insurance Customer Relationship Management (CRM) Software Market,
Segmentation by Technical Architecture:

Traditional Architecture

Cloud-Native Architecture

Artificial Intelligence and Big Data Architecture

Global Insurance Customer Relationship Management (CRM) Software Market,
Segmentation by Application:

Large Enterprises

SMEs

Companies Profiled:

Vertafore

Agent CRM

Better Agency

HubSpot

Damco Solutions

InsuredMine

insureio

Thryv

Salesmate

Flamon Cloudtech

Vtiger

Zoho

Key Questions Answered

1. How big is the global Insurance Customer Relationship Management (CRM) Software market?
2. What is the demand of the global Insurance Customer Relationship Management (CRM) Software market?
3. What is the year over year growth of the global Insurance Customer Relationship Management (CRM) Software market?
4. What is the total value of the global Insurance Customer Relationship Management (CRM) Software market?
5. Who are the Major Players in the global Insurance Customer Relationship Management (CRM) Software market?
6. What are the growth factors driving the market demand?

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