

Global Insurance Customer Relationship Management (CRM) Software Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Insurance Customer Relationship Management (CRM) Software market size was valued at US\$ 440 million in 2025 and is forecast to a readjusted size of US\$ 682 million by 2032 with a CAGR of 5.1% during review period.

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 is a detailed and comprehensive analysis for global Insurance Customer Relationship Management (CRM) 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 Insurance Customer Relationship Management (CRM) Software market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Insurance Customer Relationship Management (CRM) Software market size and

forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Insurance Customer Relationship Management (CRM) Software market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Insurance Customer Relationship Management (CRM) 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 Insurance Customer Relationship Management (CRM) 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 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.

Market segmentation

Insurance Customer Relationship Management (CRM) 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-based

On-premise

Market segment by Functionality

Customer Information Management

Sales Management

Claims Management

Others

Market segment by Technical Architecture

Traditional Architecture

Cloud-Native Architecture

Artificial Intelligence and Big Data Architecture

Market segment by Application

Large Enterprises

SMEs

Market segment by players, this report covers

Vertafore

Agent CRM

Better Agency

HubSpot

Damco Solutions

InsuredMine

insureio

Thryv

Salesmate

Flamon Cloudtech

Vtiger

Zoho

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 and Rest of Asia-Pacific)

South America (Brazil, 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 Insurance Customer Relationship Management (CRM) Software product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Insurance Customer Relationship Management (CRM) Software, with revenue, gross margin, and global market share of Insurance Customer Relationship Management (CRM) Software from 2021 to 2026.

Chapter 3, the Insurance Customer Relationship Management (CRM) Software 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 by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

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 2021 to 2026. and Insurance Customer Relationship Management (CRM) Software market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Insurance Customer Relationship Management (CRM) Software.

Chapter 13, to describe Insurance Customer Relationship Management (CRM) Software research findings and conclusion.

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