

Global Marketing Automation Software for Ecommerce 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 Marketing Automation Software for Ecommerce market size was valued at US\$ 4350 million in 2025 and is forecast to a readjusted size of US\$ 7015 million by 2032 with a CAGR of 7.7% during review period.

Marketing Automation Software for Ecommerce refers to digital platforms designed to automate and optimize online retail marketing activities. These solutions support email marketing, customer segmentation, behavioral tracking, campaign automation, and personalized recommendations. By leveraging data analytics, artificial intelligence, and multi-channel integration, they enable e-commerce businesses to improve customer engagement, increase conversion rates, and maximize customer lifetime value across digital channels such as websites, mobile apps, and social media. The industrial chain of Marketing Automation Software for Ecommerce includes upstream components such as cloud infrastructure, data analytics engines, AI algorithms, and customer data platforms. The midstream consists of software developers integrating automation workflows, personalization engines, and marketing tools. Downstream applications involve e-commerce retailers, online marketplaces, direct-to-consumer brands, and digital agencies using these platforms for customer acquisition, retention, and lifecycle marketing. The ecosystem also includes integration, consulting, and performance optimization services to enhance marketing efficiency and revenue growth.

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 Marketing Automation Software for Ecommerce 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 Marketing Automation Software for Ecommerce market size and forecasts, in consumption value (\$ Million), 2021-2032

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

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

Global Marketing Automation Software for Ecommerce 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 Marketing Automation Software for Ecommerce

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 Marketing Automation Software for Ecommerce 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 HubSpot, Salesforce, Adobe, Oracle, ActiveCampaign, Act-On, IBM, Cognizant, ETrigue, GreenRope, etc.

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

Market segmentation

Marketing Automation Software for Ecommerce 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

Campaign Management

Email Marketing

Mobile Application

Inbound Marketing

Social Media Marketing

Others

Market segment by Deployment Method

Cloud-Based

On-premises

Market segment by Enterprise Size

SMEs

Large Enterprises

Market segment by Application

Consumer Goods

Electronic Products

Beauty and Personal Care Products

Food and Beverages

Others

Market segment by players, this report covers

HubSpot

Salesforce

Adobe

Oracle

ActiveCampaign

Act-On

IBM

Cognizant

ETrigue

GreenRope

Keep

BenchmarkONE

IContact

LeadSquared

MarcomCentral

SugarCRM

SALESmanago

SAP

SAS Institute

SharpSpring

Aprimo

Make

Intuit Mailchimp

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 Marketing Automation Software for Ecommerce product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Marketing Automation Software for Ecommerce, with revenue, gross margin, and global market share of Marketing Automation Software for Ecommerce from 2021 to 2026.

Chapter 3, the Marketing Automation Software for Ecommerce 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 Marketing Automation Software for Ecommerce 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 Marketing Automation Software for Ecommerce.

Chapter 13, to describe Marketing Automation Software for Ecommerce research findings and conclusion.

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