

Global Marketing Automation Software for Ecommerce Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Marketing Automation Software for Ecommerce market size is expected to reach \$ 7015 million by 2032, rising at a market growth of 7.7% CAGR during the forecast period (2026-2032).

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 studies the global Marketing Automation Software for Ecommerce demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Marketing Automation Software for Ecommerce, 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 Marketing Automation Software for Ecommerce that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Marketing Automation Software for Ecommerce total market, 2021-2032, (USD Million)

Global Marketing Automation Software for Ecommerce total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Marketing Automation Software for Ecommerce total market, key domestic companies, and share, (USD Million)

Global Marketing Automation Software for Ecommerce revenue by player, revenue and market share 2021-2026, (USD Million)

Global Marketing Automation Software for Ecommerce total market by Type, CAGR, 2021-2032, (USD Million)

Global Marketing Automation Software for Ecommerce total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Marketing Automation Software for Ecommerce 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 Marketing Automation Software for Ecommerce Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Marketing Automation Software for Ecommerce Market, Segmentation by Type:

Campaign Management

Email Marketing

Mobile Application

Inbound Marketing

Social Media Marketing

Others

Global Marketing Automation Software for Ecommerce Market, Segmentation by Deployment Method:

Cloud-Based

On-premises

Global Marketing Automation Software for Ecommerce Market, Segmentation by Enterprise Size:

SMEs

Large Enterprises

Global Marketing Automation Software for Ecommerce Market, Segmentation by Application:

Consumer Goods

Electronic Products

Beauty and Personal Care Products

Food and Beverages

Others

Companies Profiled:

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

Key Questions Answered

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

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