

Global Mobile CRM Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

<https://marketpublishers.com/r/GAC88AA57FCGEN.html>

Date: August 2018

Pages: 117

Price: US\$ 3,480.00 (Single User License)

ID: GAC88AA57FCGEN

Abstracts

A mobile customer relationship management is an application that enables to keep track of customer relationship management activities via mobile devices such as smartphones and tablets. The idea behind mobile CRM is to gather all data regarding clients on mobile using CRM apps within the organization to give an integrated and complete view of each customer. It offers better customer service as it satisfies and anticipates customer due to complete and up-to-date customer database on mobile. The benefit of mobile CRM is it helps in increasing work capacity as its strategy optimizes all the process related to customer relationship management. Mobile CRM aids in improving overall sales performance and growth in productivity due to social and mobile enabled CRM.

SCOPE OF THE REPORT:

This report studies the Mobile CRM market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Mobile CRM market by product type and applications/end industries.

North America and Europe are expected to dominate the mobile CRM market in the forecast period due to increase in usage of mobile services or platform for employees and clients in business. Asia-Pacific and Middle East & Africa are expected to be the emerging regions to contribute for maximum growth during the forecast period.

The global Mobile CRM market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in

China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Mobile CRM.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Salesforce.com

Zoho

IBM

Microsoft

Oracle

SAP SE

Sybase

Kony Solutions

Resco.net

Software AG

Repsly, Inc

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

On-premise

Cloud

Market Segment by Applications, can be divided into

BFSI

Government

Retail

Healthcare

Manufacturing

Other

Contents

1 MOBILE CRM MARKET OVERVIEW

- 1.1 Product Overview and Scope of Mobile CRM
- 1.2 Classification of Mobile CRM by Types
 - 1.2.1 Global Mobile CRM Revenue Comparison by Types (2017-2023)
 - 1.2.2 Global Mobile CRM Revenue Market Share by Types in 2017
 - 1.2.3 On-premise
 - 1.2.4 Cloud
- 1.3 Global Mobile CRM Market by Application
 - 1.3.1 Global Mobile CRM Market Size and Market Share Comparison by Applications (2013-2023)
 - 1.3.2 BFSI
 - 1.3.3 Government
 - 1.3.4 Retail
 - 1.3.5 Healthcare
 - 1.3.6 Manufacturing
 - 1.3.7 Other
- 1.4 Global Mobile CRM Market by Regions
 - 1.4.1 Global Mobile CRM Market Size (Million USD) Comparison by Regions (2013-2023)
 - 1.4.1 North America (USA, Canada and Mexico) Mobile CRM Status and Prospect (2013-2023)
 - 1.4.2 Europe (Germany, France, UK, Russia and Italy) Mobile CRM Status and Prospect (2013-2023)
 - 1.4.3 Asia-Pacific (China, Japan, Korea, India and Southeast Asia) Mobile CRM Status and Prospect (2013-2023)
 - 1.4.4 South America (Brazil, Argentina, Colombia) Mobile CRM Status and Prospect (2013-2023)
 - 1.4.5 Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa) Mobile CRM Status and Prospect (2013-2023)
- 1.5 Global Market Size of Mobile CRM (2013-2023)

2 MANUFACTURERS PROFILES

- 2.1 Salesforce.com
 - 2.1.1 Business Overview
 - 2.1.2 Mobile CRM Type and Applications

- 2.1.2.1 Product A
- 2.1.2.2 Product B
- 2.1.3 Salesforce.com Mobile CRM Revenue, Gross Margin and Market Share (2016-2017)
- 2.2 Zoho
 - 2.2.1 Business Overview
 - 2.2.2 Mobile CRM Type and Applications
 - 2.2.2.1 Product A
 - 2.2.2.2 Product B
 - 2.2.3 Zoho Mobile CRM Revenue, Gross Margin and Market Share (2016-2017)
- 2.3 IBM
 - 2.3.1 Business Overview
 - 2.3.2 Mobile CRM Type and Applications
 - 2.3.2.1 Product A
 - 2.3.2.2 Product B
 - 2.3.3 IBM Mobile CRM Revenue, Gross Margin and Market Share (2016-2017)
- 2.4 Microsoft
 - 2.4.1 Business Overview
 - 2.4.2 Mobile CRM Type and Applications
 - 2.4.2.1 Product A
 - 2.4.2.2 Product B
 - 2.4.3 Microsoft Mobile CRM Revenue, Gross Margin and Market Share (2016-2017)
- 2.5 Oracle
 - 2.5.1 Business Overview
 - 2.5.2 Mobile CRM Type and Applications
 - 2.5.2.1 Product A
 - 2.5.2.2 Product B
 - 2.5.3 Oracle Mobile CRM Revenue, Gross Margin and Market Share (2016-2017)
- 2.6 SAP SE
 - 2.6.1 Business Overview
 - 2.6.2 Mobile CRM Type and Applications
 - 2.6.2.1 Product A
 - 2.6.2.2 Product B
 - 2.6.3 SAP SE Mobile CRM Revenue, Gross Margin and Market Share (2016-2017)
- 2.7 Sybase
 - 2.7.1 Business Overview
 - 2.7.2 Mobile CRM Type and Applications
 - 2.7.2.1 Product A
 - 2.7.2.2 Product B

- 2.7.3 Sybase Mobile CRM Revenue, Gross Margin and Market Share (2016-2017)
- 2.8 Kony Solutions
 - 2.8.1 Business Overview
 - 2.8.2 Mobile CRM Type and Applications
 - 2.8.2.1 Product A
 - 2.8.2.2 Product B
 - 2.8.3 Kony Solutions Mobile CRM Revenue, Gross Margin and Market Share (2016-2017)
- 2.9 Resco.net
 - 2.9.1 Business Overview
 - 2.9.2 Mobile CRM Type and Applications
 - 2.9.2.1 Product A
 - 2.9.2.2 Product B
 - 2.9.3 Resco.net Mobile CRM Revenue, Gross Margin and Market Share (2016-2017)
- 2.10 Software AG
 - 2.10.1 Business Overview
 - 2.10.2 Mobile CRM Type and Applications
 - 2.10.2.1 Product A
 - 2.10.2.2 Product B
 - 2.10.3 Software AG Mobile CRM Revenue, Gross Margin and Market Share (2016-2017)
- 2.11 Repsly, Inc
 - 2.11.1 Business Overview
 - 2.11.2 Mobile CRM Type and Applications
 - 2.11.2.1 Product A
 - 2.11.2.2 Product B
 - 2.11.3 Repsly, Inc Mobile CRM Revenue, Gross Margin and Market Share (2016-2017)

3 GLOBAL MOBILE CRM MARKET COMPETITION, BY PLAYERS

- 3.1 Global Mobile CRM Revenue and Share by Players (2013-2018)
- 3.2 Market Concentration Rate
 - 3.2.1 Top 5 Mobile CRM Players Market Share
 - 3.2.2 Top 10 Mobile CRM Players Market Share
- 3.3 Market Competition Trend

4 GLOBAL MOBILE CRM MARKET SIZE BY REGIONS

- 4.1 Global Mobile CRM Revenue and Market Share by Regions
- 4.2 North America Mobile CRM Revenue and Growth Rate (2013-2018)
- 4.3 Europe Mobile CRM Revenue and Growth Rate (2013-2018)
- 4.4 Asia-Pacific Mobile CRM Revenue and Growth Rate (2013-2018)
- 4.5 South America Mobile CRM Revenue and Growth Rate (2013-2018)
- 4.6 Middle East and Africa Mobile CRM Revenue and Growth Rate (2013-2018)

5 NORTH AMERICA MOBILE CRM REVENUE BY COUNTRIES

- 5.1 North America Mobile CRM Revenue by Countries (2013-2018)
- 5.2 USA Mobile CRM Revenue and Growth Rate (2013-2018)
- 5.3 Canada Mobile CRM Revenue and Growth Rate (2013-2018)
- 5.4 Mexico Mobile CRM Revenue and Growth Rate (2013-2018)

6 EUROPE MOBILE CRM REVENUE BY COUNTRIES

- 6.1 Europe Mobile CRM Revenue by Countries (2013-2018)
- 6.2 Germany Mobile CRM Revenue and Growth Rate (2013-2018)
- 6.3 UK Mobile CRM Revenue and Growth Rate (2013-2018)
- 6.4 France Mobile CRM Revenue and Growth Rate (2013-2018)
- 6.5 Russia Mobile CRM Revenue and Growth Rate (2013-2018)
- 6.6 Italy Mobile CRM Revenue and Growth Rate (2013-2018)

7 ASIA-PACIFIC MOBILE CRM REVENUE BY COUNTRIES

- 7.1 Asia-Pacific Mobile CRM Revenue by Countries (2013-2018)
- 7.2 China Mobile CRM Revenue and Growth Rate (2013-2018)
- 7.3 Japan Mobile CRM Revenue and Growth Rate (2013-2018)
- 7.4 Korea Mobile CRM Revenue and Growth Rate (2013-2018)
- 7.5 India Mobile CRM Revenue and Growth Rate (2013-2018)
- 7.6 Southeast Asia Mobile CRM Revenue and Growth Rate (2013-2018)

8 SOUTH AMERICA MOBILE CRM REVENUE BY COUNTRIES

- 8.1 South America Mobile CRM Revenue by Countries (2013-2018)
- 8.2 Brazil Mobile CRM Revenue and Growth Rate (2013-2018)
- 8.3 Argentina Mobile CRM Revenue and Growth Rate (2013-2018)
- 8.4 Colombia Mobile CRM Revenue and Growth Rate (2013-2018)

9 MIDDLE EAST AND AFRICA REVENUE MOBILE CRM BY COUNTRIES

- 9.1 Middle East and Africa Mobile CRM Revenue by Countries (2013-2018)
- 9.2 Saudi Arabia Mobile CRM Revenue and Growth Rate (2013-2018)
- 9.3 UAE Mobile CRM Revenue and Growth Rate (2013-2018)
- 9.4 Egypt Mobile CRM Revenue and Growth Rate (2013-2018)
- 9.5 Nigeria Mobile CRM Revenue and Growth Rate (2013-2018)
- 9.6 South Africa Mobile CRM Revenue and Growth Rate (2013-2018)

10 GLOBAL MOBILE CRM MARKET SEGMENT BY TYPE

- 10.1 Global Mobile CRM Revenue and Market Share by Type (2013-2018)
- 10.2 Global Mobile CRM Market Forecast by Type (2018-2023)
- 10.3 On-premise Revenue Growth Rate (2013-2023)
- 10.4 Cloud Revenue Growth Rate (2013-2023)

11 GLOBAL MOBILE CRM MARKET SEGMENT BY APPLICATION

- 11.1 Global Mobile CRM Revenue Market Share by Application (2013-2018)
- 11.2 Mobile CRM Market Forecast by Application (2018-2023)
- 11.3 BFSI Revenue Growth (2013-2018)
- 11.4 Government Revenue Growth (2013-2018)
- 11.5 Retail Revenue Growth (2013-2018)
- 11.6 Healthcare Revenue Growth (2013-2018)
- 11.7 Manufacturing Revenue Growth (2013-2018)
- 11.8 Other Revenue Growth (2013-2018)

12 GLOBAL MOBILE CRM MARKET SIZE FORECAST (2018-2023)

- 12.1 Global Mobile CRM Market Size Forecast (2018-2023)
- 12.2 Global Mobile CRM Market Forecast by Regions (2018-2023)
- 12.3 North America Mobile CRM Revenue Market Forecast (2018-2023)
- 12.4 Europe Mobile CRM Revenue Market Forecast (2018-2023)
- 12.5 Asia-Pacific Mobile CRM Revenue Market Forecast (2018-2023)
- 12.6 South America Mobile CRM Revenue Market Forecast (2018-2023)
- 12.7 Middle East and Africa Mobile CRM Revenue Market Forecast (2018-2023)

13 RESEARCH FINDINGS AND CONCLUSION

14 APPENDIX

14.1 Methodology

14.2 Data Source

List Of Tables

LIST OF TABLES AND FIGURES

Figure Mobile CRM Picture

Table Product Specifications of Mobile CRM

Table Global Mobile CRM and Revenue (Million USD) Market Split by Product Type

Figure Global Mobile CRM Revenue Market Share by Types in 2017

Figure On-premise Picture

Figure Cloud Picture

Table Global Mobile CRM Revenue (Million USD) by Application (2013-2023)

Figure Mobile CRM Revenue Market Share by Applications in 2017

Figure BFSI Picture

Figure Government Picture

Figure Retail Picture

Figure Healthcare Picture

Figure Manufacturing Picture

Figure Other Picture

Table Global Market Mobile CRM Revenue (Million USD) Comparison by Regions
2013-2023

Figure North America Mobile CRM Revenue (Million USD) and Growth Rate
(2013-2023)

Figure Europe Mobile CRM Revenue (Million USD) and Growth Rate (2013-2023)

Figure Asia-Pacific Mobile CRM Revenue (Million USD) and Growth Rate (2013-2023)

Figure South America Mobile CRM Revenue (Million USD) and Growth Rate
(2013-2023)

Figure Middle East and Africa Mobile CRM Revenue (Million USD) and Growth Rate
(2013-2023)

Figure Global Mobile CRM Revenue (Million USD) and Growth Rate (2013-2023)

Table Salesforce.com Basic Information, Manufacturing Base and Competitors

Table Salesforce.com Mobile CRM Type and Applications

Table Salesforce.com Mobile CRM Revenue, Gross Margin and Market Share
(2016-2017)

Table Zoho Basic Information, Manufacturing Base and Competitors

Table Zoho Mobile CRM Type and Applications

Table Zoho Mobile CRM Revenue, Gross Margin and Market Share (2016-2017)

Table IBM Basic Information, Manufacturing Base and Competitors

Table IBM Mobile CRM Type and Applications

Table IBM Mobile CRM Revenue, Gross Margin and Market Share (2016-2017)

Table Microsoft Basic Information, Manufacturing Base and Competitors
Table Microsoft Mobile CRM Type and Applications
Table Microsoft Mobile CRM Revenue, Gross Margin and Market Share (2016-2017)
Table Oracle Basic Information, Manufacturing Base and Competitors
Table Oracle Mobile CRM Type and Applications
Table Oracle Mobile CRM Revenue, Gross Margin and Market Share (2016-2017)
Table SAP SE Basic Information, Manufacturing Base and Competitors
Table SAP SE Mobile CRM Type and Applications
Table SAP SE Mobile CRM Revenue, Gross Margin and Market Share (2016-2017)
Table Sybase Basic Information, Manufacturing Base and Competitors
Table Sybase Mobile CRM Type and Applications
Table Sybase Mobile CRM Revenue, Gross Margin and Market Share (2016-2017)
Table Kony Solutions Basic Information, Manufacturing Base and Competitors
Table Kony Solutions Mobile CRM Type and Applications
Table Kony Solutions Mobile CRM Revenue, Gross Margin and Market Share (2016-2017)
Table Resco.net Basic Information, Manufacturing Base and Competitors
Table Resco.net Mobile CRM Type and Applications
Table Resco.net Mobile CRM Revenue, Gross Margin and Market Share (2016-2017)
Table Software AG Basic Information, Manufacturing Base and Competitors
Table Software AG Mobile CRM Type and Applications
Table Software AG Mobile CRM Revenue, Gross Margin and Market Share (2016-2017)
Table Repsly, Inc Basic Information, Manufacturing Base and Competitors
Table Repsly, Inc Mobile CRM Type and Applications
Table Repsly, Inc Mobile CRM Revenue, Gross Margin and Market Share (2016-2017)
Table Global Mobile CRM Revenue (Million USD) by Players (2013-2018)
Table Global Mobile CRM Revenue Share by Players (2013-2018)
Figure Global Mobile CRM Revenue Share by Players in 2016
Figure Global Mobile CRM Revenue Share by Players in 2017
Figure Global Top 5 Players Mobile CRM Revenue Market Share in 2017
Figure Global Top 10 Players Mobile CRM Revenue Market Share in 2017
Figure Global Mobile CRM Revenue (Million USD) and Growth Rate (%) (2013-2018)
Table Global Mobile CRM Revenue (Million USD) by Regions (2013-2018)
Table Global Mobile CRM Revenue Market Share by Regions (2013-2018)
Figure Global Mobile CRM Revenue Market Share by Regions (2013-2018)
Figure Global Mobile CRM Revenue Market Share by Regions in 2017
Figure North America Mobile CRM Revenue and Growth Rate (2013-2018)
Figure Europe Mobile CRM Revenue and Growth Rate (2013-2018)

Figure Asia-Pacific Mobile CRM Revenue and Growth Rate (2013-2018)
Figure South America Mobile CRM Revenue and Growth Rate (2013-2018)
Figure Middle East and Africa Mobile CRM Revenue and Growth Rate (2013-2018)
Table North America Mobile CRM Revenue by Countries (2013-2018)
Table North America Mobile CRM Revenue Market Share by Countries (2013-2018)
Figure North America Mobile CRM Revenue Market Share by Countries (2013-2018)
Figure North America Mobile CRM Revenue Market Share by Countries in 2017
Figure USA Mobile CRM Revenue and Growth Rate (2013-2018)
Figure Canada Mobile CRM Revenue and Growth Rate (2013-2018)
Figure Mexico Mobile CRM Revenue and Growth Rate (2013-2018)
Table Europe Mobile CRM Revenue (Million USD) by Countries (2013-2018)
Figure Europe Mobile CRM Revenue Market Share by Countries (2013-2018)
Figure Europe Mobile CRM Revenue Market Share by Countries in 2017
Figure Germany Mobile CRM Revenue and Growth Rate (2013-2018)
Figure UK Mobile CRM Revenue and Growth Rate (2013-2018)
Figure France Mobile CRM Revenue and Growth Rate (2013-2018)
Figure Russia Mobile CRM Revenue and Growth Rate (2013-2018)
Figure Italy Mobile CRM Revenue and Growth Rate (2013-2018)
Table Asia-Pacific Mobile CRM Revenue (Million USD) by Countries (2013-2018)
Figure Asia-Pacific Mobile CRM Revenue Market Share by Countries (2013-2018)
Figure Asia-Pacific Mobile CRM Revenue Market Share by Countries in 2017
Figure China Mobile CRM Revenue and Growth Rate (2013-2018)
Figure Japan Mobile CRM Revenue and Growth Rate (2013-2018)
Figure Korea Mobile CRM Revenue and Growth Rate (2013-2018)
Figure India Mobile CRM Revenue and Growth Rate (2013-2018)
Figure Southeast Asia Mobile CRM Revenue and Growth Rate (2013-2018)
Table South America Mobile CRM Revenue by Countries (2013-2018)
Table South America Mobile CRM Revenue Market Share by Countries (2013-2018)
Figure South America Mobile CRM Revenue Market Share by Countries (2013-2018)
Figure South America Mobile CRM Revenue Market Share by Countries in 2017
Figure Brazil Mobile CRM Revenue and Growth Rate (2013-2018)
Figure Argentina Mobile CRM Revenue and Growth Rate (2013-2018)
Figure Colombia Mobile CRM Revenue and Growth Rate (2013-2018)
Table Middle East and Africa Mobile CRM Revenue (Million USD) by Countries (2013-2018)
Table Middle East and Africa Mobile CRM Revenue Market Share by Countries (2013-2018)
Figure Middle East and Africa Mobile CRM Revenue Market Share by Countries (2013-2018)

Figure Middle East and Africa Mobile CRM Revenue Market Share by Countries in 2017
Figure Saudi Arabia Mobile CRM Revenue and Growth Rate (2013-2018)
Figure UAE Mobile CRM Revenue and Growth Rate (2013-2018)
Figure Egypt Mobile CRM Revenue and Growth Rate (2013-2018)
Figure Nigeria Mobile CRM Revenue and Growth Rate (2013-2018)
Figure South Africa Mobile CRM Revenue and Growth Rate (2013-2018)
Table Global Mobile CRM Revenue (Million USD) by Type (2013-2018)
Table Global Mobile CRM Revenue Share by Type (2013-2018)
Figure Global Mobile CRM Revenue Share by Type (2013-2018)
Figure Global Mobile CRM Revenue Share by Type in 2017
Table Global Mobile CRM Revenue Forecast by Type (2018-2023)
Figure Global Mobile CRM Market Share Forecast by Type (2018-2023)
Figure Global On-premise Revenue Growth Rate (2013-2018)
Figure Global Cloud Revenue Growth Rate (2013-2018)
Table Global Mobile CRM Revenue by Application (2013-2018)
Table Global Mobile CRM Revenue Share by Application (2013-2018)
Figure Global Mobile CRM Revenue Share by Application (2013-2018)
Figure Global Mobile CRM Revenue Share by Application in 2017
Table Global Mobile CRM Revenue Forecast by Application (2018-2023)
Figure Global Mobile CRM Market Share Forecast by Application (2018-2023)
Figure Global BFSI Revenue Growth Rate (2013-2018)
Figure Global Government Revenue Growth Rate (2013-2018)
Figure Global Retail Revenue Growth Rate (2013-2018)
Figure Global Healthcare Revenue Growth Rate (2013-2018)
Figure Global Manufacturing Revenue Growth Rate (2013-2018)
Figure Global Other Revenue Growth Rate (2013-2018)
Figure Global Mobile CRM Revenue (Million USD) and Growth Rate Forecast (2018-2023)
Table Global Mobile CRM Revenue (Million USD) Forecast by Regions (2018-2023)
Figure Global Mobile CRM Revenue Market Share Forecast by Regions (2018-2023)
Figure North America Mobile CRM Revenue Market Forecast (2018-2023)
Figure Europe Mobile CRM Revenue Market Forecast (2018-2023)
Figure Asia-Pacific Mobile CRM Revenue Market Forecast (2018-2023)
Figure South America Mobile CRM Revenue Market Forecast (2018-2023)
Figure Middle East and Africa Mobile CRM Revenue Market Forecast (2018-2023)

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