

Global NPS (Net Promoter Score) Tool Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global NPS (Net Promoter Score) Tool market size is expected to reach \$ 972 million by 2032, rising at a market growth of 8.4% CAGR during the forecast period (2026-2032).

NPS tools are customer feedback and loyalty-measurement software products used to collect ?likelihood to recommend? survey responses, classify customers into promoters, passives and detractors, calculate NPS, analyze open-text feedback, trigger follow-up workflows and track loyalty trends by product, region, store, account or customer segment.

Growth is mainly driven by enterprises? need to measure customer loyalty, reduce churn, improve retention, benchmark service quality and close the loop after negative customer experiences. Demand is especially strong in SaaS, e-commerce, financial services, telecom, healthcare, travel, hospitality, automotive and B2B services, where recurring revenue and customer lifetime value are closely tied to satisfaction and loyalty.

North America is the largest and most mature market because of high SaaS adoption, mature CX programs and strong enterprise software spending. Europe is also mature, supported by strong customer-service compliance and data-privacy requirements. Asia-Pacific is the fastest-growing region, supported by e-commerce expansion, digital banking, app-based services and customer-experience investment in China, India, Japan, South Korea and Southeast Asia.

The market is moving from simple NPS survey collection toward AI-enabled customer intelligence. Vendors are adding text analytics, sentiment detection, churn prediction, multilingual analysis, automatic ticket creation, integration with CRM/contact-center

systems and role-based dashboards. Another major trend is the shift from periodic relationship NPS to real-time transactional NPS after purchases, support tickets, deliveries, onboarding or renewal events.

This report studies the global NPS (Net Promoter Score) Tool demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for NPS (Net Promoter Score) Tool, 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 NPS (Net Promoter Score) Tool that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global NPS (Net Promoter Score) Tool total market, 2021-2032, (USD Million)

Global NPS (Net Promoter Score) Tool total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: NPS (Net Promoter Score) Tool total market, key domestic companies, and share, (USD Million)

Global NPS (Net Promoter Score) Tool revenue by player, revenue and market share 2021-2026, (USD Million)

Global NPS (Net Promoter Score) Tool total market by Type, CAGR, 2021-2032, (USD Million)

Global NPS (Net Promoter Score) Tool total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global NPS (Net Promoter Score) Tool 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 Qualtrics, Medallia, SurveyMonkey, InMoment, NICE Satmetrix, Verint, QuestionPro, Alchemer, GetFeedback, Delighted, 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 NPS (Net Promoter Score) Tool 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 NPS (Net Promoter Score) Tool Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global NPS (Net Promoter Score) Tool Market, Segmentation by Type:

Cloud-based

On-premises

Global NPS (Net Promoter Score) Tool Market, Segmentation by Deployment & Delivery Form:

Standalone Dedicated NPS SaaS Platforms

CRM-Embedded Native NPS Modules

All-in-One Customer Experience (CX) Multi-Metric Platforms

Lightweight Embedded SDK / Widget NPS Tools

Global NPS (Net Promoter Score) Tool Market, Segmentation by Customer Touchpoint & Survey Trigger Logic:

Transactional Post-Experience NPS Tools

Relational Periodic NPS Tools

Milestone Event-Driven NPS Tools

Passive On-Demand Self-Service NPS Tools

Churn Risk Targeted NPS Tools

Global NPS (Net Promoter Score) Tool Market, Segmentation by Application:

Large Enterprises

SMEs

Companies Profiled:

Qualtrics

Medallia

SurveyMonkey

InMoment

NICE Satmetrix

Verint

QuestionPro

Alchemer

GetFeedback

Delighted

AskNicely

CustomerGauge

SurveySparrow

Hotjar

Typeform

Jotform

HubSpot Service Hub

Salesforce Feedback Management

Microsoft Dynamics 365 Customer Voice

Sprinklr

Zoho Survey

Zonka Feedback

Retently

Nicereply

Qualaroo

ProProfs Survey Maker

Survicate

SatisMeter

Refiner

SurveySensum

CustomerSure

EmotionTech

CEM

OpenSurvey

NTT Com Online

Key Questions Answered

1. How big is the global NPS (Net Promoter Score) Tool market?
2. What is the demand of the global NPS (Net Promoter Score) Tool market?
3. What is the year over year growth of the global NPS (Net Promoter Score) Tool market?
4. What is the total value of the global NPS (Net Promoter Score) Tool market?
5. Who are the Major Players in the global NPS (Net Promoter Score) Tool market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

1.1 NPS (Net Promoter Score) Tool Introduction

1.2 World NPS (Net Promoter Score) Tool Market Size & Forecast (2021 & 2025 & 2032)

1.3 World NPS (Net Promoter Score) Tool Total Market by Region (by Headquarter Location)

1.3.1 World NPS (Net Promoter Score) Tool Market Size by Region (2021-2032), (by Headquarter Location)

1.3.2 United States Based Company NPS (Net Promoter Score) Tool Revenue (2021-2032)

1.3.3 China Based Company NPS (Net Promoter Score) Tool Revenue (2021-2032)

1.3.4 Europe Based Company NPS (Net Promoter Score) Tool Revenue (2021-2032)

1.3.5 Japan Based Company NPS (Net Promoter Score) Tool Revenue (2021-2032)

1.3.6 South Korea Based Company NPS (Net Promoter Score) Tool Revenue (2021-2032)

1.3.7 ASEAN Based Company NPS (Net Promoter Score) Tool Revenue (2021-2032)

1.3.8 India Based Company NPS (Net Promoter Score) Tool Revenue (2021-2032)

1.4 Market Drivers, Restraints and Trends

1.4.1 NPS (Net Promoter Score) Tool Market Drivers

1.4.2 Factors Affecting Demand

1.4.3 Major Market Trends

2 DEMAND SUMMARY

2.1 World NPS (Net Promoter Score) Tool Consumption Value (2021-2032)

2.2 World NPS (Net Promoter Score) Tool Consumption Value by Region

2.2.1 World NPS (Net Promoter Score) Tool Consumption Value by Region (2021-2026)

2.2.2 World NPS (Net Promoter Score) Tool Consumption Value Forecast by Region (2027-2032)

2.3 United States NPS (Net Promoter Score) Tool Consumption Value (2021-2032)

2.4 China NPS (Net Promoter Score) Tool Consumption Value (2021-2032)

2.5 Europe NPS (Net Promoter Score) Tool Consumption Value (2021-2032)

2.6 Japan NPS (Net Promoter Score) Tool Consumption Value (2021-2032)

2.7 South Korea NPS (Net Promoter Score) Tool Consumption Value (2021-2032)

2.8 ASEAN NPS (Net Promoter Score) Tool Consumption Value (2021-2032)

2.9 India NPS (Net Promoter Score) Tool Consumption Value (2021-2032)

3 WORLD NPS (NET PROMOTER SCORE) TOOL COMPANIES COMPETITIVE ANALYSIS

3.1 World NPS (Net Promoter Score) Tool Revenue by Player (2021-2026)

3.2 Industry Rank and Concentration Rate (CR)

3.2.1 Global NPS (Net Promoter Score) Tool Industry Rank of Major Players

3.2.2 Global Concentration Ratios (CR4) for NPS (Net Promoter Score) Tool in 2025

3.2.3 Global Concentration Ratios (CR8) for NPS (Net Promoter Score) Tool in 2025

3.3 NPS (Net Promoter Score) Tool Company Evaluation Quadrant

3.4 NPS (Net Promoter Score) Tool Market: Overall Company Footprint Analysis

3.4.1 NPS (Net Promoter Score) Tool Market: Region Footprint

3.4.2 NPS (Net Promoter Score) Tool Market: Company Product Type Footprint

3.4.3 NPS (Net Promoter Score) Tool Market: Company Product Application Footprint

3.5 Competitive Environment

3.5.1 Historical Structure of the Industry

3.5.2 Barriers of Market Entry

3.5.3 Factors of Competition

3.6 Mergers & Acquisitions Activity

4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)

4.1 United States VS China: NPS (Net Promoter Score) Tool Revenue Comparison (by Headquarter Location)

4.1.1 United States VS China: NPS (Net Promoter Score) Tool Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)

4.1.2 United States VS China: NPS (Net Promoter Score) Tool Revenue Market Share Comparison (2021 & 2025 & 2032)

4.2 United States Based Companies VS China Based Companies: NPS (Net Promoter Score) Tool Consumption Value Comparison

4.2.1 United States VS China: NPS (Net Promoter Score) Tool Consumption Value Comparison (2021 & 2025 & 2032)

4.2.2 United States VS China: NPS (Net Promoter Score) Tool Consumption Value Market Share Comparison (2021 & 2025 & 2032)

4.3 United States Based NPS (Net Promoter Score) Tool Companies and Market Share, 2021-2026

4.3.1 United States Based NPS (Net Promoter Score) Tool Companies, Headquarters

(States, Country)

4.3.2 United States Based Companies NPS (Net Promoter Score) Tool Revenue, (2021-2026)

4.4 China Based Companies NPS (Net Promoter Score) Tool Revenue and Market Share, 2021-2026

4.4.1 China Based NPS (Net Promoter Score) Tool Companies, Company Headquarters (Province, Country)

4.4.2 China Based Companies NPS (Net Promoter Score) Tool Revenue, (2021-2026)

4.5 Rest of World Based NPS (Net Promoter Score) Tool Companies and Market Share, 2021-2026

4.5.1 Rest of World Based NPS (Net Promoter Score) Tool Companies, Headquarters (Province, Country)

4.5.2 Rest of World Based Companies NPS (Net Promoter Score) Tool Revenue (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World NPS (Net Promoter Score) Tool Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Cloud-based

5.2.2 On-premises

5.3 Market Segment by Type

5.3.1 World NPS (Net Promoter Score) Tool Market Size by Type (2021-2026)

5.3.2 World NPS (Net Promoter Score) Tool Market Size by Type (2027-2032)

5.3.3 World NPS (Net Promoter Score) Tool Market Size Market Share by Type (2027-2032)

6 MARKET ANALYSIS BY DEPLOYMENT & DELIVERY FORM

6.1 World NPS (Net Promoter Score) Tool Market Size Overview by Deployment & Delivery Form: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Deployment & Delivery Form

6.2.1 Standalone Dedicated NPS SaaS Platforms

6.2.2 CRM-Embedded Native NPS Modules

6.2.3 All-in-One Customer Experience (CX) Multi-Metric Platforms

6.2.4 Lightweight Embedded SDK / Widget NPS Tools

6.3 Market Segment by Deployment & Delivery Form

6.3.1 World NPS (Net Promoter Score) Tool Market Size by Deployment & Delivery

Form (2021-2026)

6.3.2 World NPS (Net Promoter Score) Tool Market Size by Deployment & Delivery

Form (2027-2032)

6.3.3 World NPS (Net Promoter Score) Tool Market Size Market Share by Deployment & Delivery Form (2027-2032)

7 MARKET ANALYSIS BY CUSTOMER TOUCHPOINT & SURVEY TRIGGER LOGIC

7.1 World NPS (Net Promoter Score) Tool Market Size Overview by Customer Touchpoint & Survey Trigger Logic: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Customer Touchpoint & Survey Trigger Logic

7.2.1 Transactional Post-Experience NPS Tools

7.2.2 Relational Periodic NPS Tools

7.2.3 Milestone Event-Driven NPS Tools

7.2.4 Passive On-Demand Self-Service NPS Tools

7.2.5 Churn Risk Targeted NPS Tools

7.3 Market Segment by Customer Touchpoint & Survey Trigger Logic

7.3.1 World NPS (Net Promoter Score) Tool Market Size by Customer Touchpoint & Survey Trigger Logic (2021-2026)

7.3.2 World NPS (Net Promoter Score) Tool Market Size by Customer Touchpoint & Survey Trigger Logic (2027-2032)

7.3.3 World NPS (Net Promoter Score) Tool Market Size Market Share by Customer Touchpoint & Survey Trigger Logic (2027-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World NPS (Net Promoter Score) Tool Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Large Enterprises

8.2.2 SMEs

8.3 Market Segment by Application

8.3.1 World NPS (Net Promoter Score) Tool Market Size by Application (2021-2026)

8.3.2 World NPS (Net Promoter Score) Tool Market Size by Application (2027-2032)

8.3.3 World NPS (Net Promoter Score) Tool Market Size Market Share by Application (2021-2032)

9 COMPANY PROFILES

9.1 Qualtrics

9.1.1 Qualtrics Details

9.1.2 Qualtrics Major Business

9.1.3 Qualtrics NPS (Net Promoter Score) Tool Product and Services

9.1.4 Qualtrics NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)

9.1.5 Qualtrics Recent Developments/Updates

9.1.6 Qualtrics Competitive Strengths & Weaknesses

9.2 Medallia

9.2.1 Medallia Details

9.2.2 Medallia Major Business

9.2.3 Medallia NPS (Net Promoter Score) Tool Product and Services

9.2.4 Medallia NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)

9.2.5 Medallia Recent Developments/Updates

9.2.6 Medallia Competitive Strengths & Weaknesses

9.3 SurveyMonkey

9.3.1 SurveyMonkey Details

9.3.2 SurveyMonkey Major Business

9.3.3 SurveyMonkey NPS (Net Promoter Score) Tool Product and Services

9.3.4 SurveyMonkey NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)

9.3.5 SurveyMonkey Recent Developments/Updates

9.3.6 SurveyMonkey Competitive Strengths & Weaknesses

9.4 InMoment

9.4.1 InMoment Details

9.4.2 InMoment Major Business

9.4.3 InMoment NPS (Net Promoter Score) Tool Product and Services

9.4.4 InMoment NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)

9.4.5 InMoment Recent Developments/Updates

9.4.6 InMoment Competitive Strengths & Weaknesses

9.5 NICE Satmetrix

9.5.1 NICE Satmetrix Details

9.5.2 NICE Satmetrix Major Business

9.5.3 NICE Satmetrix NPS (Net Promoter Score) Tool Product and Services

9.5.4 NICE Satmetrix NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)

9.5.5 NICE Satmetrix Recent Developments/Updates

9.5.6 NICE Satmetrix Competitive Strengths & Weaknesses

9.6 Verint

9.6.1 Verint Details

9.6.2 Verint Major Business

9.6.3 Verint NPS (Net Promoter Score) Tool Product and Services

9.6.4 Verint NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)

9.6.5 Verint Recent Developments/Updates

9.6.6 Verint Competitive Strengths & Weaknesses

9.7 QuestionPro

9.7.1 QuestionPro Details

9.7.2 QuestionPro Major Business

9.7.3 QuestionPro NPS (Net Promoter Score) Tool Product and Services

9.7.4 QuestionPro NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)

9.7.5 QuestionPro Recent Developments/Updates

9.7.6 QuestionPro Competitive Strengths & Weaknesses

9.8 Alchemer

9.8.1 Alchemer Details

9.8.2 Alchemer Major Business

9.8.3 Alchemer NPS (Net Promoter Score) Tool Product and Services

9.8.4 Alchemer NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)

9.8.5 Alchemer Recent Developments/Updates

9.8.6 Alchemer Competitive Strengths & Weaknesses

9.9 GetFeedback

9.9.1 GetFeedback Details

9.9.2 GetFeedback Major Business

9.9.3 GetFeedback NPS (Net Promoter Score) Tool Product and Services

9.9.4 GetFeedback NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)

9.9.5 GetFeedback Recent Developments/Updates

9.9.6 GetFeedback Competitive Strengths & Weaknesses

9.10 Delighted

9.10.1 Delighted Details

9.10.2 Delighted Major Business

9.10.3 Delighted NPS (Net Promoter Score) Tool Product and Services

9.10.4 Delighted NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)

- 9.10.5 Delighted Recent Developments/Updates
- 9.10.6 Delighted Competitive Strengths & Weaknesses
- 9.11 AskNicely
 - 9.11.1 AskNicely Details
 - 9.11.2 AskNicely Major Business
 - 9.11.3 AskNicely NPS (Net Promoter Score) Tool Product and Services
 - 9.11.4 AskNicely NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 9.11.5 AskNicely Recent Developments/Updates
 - 9.11.6 AskNicely Competitive Strengths & Weaknesses
- 9.12 CustomerGauge
 - 9.12.1 CustomerGauge Details
 - 9.12.2 CustomerGauge Major Business
 - 9.12.3 CustomerGauge NPS (Net Promoter Score) Tool Product and Services
 - 9.12.4 CustomerGauge NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 9.12.5 CustomerGauge Recent Developments/Updates
 - 9.12.6 CustomerGauge Competitive Strengths & Weaknesses
- 9.13 SurveySparrow
 - 9.13.1 SurveySparrow Details
 - 9.13.2 SurveySparrow Major Business
 - 9.13.3 SurveySparrow NPS (Net Promoter Score) Tool Product and Services
 - 9.13.4 SurveySparrow NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 9.13.5 SurveySparrow Recent Developments/Updates
 - 9.13.6 SurveySparrow Competitive Strengths & Weaknesses
- 9.14 Hotjar
 - 9.14.1 Hotjar Details
 - 9.14.2 Hotjar Major Business
 - 9.14.3 Hotjar NPS (Net Promoter Score) Tool Product and Services
 - 9.14.4 Hotjar NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 9.14.5 Hotjar Recent Developments/Updates
 - 9.14.6 Hotjar Competitive Strengths & Weaknesses
- 9.15 Typeform
 - 9.15.1 Typeform Details
 - 9.15.2 Typeform Major Business
 - 9.15.3 Typeform NPS (Net Promoter Score) Tool Product and Services
 - 9.15.4 Typeform NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market

Share (2021-2026)

9.15.5 Typeform Recent Developments/Updates

9.15.6 Typeform Competitive Strengths & Weaknesses

9.16 Jotform

9.16.1 Jotform Details

9.16.2 Jotform Major Business

9.16.3 Jotform NPS (Net Promoter Score) Tool Product and Services

9.16.4 Jotform NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market

Share (2021-2026)

9.16.5 Jotform Recent Developments/Updates

9.16.6 Jotform Competitive Strengths & Weaknesses

9.17 HubSpot Service Hub

9.17.1 HubSpot Service Hub Details

9.17.2 HubSpot Service Hub Major Business

9.17.3 HubSpot Service Hub NPS (Net Promoter Score) Tool Product and Services

9.17.4 HubSpot Service Hub NPS (Net Promoter Score) Tool Revenue, Gross Margin

and Market Share (2021-2026)

9.17.5 HubSpot Service Hub Recent Developments/Updates

9.17.6 HubSpot Service Hub Competitive Strengths & Weaknesses

9.18 Salesforce Feedback Management

9.18.1 Salesforce Feedback Management Details

9.18.2 Salesforce Feedback Management Major Business

9.18.3 Salesforce Feedback Management NPS (Net Promoter Score) Tool Product and Services

9.18.4 Salesforce Feedback Management NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)

9.18.5 Salesforce Feedback Management Recent Developments/Updates

9.18.6 Salesforce Feedback Management Competitive Strengths & Weaknesses

9.19 Microsoft Dynamics 365 Customer Voice

9.19.1 Microsoft Dynamics 365 Customer Voice Details

9.19.2 Microsoft Dynamics 365 Customer Voice Major Business

9.19.3 Microsoft Dynamics 365 Customer Voice NPS (Net Promoter Score) Tool Product and Services

9.19.4 Microsoft Dynamics 365 Customer Voice NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)

9.19.5 Microsoft Dynamics 365 Customer Voice Recent Developments/Updates

9.19.6 Microsoft Dynamics 365 Customer Voice Competitive Strengths & Weaknesses

9.20 Sprinklr

9.20.1 Sprinklr Details

- 9.20.2 Sprinklr Major Business
- 9.20.3 Sprinklr NPS (Net Promoter Score) Tool Product and Services
- 9.20.4 Sprinklr NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)
- 9.20.5 Sprinklr Recent Developments/Updates
- 9.20.6 Sprinklr Competitive Strengths & Weaknesses
- 9.21 Zoho Survey
 - 9.21.1 Zoho Survey Details
 - 9.21.2 Zoho Survey Major Business
 - 9.21.3 Zoho Survey NPS (Net Promoter Score) Tool Product and Services
 - 9.21.4 Zoho Survey NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 9.21.5 Zoho Survey Recent Developments/Updates
 - 9.21.6 Zoho Survey Competitive Strengths & Weaknesses
- 9.22 Zonka Feedback
 - 9.22.1 Zonka Feedback Details
 - 9.22.2 Zonka Feedback Major Business
 - 9.22.3 Zonka Feedback NPS (Net Promoter Score) Tool Product and Services
 - 9.22.4 Zonka Feedback NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 9.22.5 Zonka Feedback Recent Developments/Updates
 - 9.22.6 Zonka Feedback Competitive Strengths & Weaknesses
- 9.23 Retently
 - 9.23.1 Retently Details
 - 9.23.2 Retently Major Business
 - 9.23.3 Retently NPS (Net Promoter Score) Tool Product and Services
 - 9.23.4 Retently NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 9.23.5 Retently Recent Developments/Updates
 - 9.23.6 Retently Competitive Strengths & Weaknesses
- 9.24 Nicereply
 - 9.24.1 Nicereply Details
 - 9.24.2 Nicereply Major Business
 - 9.24.3 Nicereply NPS (Net Promoter Score) Tool Product and Services
 - 9.24.4 Nicereply NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 9.24.5 Nicereply Recent Developments/Updates
 - 9.24.6 Nicereply Competitive Strengths & Weaknesses
- 9.25 Qualaroo

- 9.25.1 Qualaroo Details
- 9.25.2 Qualaroo Major Business
- 9.25.3 Qualaroo NPS (Net Promoter Score) Tool Product and Services
- 9.25.4 Qualaroo NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)
- 9.25.5 Qualaroo Recent Developments/Updates
- 9.25.6 Qualaroo Competitive Strengths & Weaknesses
- 9.26 ProProfs Survey Maker
 - 9.26.1 ProProfs Survey Maker Details
 - 9.26.2 ProProfs Survey Maker Major Business
 - 9.26.3 ProProfs Survey Maker NPS (Net Promoter Score) Tool Product and Services
 - 9.26.4 ProProfs Survey Maker NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 9.26.5 ProProfs Survey Maker Recent Developments/Updates
 - 9.26.6 ProProfs Survey Maker Competitive Strengths & Weaknesses
- 9.27 Survicate
 - 9.27.1 Survicate Details
 - 9.27.2 Survicate Major Business
 - 9.27.3 Survicate NPS (Net Promoter Score) Tool Product and Services
 - 9.27.4 Survicate NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 9.27.5 Survicate Recent Developments/Updates
 - 9.27.6 Survicate Competitive Strengths & Weaknesses
- 9.28 SatisMeter
 - 9.28.1 SatisMeter Details
 - 9.28.2 SatisMeter Major Business
 - 9.28.3 SatisMeter NPS (Net Promoter Score) Tool Product and Services
 - 9.28.4 SatisMeter NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 9.28.5 SatisMeter Recent Developments/Updates
 - 9.28.6 SatisMeter Competitive Strengths & Weaknesses
- 9.29 Refiner
 - 9.29.1 Refiner Details
 - 9.29.2 Refiner Major Business
 - 9.29.3 Refiner NPS (Net Promoter Score) Tool Product and Services
 - 9.29.4 Refiner NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 9.29.5 Refiner Recent Developments/Updates
 - 9.29.6 Refiner Competitive Strengths & Weaknesses

9.30 SurveySensum

9.30.1 SurveySensum Details

9.30.2 SurveySensum Major Business

9.30.3 SurveySensum NPS (Net Promoter Score) Tool Product and Services

9.30.4 SurveySensum NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)

9.30.5 SurveySensum Recent Developments/Updates

9.30.6 SurveySensum Competitive Strengths & Weaknesses

9.31 CustomerSure

9.31.1 CustomerSure Details

9.31.2 CustomerSure Major Business

9.31.3 CustomerSure NPS (Net Promoter Score) Tool Product and Services

9.31.4 CustomerSure NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)

9.31.5 CustomerSure Recent Developments/Updates

9.31.6 CustomerSure Competitive Strengths & Weaknesses

9.32 EmotionTech

9.32.1 EmotionTech Details

9.32.2 EmotionTech Major Business

9.32.3 EmotionTech NPS (Net Promoter Score) Tool Product and Services

9.32.4 EmotionTech NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)

9.32.5 EmotionTech Recent Developments/Updates

9.32.6 EmotionTech Competitive Strengths & Weaknesses

9.33 CEM

9.33.1 CEM Details

9.33.2 CEM Major Business

9.33.3 CEM NPS (Net Promoter Score) Tool Product and Services

9.33.4 CEM NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)

9.33.5 CEM Recent Developments/Updates

9.33.6 CEM Competitive Strengths & Weaknesses

9.34 OpenSurvey

9.34.1 OpenSurvey Details

9.34.2 OpenSurvey Major Business

9.34.3 OpenSurvey NPS (Net Promoter Score) Tool Product and Services

9.34.4 OpenSurvey NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)

9.34.5 OpenSurvey Recent Developments/Updates

- 9.34.6 OpenSurvey Competitive Strengths & Weaknesses
- 9.35 NTT Com Online
 - 9.35.1 NTT Com Online Details
 - 9.35.2 NTT Com Online Major Business
 - 9.35.3 NTT Com Online NPS (Net Promoter Score) Tool Product and Services
 - 9.35.4 NTT Com Online NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 9.35.5 NTT Com Online Recent Developments/Updates
 - 9.35.6 NTT Com Online Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

- 10.1 NPS (Net Promoter Score) Tool Industry Chain
- 10.2 NPS (Net Promoter Score) Tool Upstream Analysis
- 10.3 NPS (Net Promoter Score) Tool Midstream Analysis
- 10.4 NPS (Net Promoter Score) Tool Downstream Analysis

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

- 12.1 Methodology
- 12.2 Research Process and Data Source
- 12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World NPS (Net Promoter Score) Tool Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Table 2. World NPS (Net Promoter Score) Tool Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)

Table 3. World NPS (Net Promoter Score) Tool Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)

Table 4. World NPS (Net Promoter Score) Tool Revenue Market Share by Region (2021-2026), (by Headquarter Location)

Table 5. World NPS (Net Promoter Score) Tool Revenue Market Share by Region (2027-2032), (by Headquarter Location)

Table 6. Major Market Trends

Table 7. World NPS (Net Promoter Score) Tool Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)

Table 8. World NPS (Net Promoter Score) Tool Consumption Value by Region (2021-2026) & (USD Million)

Table 9. World NPS (Net Promoter Score) Tool Consumption Value Forecast by Region (2027-2032) & (USD Million)

Table 10. World NPS (Net Promoter Score) Tool Revenue by Player (2021-2026) & (USD Million)

Table 11. Revenue Market Share of Key NPS (Net Promoter Score) Tool Players in 2025

Table 12. World NPS (Net Promoter Score) Tool Industry Rank of Major Player, Based on Revenue in 2025

Table 13. Global NPS (Net Promoter Score) Tool Company Evaluation Quadrant

Table 14. Head Office of Key NPS (Net Promoter Score) Tool Players

Table 15. NPS (Net Promoter Score) Tool Market: Company Product Type Footprint

Table 16. NPS (Net Promoter Score) Tool Market: Company Product Application Footprint

Table 17. NPS (Net Promoter Score) Tool Mergers & Acquisitions Activity

Table 18. United States VS China NPS (Net Promoter Score) Tool Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 19. United States VS China NPS (Net Promoter Score) Tool Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 20. United States Based NPS (Net Promoter Score) Tool Companies, Headquarters (States, Country)

Table 21. United States Based Companies NPS (Net Promoter Score) Tool Revenue, (2021-2026) & (USD Million)

Table 22. United States Based Companies NPS (Net Promoter Score) Tool Revenue Market Share (2021-2026)

Table 23. China Based NPS (Net Promoter Score) Tool Companies, Headquarters (Province, Country)

Table 24. China Based Companies NPS (Net Promoter Score) Tool Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies NPS (Net Promoter Score) Tool Revenue Market Share (2021-2026)

Table 26. Rest of World Based NPS (Net Promoter Score) Tool Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies NPS (Net Promoter Score) Tool Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies NPS (Net Promoter Score) Tool Revenue Market Share (2021-2026)

Table 29. World NPS (Net Promoter Score) Tool Market Size by Type, (USD Million), 2021 & 2025 & 2032

Table 30. World NPS (Net Promoter Score) Tool Market Size Value by Type (2021-2026) & (USD Million)

Table 31. World NPS (Net Promoter Score) Tool Market Size by Type (2027-2032) & (USD Million)

Table 32. World NPS (Net Promoter Score) Tool Market Size by Deployment & Delivery Form, (USD Million), 2021 & 2025 & 2032

Table 33. World NPS (Net Promoter Score) Tool Market Size Value by Deployment & Delivery Form (2021-2026) & (USD Million)

Table 34. World NPS (Net Promoter Score) Tool Market Size by Deployment & Delivery Form (2027-2032) & (USD Million)

Table 35. World NPS (Net Promoter Score) Tool Market Size by Customer Touchpoint & Survey Trigger Logic, (USD Million), 2021 & 2025 & 2032

Table 36. World NPS (Net Promoter Score) Tool Market Size Value by Customer Touchpoint & Survey Trigger Logic (2021-2026) & (USD Million)

Table 37. World NPS (Net Promoter Score) Tool Market Size by Customer Touchpoint & Survey Trigger Logic (2027-2032) & (USD Million)

Table 38. World NPS (Net Promoter Score) Tool Market Size by Application, (USD Million), 2021 & 2025 & 2032

Table 39. World NPS (Net Promoter Score) Tool Market Size by Application (2021-2026) & (USD Million)

Table 40. World NPS (Net Promoter Score) Tool Market Size by Application

(2027-2032) & (USD Million)

Table 41. Qualtrics Basic Information, Manufacturing Base and Competitors

Table 42. Qualtrics Major Business

Table 43. Qualtrics NPS (Net Promoter Score) Tool Product and Services

Table 44. Qualtrics NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 45. Qualtrics Recent Developments/Updates

Table 46. Qualtrics Competitive Strengths & Weaknesses

Table 47. Medallia Basic Information, Manufacturing Base and Competitors

Table 48. Medallia Major Business

Table 49. Medallia NPS (Net Promoter Score) Tool Product and Services

Table 50. Medallia NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 51. Medallia Recent Developments/Updates

Table 52. Medallia Competitive Strengths & Weaknesses

Table 53. SurveyMonkey Basic Information, Manufacturing Base and Competitors

Table 54. SurveyMonkey Major Business

Table 55. SurveyMonkey NPS (Net Promoter Score) Tool Product and Services

Table 56. SurveyMonkey NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 57. SurveyMonkey Recent Developments/Updates

Table 58. SurveyMonkey Competitive Strengths & Weaknesses

Table 59. InMoment Basic Information, Manufacturing Base and Competitors

Table 60. InMoment Major Business

Table 61. InMoment NPS (Net Promoter Score) Tool Product and Services

Table 62. InMoment NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 63. InMoment Recent Developments/Updates

Table 64. InMoment Competitive Strengths & Weaknesses

Table 65. NICE Satmetrix Basic Information, Manufacturing Base and Competitors

Table 66. NICE Satmetrix Major Business

Table 67. NICE Satmetrix NPS (Net Promoter Score) Tool Product and Services

Table 68. NICE Satmetrix NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 69. NICE Satmetrix Recent Developments/Updates

Table 70. NICE Satmetrix Competitive Strengths & Weaknesses

Table 71. Verint Basic Information, Manufacturing Base and Competitors

Table 72. Verint Major Business

Table 73. Verint NPS (Net Promoter Score) Tool Product and Services

Table 74. Verint NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 75. Verint Recent Developments/Updates

Table 76. Verint Competitive Strengths & Weaknesses

Table 77. QuestionPro Basic Information, Manufacturing Base and Competitors

Table 78. QuestionPro Major Business

Table 79. QuestionPro NPS (Net Promoter Score) Tool Product and Services

Table 80. QuestionPro NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 81. QuestionPro Recent Developments/Updates

Table 82. QuestionPro Competitive Strengths & Weaknesses

Table 83. Alchemer Basic Information, Manufacturing Base and Competitors

Table 84. Alchemer Major Business

Table 85. Alchemer NPS (Net Promoter Score) Tool Product and Services

Table 86. Alchemer NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 87. Alchemer Recent Developments/Updates

Table 88. Alchemer Competitive Strengths & Weaknesses

Table 89. GetFeedback Basic Information, Manufacturing Base and Competitors

Table 90. GetFeedback Major Business

Table 91. GetFeedback NPS (Net Promoter Score) Tool Product and Services

Table 92. GetFeedback NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 93. GetFeedback Recent Developments/Updates

Table 94. GetFeedback Competitive Strengths & Weaknesses

Table 95. Delighted Basic Information, Manufacturing Base and Competitors

Table 96. Delighted Major Business

Table 97. Delighted NPS (Net Promoter Score) Tool Product and Services

Table 98. Delighted NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 99. Delighted Recent Developments/Updates

Table 100. Delighted Competitive Strengths & Weaknesses

Table 101. AskNicely Basic Information, Manufacturing Base and Competitors

Table 102. AskNicely Major Business

Table 103. AskNicely NPS (Net Promoter Score) Tool Product and Services

Table 104. AskNicely NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 105. AskNicely Recent Developments/Updates

Table 106. AskNicely Competitive Strengths & Weaknesses

Table 107. CustomerGauge Basic Information, Manufacturing Base and Competitors
Table 108. CustomerGauge Major Business
Table 109. CustomerGauge NPS (Net Promoter Score) Tool Product and Services
Table 110. CustomerGauge NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 111. CustomerGauge Recent Developments/Updates
Table 112. CustomerGauge Competitive Strengths & Weaknesses
Table 113. SurveySparrow Basic Information, Manufacturing Base and Competitors
Table 114. SurveySparrow Major Business
Table 115. SurveySparrow NPS (Net Promoter Score) Tool Product and Services
Table 116. SurveySparrow NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 117. SurveySparrow Recent Developments/Updates
Table 118. SurveySparrow Competitive Strengths & Weaknesses
Table 119. Hotjar Basic Information, Manufacturing Base and Competitors
Table 120. Hotjar Major Business
Table 121. Hotjar NPS (Net Promoter Score) Tool Product and Services
Table 122. Hotjar NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 123. Hotjar Recent Developments/Updates
Table 124. Hotjar Competitive Strengths & Weaknesses
Table 125. Typeform Basic Information, Manufacturing Base and Competitors
Table 126. Typeform Major Business
Table 127. Typeform NPS (Net Promoter Score) Tool Product and Services
Table 128. Typeform NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 129. Typeform Recent Developments/Updates
Table 130. Typeform Competitive Strengths & Weaknesses
Table 131. Jotform Basic Information, Manufacturing Base and Competitors
Table 132. Jotform Major Business
Table 133. Jotform NPS (Net Promoter Score) Tool Product and Services
Table 134. Jotform NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 135. Jotform Recent Developments/Updates
Table 136. Jotform Competitive Strengths & Weaknesses
Table 137. HubSpot Service Hub Basic Information, Manufacturing Base and Competitors
Table 138. HubSpot Service Hub Major Business
Table 139. HubSpot Service Hub NPS (Net Promoter Score) Tool Product and Services

Table 140. HubSpot Service Hub NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 141. HubSpot Service Hub Recent Developments/Updates

Table 142. HubSpot Service Hub Competitive Strengths & Weaknesses

Table 143. Salesforce Feedback Management Basic Information, Manufacturing Base and Competitors

Table 144. Salesforce Feedback Management Major Business

Table 145. Salesforce Feedback Management NPS (Net Promoter Score) Tool Product and Services

Table 146. Salesforce Feedback Management NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 147. Salesforce Feedback Management Recent Developments/Updates

Table 148. Salesforce Feedback Management Competitive Strengths & Weaknesses

Table 149. Microsoft Dynamics 365 Customer Voice Basic Information, Manufacturing Base and Competitors

Table 150. Microsoft Dynamics 365 Customer Voice Major Business

Table 151. Microsoft Dynamics 365 Customer Voice NPS (Net Promoter Score) Tool Product and Services

Table 152. Microsoft Dynamics 365 Customer Voice NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 153. Microsoft Dynamics 365 Customer Voice Recent Developments/Updates

Table 154. Microsoft Dynamics 365 Customer Voice Competitive Strengths & Weaknesses

Table 155. Sprinklr Basic Information, Manufacturing Base and Competitors

Table 156. Sprinklr Major Business

Table 157. Sprinklr NPS (Net Promoter Score) Tool Product and Services

Table 158. Sprinklr NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 159. Sprinklr Recent Developments/Updates

Table 160. Sprinklr Competitive Strengths & Weaknesses

Table 161. Zoho Survey Basic Information, Manufacturing Base and Competitors

Table 162. Zoho Survey Major Business

Table 163. Zoho Survey NPS (Net Promoter Score) Tool Product and Services

Table 164. Zoho Survey NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 165. Zoho Survey Recent Developments/Updates

Table 166. Zoho Survey Competitive Strengths & Weaknesses

Table 167. Zonka Feedback Basic Information, Manufacturing Base and Competitors

Table 168. Zonka Feedback Major Business

Table 169. Zonka Feedback NPS (Net Promoter Score) Tool Product and Services
Table 170. Zonka Feedback NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 171. Zonka Feedback Recent Developments/Updates
Table 172. Zonka Feedback Competitive Strengths & Weaknesses
Table 173. Retently Basic Information, Manufacturing Base and Competitors
Table 174. Retently Major Business
Table 175. Retently NPS (Net Promoter Score) Tool Product and Services
Table 176. Retently NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 177. Retently Recent Developments/Updates
Table 178. Retently Competitive Strengths & Weaknesses
Table 179. Nicereply Basic Information, Manufacturing Base and Competitors
Table 180. Nicereply Major Business
Table 181. Nicereply NPS (Net Promoter Score) Tool Product and Services
Table 182. Nicereply NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 183. Nicereply Recent Developments/Updates
Table 184. Nicereply Competitive Strengths & Weaknesses
Table 185. Qualaroo Basic Information, Manufacturing Base and Competitors
Table 186. Qualaroo Major Business
Table 187. Qualaroo NPS (Net Promoter Score) Tool Product and Services
Table 188. Qualaroo NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 189. Qualaroo Recent Developments/Updates
Table 190. Qualaroo Competitive Strengths & Weaknesses
Table 191. ProProfs Survey Maker Basic Information, Manufacturing Base and Competitors
Table 192. ProProfs Survey Maker Major Business
Table 193. ProProfs Survey Maker NPS (Net Promoter Score) Tool Product and Services
Table 194. ProProfs Survey Maker NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 195. ProProfs Survey Maker Recent Developments/Updates
Table 196. ProProfs Survey Maker Competitive Strengths & Weaknesses
Table 197. Survicate Basic Information, Manufacturing Base and Competitors
Table 198. Survicate Major Business
Table 199. Survicate NPS (Net Promoter Score) Tool Product and Services
Table 200. Survicate NPS (Net Promoter Score) Tool Revenue, Gross Margin and

Market Share (2021-2026) & (USD Million)

Table 201. Survicate Recent Developments/Updates

Table 202. Survicate Competitive Strengths & Weaknesses

Table 203. SatisMeter Basic Information, Manufacturing Base and Competitors

Table 204. SatisMeter Major Business

Table 205. SatisMeter NPS (Net Promoter Score) Tool Product and Services

Table 206. SatisMeter NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 207. SatisMeter Recent Developments/Updates

Table 208. SatisMeter Competitive Strengths & Weaknesses

Table 209. Refiner Basic Information, Manufacturing Base and Competitors

Table 210. Refiner Major Business

Table 211. Refiner NPS (Net Promoter Score) Tool Product and Services

Table 212. Refiner NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 213. Refiner Recent Developments/Updates

Table 214. Refiner Competitive Strengths & Weaknesses

Table 215. SurveySensum Basic Information, Manufacturing Base and Competitors

Table 216. SurveySensum Major Business

Table 217. SurveySensum NPS (Net Promoter Score) Tool Product and Services

Table 218. SurveySensum NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 219. SurveySensum Recent Developments/Updates

Table 220. SurveySensum Competitive Strengths & Weaknesses

Table 221. CustomerSure Basic Information, Manufacturing Base and Competitors

Table 222. CustomerSure Major Business

Table 223. CustomerSure NPS (Net Promoter Score) Tool Product and Services

Table 224. CustomerSure NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 225. CustomerSure Recent Developments/Updates

Table 226. CustomerSure Competitive Strengths & Weaknesses

Table 227. EmotionTech Basic Information, Manufacturing Base and Competitors

Table 228. EmotionTech Major Business

Table 229. EmotionTech NPS (Net Promoter Score) Tool Product and Services

Table 230. EmotionTech NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 231. EmotionTech Recent Developments/Updates

Table 232. EmotionTech Competitive Strengths & Weaknesses

Table 233. CEM Basic Information, Manufacturing Base and Competitors

Table 234. CEM Major Business

Table 235. CEM NPS (Net Promoter Score) Tool Product and Services

Table 236. CEM NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 237. CEM Recent Developments/Updates

Table 238. CEM Competitive Strengths & Weaknesses

Table 239. OpenSurvey Basic Information, Manufacturing Base and Competitors

Table 240. OpenSurvey Major Business

Table 241. OpenSurvey NPS (Net Promoter Score) Tool Product and Services

Table 242. OpenSurvey NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 243. OpenSurvey Recent Developments/Updates

Table 244. OpenSurvey Competitive Strengths & Weaknesses

Table 245. NTT Com Online Basic Information, Manufacturing Base and Competitors

Table 246. NTT Com Online Major Business

Table 247. NTT Com Online NPS (Net Promoter Score) Tool Product and Services

Table 248. NTT Com Online NPS (Net Promoter Score) Tool Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 249. NTT Com Online Recent Developments/Updates

Table 250. NTT Com Online Competitive Strengths & Weaknesses

Table 251. Global Key Players of NPS (Net Promoter Score) Tool Upstream (Raw Materials)

Table 252. Global NPS (Net Promoter Score) Tool Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. NPS (Net Promoter Score) Tool Picture

Figure 2. World NPS (Net Promoter Score) Tool Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World NPS (Net Promoter Score) Tool Total Revenue (2021-2032) & (USD Million)

Figure 4. World NPS (Net Promoter Score) Tool Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Figure 5. World NPS (Net Promoter Score) Tool Revenue Market Share by Region (2021-2032), (by Headquarter Location)

Figure 6. United States Based Company NPS (Net Promoter Score) Tool Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company NPS (Net Promoter Score) Tool Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company NPS (Net Promoter Score) Tool Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company NPS (Net Promoter Score) Tool Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company NPS (Net Promoter Score) Tool Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company NPS (Net Promoter Score) Tool Revenue (2021-2032) & (USD Million)

Figure 12. India Based Company NPS (Net Promoter Score) Tool Revenue (2021-2032) & (USD Million)

Figure 13. NPS (Net Promoter Score) Tool Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World NPS (Net Promoter Score) Tool Consumption Value (2021-2032) & (USD Million)

Figure 16. World NPS (Net Promoter Score) Tool Consumption Value Market Share by Region (2021-2032)

Figure 17. United States NPS (Net Promoter Score) Tool Consumption Value (2021-2032) & (USD Million)

Figure 18. China NPS (Net Promoter Score) Tool Consumption Value (2021-2032) & (USD Million)

Figure 19. Europe NPS (Net Promoter Score) Tool Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan NPS (Net Promoter Score) Tool Consumption Value (2021-2032) & (USD Million)

Figure 21. South Korea NPS (Net Promoter Score) Tool Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN NPS (Net Promoter Score) Tool Consumption Value (2021-2032) & (USD Million)

Figure 23. India NPS (Net Promoter Score) Tool Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of NPS (Net Promoter Score) Tool by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for NPS (Net Promoter Score) Tool Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for NPS (Net Promoter Score) Tool Markets in 2025

Figure 27. United States VS China: NPS (Net Promoter Score) Tool Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: NPS (Net Promoter Score) Tool Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World NPS (Net Promoter Score) Tool Market Size by Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World NPS (Net Promoter Score) Tool Market Size Market Share by Type in 2025

Figure 31. Cloud-based

Figure 32. On-premises

Figure 33. World NPS (Net Promoter Score) Tool Market Size Market Share by Type (2021-2032)

Figure 34. World NPS (Net Promoter Score) Tool Market Size by Deployment & Delivery Form, (USD Million), 2021 & 2025 & 2032

Figure 35. World NPS (Net Promoter Score) Tool Market Size Market Share by Deployment & Delivery Form in 2025

Figure 36. Standalone Dedicated NPS SaaS Platforms

Figure 37. CRM-Embedded Native NPS Modules

Figure 38. All-in-One Customer Experience (CX) Multi-Metric Platforms

Figure 39. Lightweight Embedded SDK / Widget NPS Tools

Figure 40. World NPS (Net Promoter Score) Tool Market Size Market Share by Deployment & Delivery Form (2021-2032)

Figure 41. World NPS (Net Promoter Score) Tool Market Size by Customer Touchpoint & Survey Trigger Logic, (USD Million), 2021 & 2025 & 2032

Figure 42. World NPS (Net Promoter Score) Tool Market Size Market Share by

Customer Touchpoint & Survey Trigger Logic in 2025

Figure 43. Transactional Post-Experience NPS Tools

Figure 44. Relational Periodic NPS Tools

Figure 45. Milestone Event-Driven NPS Tools

Figure 46. Passive On-Demand Self-Service NPS Tools

Figure 47. Churn Risk Targeted NPS Tools

Figure 48. World NPS (Net Promoter Score) Tool Market Size Market Share by Customer Touchpoint & Survey Trigger Logic (2021-2032)

Figure 49. World NPS (Net Promoter Score) Tool Market Size by Application, (USD Million), 2021 & 2025 & 2032

Figure 50. World NPS (Net Promoter Score) Tool Market Size Market Share by Application in 2025

Figure 51. Large Enterprises

Figure 52. SMEs

Figure 53. World NPS (Net Promoter Score) Tool Market Size Market Share by Application (2021-2032)

Figure 54. NPS (Net Promoter Score) Tool Industrial Chain

Figure 55. Methodology

Figure 56. Research Process and Data Source

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