

# Global Personalisation Software Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Personalisation Software market size is expected to reach \$ 6159 million by 2032, rising at a market growth of 5.1% CAGR during the forecast period (2026-2032).

Personalisation software is a software system that leverages big data and artificial intelligence technologies to model and analyze user behavior, preferences, and historical data, thereby providing customized content recommendations, product and service matching, or optimized interactive experiences. This type of software is widely used in e-commerce recommendations, content distribution, financial services, and healthcare. Its core lies in using algorithms to achieve a 'one-person-one-experience' service model, improving user conversion rates and satisfaction.

In a data-driven economy, personalisation services have become a crucial means for enterprises to enhance their competitiveness. With the increasing capabilities of large-scale models and real-time computing, personalized systems are shifting from rule-driven to deep learning-driven approaches, achieving more accurate predictions and recommendations. In the future, this field will combine with generative AI, evolving towards dynamic personalization and contextualized services, becoming one of the core foundational capabilities of the digital economy.

This report studies the global Personalisation Software demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Personalisation Software, 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 Personalisation Software that

contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Personalisation Software total market, 2021-2032, (USD Million)

Global Personalisation Software total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Personalisation Software total market, key domestic companies, and share, (USD Million)

Global Personalisation Software revenue by player, revenue and market share 2021-2026, (USD Million)

Global Personalisation Software total market by Type, CAGR, 2021-2032, (USD Million)

Global Personalisation Software total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Personalisation 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 Gravity R&D, Dynamic Yield, Tagpnin, Marketo, Instapage, Optimizely, Appcues, MoEngage, Segmentify, Digioh, 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 Personalisation Software 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 Personalisation Software Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Personalisation Software Market, Segmentation by Type:

Cloud-based

On-premises

#### Global Personalisation Software Market, Segmentation by Target Audience:

B2C

B2B

B2B2C

#### Global Personalisation Software Market, Segmentation by Level of Intelligence:

Traditional Rule-Driven System

Data-Driven Recommendation System

AI Self-Learning Personalization System

Other

## Global Personalisation Software Market, Segmentation by Application:

Large Enterprise

SMEs

## Companies Profiled:

Gravity R&D

Dynamic Yield

Tagnpin

Marketo

Instapage

Optimizely

Appcues

MoEngage

Segmentify

Digioh

Wingify

Personyze

Sailthru

SAP

Salesforce Japan

BrainPad

NHN Data

Appier

### Key Questions Answered

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

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