

Global Popup Software 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 Popup Software market size was valued at US\$ 214 million in 2025 and is forecast to a readjusted size of US\$ 277 million by 2032 with a CAGR of 3.8% during review period.

Popup software refers to software solutions that enable businesses to create and display popup windows or overlays on their websites or web applications. These popups typically appear as additional windows or modal boxes on top of the main content and are used to convey messages, capture leads, promote offers, or gather user feedback.

Popup software typically offers features such as popup design and customization, targeting and segmentation options, trigger settings, A/B testing, analytics, and integrations with other marketing or customer engagement tools. It allows businesses to create visually appealing and attention-grabbing popups to engage website visitors, promote specific content or offers, capture leads, or guide users through specific actions. The market for popup software has been growing as businesses recognize the potential of popups as a marketing and customer engagement tool. When used effectively, popups can help increase conversions, generate leads, reduce cart abandonment, promote special offers, and improve overall user experience. Key players in the popup software market include platforms such as OptinMonster, Sumo, Privy, Poptin, and Sleeknote, among others. These companies offer popup software solutions with various features and functionalities to cater to different business needs, website platforms, and marketing objectives.

Report Scope

This report is a detailed and comprehensive analysis for global Popup Software 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 Popup Software market size and forecasts, in consumption value (\$ Million), 2021-2032

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

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

Global Popup Software 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 Popup Software

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 Popup 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 OptinMonster, Klaviyo, Mailchimp, Privy, Elementor, Justuno,

Wisepops, Sleeknote, OptiMonk, Popupsmart, etc.

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

Popup Software 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 segmentation

Market segment by Type

Cloud-based

On-premises

Market segment by Technical Characteristics

No-code Popup Software

Low-code Popup Software

API-first Headless Popup Software

Market segment by Popup Display Style & Output Type

Modal Lightbox Popup Software

Non-intrusive Popup Software

Fullscreen Popup Software

Market segment by Application

SMEs

Large Enterprises

Market segment by players, this report covers

OptinMonster

Klaviyo

Mailchimp

Privy

Elementor

Justuno

Wisepops

Sleeknote

OptiMonk

Popupsmart

Getsitecontrol

BDOW!(formerly Sumo)

Picreel(ProProfs)

Poptin

Adoric

Hello Bar

POWR.io

Sensors Data

SATORI

Datarize

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)

Chapter Outline

Chapter 1, to describe Popup Software product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the Popup Software 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 Popup Software 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 Popup Software.

Chapter 13, to describe Popup Software research findings and conclusion.

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