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Global Sales Tech Market 2024 by Company, Regions, Type and Application, Forecast to 2030

https://marketpublishers.com/r/GF539516730CEN.html
Date: January 2024
Pages: 103
Price: US$ 3,480.00 (Single User License)
ID: GF539516730CEN

Abstracts

According to our (Global Info Research) latest study, the global Sales Tech market size was valued at USD 37710 million in 2023 and is forecast to a readjusted size of USD 103900 million by 2030 with a CAGR of 15.6% during review period.

Sales tech is defined as a set of tools that help accelerate and enhance sales productivity by enabling sales reps to use their time and customer intelligence as effectively and efficiently as possible. It's important to note how it differs from sales automation and sales enablement. While both are key components of a holistic sales tech stack, they each play a distinct strategic role. Sales automation uses technology to organize and automate your team's most tedious, repeatable tasks—improving efficiency and giving your reps time to focus on closing the deal. Sales enablement, however, comprises the tools, processes, training, and resources an organization provides to increase rep efficiency and success. Sales automation and sales enablement are subsets of sales tech. The sales tech is primarily split into Customer Relationship Management (CRM),Prospecting and Lead Generation, Sales Automation, Sales Reporting and Management, Project Management, etc.

Leading global sales technology players include Salesforce, LinkedIn, HubSpot, Zoho, and Zoominfo. Globally, the top five players have a share of nearly 66 per cent by revenue. North America is the world's largest market with a market share of about 57 percent, followed by Europe and Asia with about 25 percent and 11 percent, respectively. By product type, customer relationship management (CRM) is the largest market segment, with 47 percent share.

The Global Info Research report includes an overview of the development of the Sales Tech industry chain, the market status of Medium-sized Enterprises (50 to 249

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Employees) (Customer Relationship Management (CRM), Prospecting and Lead Generation), Large Enterprises(Employ 250 or More People) (Customer Relationship Management (CRM), Prospecting and Lead Generation), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Sales Tech.

Regionally, the report analyzes the Sales Tech markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Sales Tech market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Sales Tech market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Sales Tech industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Customer Relationship Management (CRM), Prospecting and Lead Generation).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Sales Tech market.

Regional Analysis: The report involves examining the Sales Tech market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Sales Tech market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

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The report also involves a more granular approach to Sales Tech:

Company Analysis: Report covers individual Sales Tech players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Sales Tech This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Medium-sized Enterprises (50 to 249 Employees), Large Enterprises(Employ 250 or More People)).

Technology Analysis: Report covers specific technologies relevant to Sales Tech. It assesses the current state, advancements, and potential future developments in Sales Tech areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Sales Tech market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Sales Tech market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Customer Relationship Management (CRM)

Prospecting and Lead Generation

Sales Automation

Sales Reporting and Management

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Project Management

Others

Market segment by Application

Medium-sized Enterprises (50 to 249 Employees)

Large Enterprises(Employ 250 or More People)

Market segment by players, this report covers

Salesforce

LinkedIn

HubSpot

Zoho

Zoominfo

Outreach

Freshwork

ClickFunnels

Pipedrive

Sugar CRM

Clari

Mindtickle

Leadpages(Redbrick)

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Leadfeeder

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, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Sales Tech product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Sales Tech, with revenue, gross margin and global market share of Sales Tech from 2019 to 2024.

Chapter 3, the Sales Tech 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 application, with consumption value and growth rate by Type, application, from 2019 to 2030.

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 2019 to 2024.and Sales Tech market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

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Chapter 12, the key raw materials and key suppliers, and industry chain of Sales Tech.

Chapter 13, to describe Sales Tech research findings and conclusion.

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