

Global Web Scraping Software and Platform Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Web Scraping Software and Platform market size is expected to reach \$ 8657 million by 2032, rising at a market growth of 14.4% CAGR during the forecast period (2026-2032).

Web Scraping Software and Platform refers to software tools and cloud-based platforms that use automated programs, browser automation technologies, web parsing algorithms and data processing capabilities to collect, extract, structure and process publicly available data from websites. These solutions utilize HTML parsing, JavaScript rendering, browser simulation, API integration, proxy management, CAPTCHA handling, data cleaning and format conversion technologies to enable large-scale extraction of web content, including product information, pricing data, company information, news articles, social media content, market intelligence and other publicly accessible online resources. The collected unstructured web data is transformed into structured datasets that can support analytics, modeling and business decision-making.

Web Scraping Software and Platform is positioned in the middle stream of the data infrastructure value chain. Upstream suppliers include cloud computing infrastructure providers, proxy IP service providers, browser automation frameworks, artificial intelligence models and data processing technologies. The middle stream consists of web scraping software vendors, Scraper API providers, automated data acquisition platforms and enterprise web data extraction solution providers. Downstream applications include e-commerce intelligence, market research, financial analysis, search engine optimization, AI training data, competitive intelligence, advertising analytics and enterprise digital transformation. Driven by the rapid development of generative AI, large language models, AI agents and data-driven decision-making, the importance of high-quality public web data continues to increase, accelerating the

evolution of web scraping technologies from traditional developer tools toward commercial SaaS platforms, API-based data services and AI-powered intelligent data acquisition infrastructure.

The global gross margin for Web Scraping Software and Platform is projected to be around 70%-85% by 2025.

The AI ??Era Drives the Upgrade of Web Crawling Platforms from Data Acquisition Tools to Intelligent Data Infrastructure

With the rapid development of artificial intelligence, large language models, and data-driven business models, the importance of publicly available internet data continues to rise. Web crawling software, as a crucial tool connecting internet information with enterprise data assets, is gradually evolving from a traditional web crawler tool used by technology developers into a data acquisition infrastructure for enterprise clients. In the past, web crawling was mainly used for search engine indexing, e-commerce price monitoring, and SEO analysis. Currently, AI training data acquisition, market intelligence analysis, financial research, advertising optimization, and automated enterprise decision-making are becoming new growth drivers.

The development of generative AI has further increased the demand for high-quality web data. Large-scale language model training and industry-specific AI applications require continuous acquisition of publicly available web information, but traditional manual collection methods cannot meet the demands of large-scale deployments. This has driven enterprises to adopt commercial web crawling platforms with capabilities such as agent management, dynamic webpage parsing, browser automation, and anti-crawling strategy adaptation. Simultaneously, the demand from e-commerce platforms, financial institutions, and consulting research firms for real-time prices, product information, market dynamics, and competitive data is also driving web crawling services towards API-based, real-time, and intelligent development.

However, the web crawling industry still faces technical and compliance challenges. On the one hand, website anti-scraping mechanisms are constantly being upgraded, including technologies such as dynamic rendering, CAPTCHAs, access restrictions, and behavioral recognition, increasing the difficulty of data collection. On the other hand, different countries and regions are continuously strengthening their regulatory requirements for data privacy, website usage agreements, and data ownership, requiring companies to maintain a balance between data value utilization and compliance risks. Future industry competition will focus on AI-assisted data collection

capabilities, compliant data acquisition capabilities, highly stable infrastructure, and industry-specific vertical solutions.

This report studies the global Web Scraping Software and Platform demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Web Scraping Software and Platform, 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 Web Scraping Software and Platform that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Web Scraping Software and Platform total market, 2021-2032, (USD Million)

Global Web Scraping Software and Platform total market by region & country, CAGR, 2021-2032, (USD Million)

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

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

Global Web Scraping Software and Platform total market by Type, CAGR, 2021-2032, (USD Million)

Global Web Scraping Software and Platform total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Web Scraping Software and Platform 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 Bright Data, ScrapingBee(Oxylabs), Zyte, Apify, Diffbot, Import.io, Octoparse, ParseHub, Webz.io, ScraperAPI, 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 Web Scraping Software and Platform 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 Web Scraping Software and Platform Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Web Scraping Software and Platform Market, Segmentation by Type:

Cloud-Based SaaS Platform

On-Premise Software

Global Web Scraping Software and Platform Market, Segmentation by Product Form:

Web Scraping Software

Web Scraping API Service

Data Extraction Platform

Others

Global Web Scraping Software and Platform Market, Segmentation by Users:

Businesses

Individuals

Global Web Scraping Software and Platform Market, Segmentation by Application:

Data Analysis and Data Science

E-commerce and Retail

Finance and Investment

Marketing and SEO

Real Estate and Recruitment

Academic Research & Government and Public Relations

Others

Companies Profiled:

Bright Data

ScrapingBee(Oxylabs)

Zyte

Apify

Diffbot

Import.io

Octoparse

ParseHub

Webz.io

ScraperAPI

Mozenda

PromptCloud

Grepsr

Datahut

Coresignal

lobstr.io

WebHarvy

Web Scraper

Outwit Hub

Data Miner

Diggernaut

80legs

ZenRows

ScrapingBot

Shenzhen Shukuo Information Technology Co., Ltd.

Jisouke

Locoy Spider

Shenjian

Houyi Spider

Key Questions Answered

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

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