

# **Global Digital Asset Management (DAM) Market 2021-2031 by Offering (Solution, Services), System Type (Brand Asset Management, Library Asset Management, Production Asset Management, Others), Business Function (Sales & Marketing, HR, IT, Others), Deployment (On-premise, Cloud-based), Industry Vertical, Organization Size, and Region: Trend Forecast and Growth Opportunity**

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## **Abstracts**

Global digital asset management market will reach \$ 22,139.2 million by 2031, growing by 17.2% annually over 2021-2031, driven by the exponential growth of data generation due to the increasing digitalization of content, the emergence of cloud-based delivery options, and the growing need for controlled access and better security of digital assets.

Highlighted with 85 tables and 92 figures, this 174-page report “Global Digital Asset Management (DAM) Market 2021-2031 by Offering (Solution, Services), System Type (Brand Asset Management, Library Asset Management, Production Asset Management, Others), Business Function (Sales & Marketing, HR, IT, Others), Deployment (On-premise, Cloud-based), Industry Vertical, Organization Size, and Region: Trend Forecast and Growth Opportunity” is based on a comprehensive research of the entire global digital asset management market and all its sub-segments through extensively detailed classifications. Profound analysis and assessment are generated from premium primary and secondary information sources with inputs derived from industry professionals across the value chain. The report is based on studies on 2018-2021 and provides forecast from 2022 till 2031 with 2021 as the base year. (Please note: The report will be updated before delivery so that the latest historical year is the base year

and the forecast covers at least 5 years over the base year.)

In-depth qualitative analyses include identification and investigation of the following aspects:

Market Structure

Growth Drivers

Restraints and Challenges

Emerging Product Trends & Market Opportunities

Porter's Fiver Forces

The trend and outlook of global market is forecast in optimistic, balanced, and conservative view by taking into account of COVID-19. The balanced (most likely) projection is used to quantify global digital asset management market in every aspect of the classification from perspectives of Offering, System Type, Business Function, Deployment, Industry Vertical, Organization Size, and Region.

Based on Offering, the global market is segmented into the following sub-markets with annual revenue (\$ mn) for 2021-2031 included in each section.

DAM Solution

DAM Services

Deployment and Integration

Support and Maintenance

Consulting and Training

Based on System Type, the global market is segmented into the following sub-markets with annual revenue (\$ mn) for 2021-2031 included in each section.

Brand Asset Management System

Library Asset Management System

Production Asset Management System

Other System Types

By Business Function, the global market is segmented into the following sub-markets with annual revenue (\$ mn) for 2021-2031 included in each section.

Sales & Marketing

Human Resources (HR)

Information Technology (IT)

Other Business Functions

By Deployment, the global market is segmented into the following sub-markets with annual revenue (\$ mn) for 2021-2031 included in each section.

On-premise DAM

Cloud-based DAM

By Industry Vertical, the global market is segmented into the following sub-markets with annual revenue (\$ mn) for 2021-2031 included in each section.

Media & Entertainment

Banking, Financial Services & Insurance (BFSI)

Government & Public Sector

Healthcare & Life Sciences

Retail and e-Commerce

Manufacturing

IT & Telecomm

Automotive & Transportation

Travel & Hospitality

Other Industry Verticals

Geographically, the following regions together with the listed national/local markets are fully investigated:

North America (U.S., Canada, and Mexico)

Europe (Germany, UK, France, Italy, Spain, Russia, Rest of Europe; Rest of Europe is further segmented into Netherlands, Switzerland, Poland, Sweden, Belgium, Austria, Ireland, Norway, Denmark, and Finland)

APAC (Japan, China, South Korea, Australia, India, and Rest of APAC; Rest of APAC is further segmented into Malaysia, Singapore, Indonesia, Thailand, New Zealand, Vietnam, Taiwan, and Philippines)

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

MEA (UAE, Saudi Arabia, South Africa, Other Nations)

For each aforementioned region and country, detailed analysis and data for annual revenue (\$ mn) are available for 2021-2031. The breakdown of all regional markets by country and split of key national markets by Offering, Deployment, and Industry Vertical over the forecast years are also included.

The report also covers current competitive scenario and the predicted trend; and profiles key vendors including market leaders and important emerging players.

Selected Key Players:

Adobe Inc.

Aprimo LLC (ADAM Software)

Bynder BV (Webdam Inc.)

Canto Inc.

CELUM GmbH

Cloudinary Ltd.

Cognizant Technology Solutions Corp.

Digizuite A/S

Extensis (Celartem Inc.)

IBM Corporation

MediaBeacon Inc.

MediaValet Inc.

North Plains Systems Corp.

Nuxeo SAS

OpenText Corporation

Oracle Corporation

QBNK Holding AB

Widen Enterprises, Inc.

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