

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.

(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.)

Contents

1 INTRODUCTION

- 1.1 Industry Definition and Research Scope
 - 1.1.1 Industry Definition
 - 1.1.2 Research Scope
- 1.2 Research Methodology
 - 1.2.1 Overview of Market Research Methodology
 - 1.2.2 Market Assumption
 - 1.2.3 Secondary Data
 - 1.2.4 Primary Data
 - 1.2.5 Data Filtration and Model Design
 - 1.2.6 Market Size/Share Estimation
 - 1.2.7 Research Limitations
- 1.3 Executive Summary

2 MARKET OVERVIEW AND DYNAMICS

- 2.1 Market Size and Forecast
 - 2.1.1 Impact of COVID-19 on World Economy
 - 2.1.2 Impact of COVID-19 on the Market
- 2.2 Major Growth Drivers
- 2.3 Market Restraints and Challenges
- 2.4 Emerging Opportunities and Market Trends
- 2.5 Porter's Fiver Forces Analysis

3 SEGMENTATION OF GLOBAL MARKET BY OFFERING

- 3.1 Market Overview by Offering
- 3.2 DAM Solution
- 3.3 DAM Services
 - 3.3.1 Deployment and Integration
 - 3.3.2 Support and Maintenance
 - 3.3.3 Consulting and Training

4 SEGMENTATION OF GLOBAL MARKET BY SYSTEM TYPE

- 4.1 Market Overview by System Type

- 4.2 Brand Asset Management System
- 4.3 Library Asset Management System
- 4.4 Production Asset Management System
- 4.5 Other System Types

5 SEGMENTATION OF GLOBAL MARKET BY BUSINESS FUNCTION

- 5.1 Market Overview by Business Function
- 5.2 Sales & Marketing
- 5.3 Human Resources (HR)
- 5.4 Information Technology (IT)
- 5.5 Other Business Functions

6 SEGMENTATION OF GLOBAL MARKET BY DEPLOYMENT

- 6.1 Market Overview by Deployment
- 6.2 On-premise DAM
- 6.3 Cloud-based DAM

7 SEGMENTATION OF GLOBAL MARKET BY INDUSTRY VERTICAL

- 7.1 Market Overview by Industry Vertical
- 7.2 Media & Entertainment
- 7.3 Banking, Financial Services & Insurance (BFSI)
- 7.4 Government & Public Sector
- 7.5 Healthcare & Life Sciences
- 7.6 Retail and e-Commerce
- 7.7 Manufacturing
- 7.8 IT & Telecomm
- 7.9 Automotive & Transportation
- 7.10 Travel & Hospitality
- 7.11 Government & Public Sector

8 SEGMENTATION OF GLOBAL MARKET BY ORGANIZATION SIZE

- 8.1 Market Overview by Organization Size
- 8.2 Large Enterprises
- 8.3 SMEs

9 SEGMENTATION OF GLOBAL MARKET BY REGION

9.1 Geographic Market Overview 2021-2031

9.2 North America Market 2021-2031 by Country

9.2.1 Overview of North America Market

9.2.2 U.S.

9.2.3 Canada

9.2.4 Mexico

9.3 European Market 2021-2031 by Country

9.3.1 Overview of European Market

9.3.2 Germany

9.3.3 U.K.

9.3.4 France

9.3.5 Spain

9.3.6 Italy

9.3.7 Russia

9.3.8 Rest of European Market

9.4 Asia-Pacific Market 2021-2031 by Country

9.4.1 Overview of Asia-Pacific Market

9.4.2 Japan

9.4.3 China

9.4.4 Australia

9.4.5 India

9.4.6 South Korea

9.4.7 Rest of APAC Region

9.5 South America Market 2021-2031 by Country

9.5.1 Argentina

9.5.2 Brazil

9.5.3 Chile

9.5.4 Rest of South America Market

9.6 MEA Market 2021-2031 by Country

9.6.1 UAE

9.6.2 Saudi Arabia

9.6.3 South Africa

9.6.4 Other National Markets

10 COMPETITIVE LANDSCAPE

10.1 Overview of Key Vendors

10.2 New Product Launch, Partnership, Investment, and M&A

10.3 Company Profiles

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.

RELATED REPORTS

List Of Tables

LIST OF TABLES:

Table 1. Snapshot of Global Digital Asset Management Market in Balanced Perspective, 2021-2031

Table 2. World Economic Outlook, 2021-2031

Table 3. World Smartphone Connections, Average Network Connection Speed for Smartphones and Tablets, 2019-2030

Table 4. World Mobile Data Traffic by Application, 2019-2030, EB/year

Table 5. World Mobile Data Traffic by Device, 2019-2030, EB/year

Table 6. Main Product Trends and Market Opportunities in Global Digital Asset Management Market

Table 7. Global Digital Asset Management Market by Offering, 2021-2031, \$ mn

Table 8. Global Digital Asset Management Market: DAM Services by Type, 2021-2031, \$ mn

Table 9. Global Digital Asset Management Market by System Type, 2021-2031, \$ mn

Table 10. Global Digital Asset Management Market by Business Function, 2021-2031, \$ mn

Table 11. Global Digital Asset Management Market by Deployment, 2021-2031, \$ mn

Table 12. Global Digital Asset Management Market by Industry Vertical, 2021-2031, \$ mn

Table 13. Global Digital Asset Management Market by Organization Size, 2021-2031, \$ mn

Table 14. Global Digital Asset Management Market by Region, 2021-2031, \$ mn

Table 15. Leading National Digital Asset Management Market, 2021 and 2031, \$ mn

Table 16. North America Digital Asset Management Market by Country, 2021-2031, \$ mn

Table 17. U.S. Digital Asset Management Market by Offering, 2021-2031, \$ mn

Table 18. U.S. Digital Asset Management Market by Deployment, 2021-2031, \$ mn

Table 19. U.S. Digital Asset Management Market by Industry Vertical, 2021-2031, \$ mn

Table 20. Canada Digital Asset Management Market by Offering, 2021-2031, \$ mn

Table 21. Canada Digital Asset Management Market by Deployment, 2021-2031, \$ mn

Table 22. Canada Digital Asset Management Market by Industry Vertical, 2021-2031, \$ mn

Table 23. Mexico Digital Asset Management Market by Offering, 2021-2031, \$ mn

Table 24. Mexico Digital Asset Management Market by Deployment, 2021-2031, \$ mn

Table 25. Mexico Digital Asset Management Market by Industry Vertical, 2021-2031, \$ mn

| |
|--|
| Table 26. Europe Digital Asset Management Market by Country, 2021-2031, \$ mn |
| Table 27. Germany Digital Asset Management Market by Offering, 2021-2031, \$ mn |
| Table 28. Germany Digital Asset Management Market by Deployment, 2021-2031, \$ mn |
| Table 29. Germany Digital Asset Management Market by Industry Vertical, 2021-2031, \$ mn |
| Table 30. U.K. Digital Asset Management Market by Offering, 2021-2031, \$ mn |
| Table 31. U.K. Digital Asset Management Market by Deployment, 2021-2031, \$ mn |
| Table 32. U.K. Digital Asset Management Market by Industry Vertical, 2021-2031, \$ mn |
| Table 33. France Digital Asset Management Market by Offering, 2021-2031, \$ mn |
| Table 34. France Digital Asset Management Market by Deployment, 2021-2031, \$ mn |
| Table 35. France Digital Asset Management Market by Industry Vertical, 2021-2031, \$ mn |
| Table 36. Spain Digital Asset Management Market by Offering, 2021-2031, \$ mn |
| Table 37. Spain Digital Asset Management Market by Deployment, 2021-2031, \$ mn |
| Table 38. Spain Digital Asset Management Market by Industry Vertical, 2021-2031, \$ mn |
| Table 39. Italy Digital Asset Management Market by Offering, 2021-2031, \$ mn |
| Table 40. Italy Digital Asset Management Market by Deployment, 2021-2031, \$ mn |
| Table 41. Italy Digital Asset Management Market by Industry Vertical, 2021-2031, \$ mn |
| Table 42. Russia Digital Asset Management Market by Offering, 2021-2031, \$ mn |
| Table 43. Russia Digital Asset Management Market by Deployment, 2021-2031, \$ mn |
| Table 44. Russia Digital Asset Management Market by Industry Vertical, 2021-2031, \$ mn |
| Table 45. Digital Asset Management Market in Rest of Europe by Country, 2021-2031, \$ mn |
| Table 46. APAC Digital Asset Management Market by Country, 2021-2031, \$ mn |
| Table 47. Japan Digital Asset Management Market by Offering, 2021-2031, \$ mn |
| Table 48. Japan Digital Asset Management Market by Deployment, 2021-2031, \$ mn |
| Table 49. Japan Digital Asset Management Market by Industry Vertical, 2021-2031, \$ mn |
| Table 50. China Digital Asset Management Market by Offering, 2021-2031, \$ mn |
| Table 51. China Digital Asset Management Market by Deployment, 2021-2031, \$ mn |
| Table 52. China Digital Asset Management Market by Industry Vertical, 2021-2031, \$ mn |
| Table 53. Australia Digital Asset Management Market by Offering, 2021-2031, \$ mn |
| Table 54. Australia Digital Asset Management Market by Deployment, 2021-2031, \$ mn |
| Table 55. Australia Digital Asset Management Market by Industry Vertical, 2021-2031, \$ mn |
| Table 56. India Digital Asset Management Market by Offering, 2021-2031, \$ mn |

Table 57. India Digital Asset Management Market by Deployment, 2021-2031, \$ mn

Table 58. India Digital Asset Management Market by Industry Vertical, 2021-2031, \$ mn

Table 59. South Korea Digital Asset Management Market by Offering, 2021-2031, \$ mn

Table 60. South Korea Digital Asset Management Market by Deployment, 2021-2031, \$ mn

Table 61. South Korea Digital Asset Management Market by Industry Vertical, 2021-2031, \$ mn

Table 62. Digital Asset Management Market in Rest of APAC by Country/Region, 2021-2031, \$ mn

Table 63. South America Digital Asset Management Market by Country, 2021-2031, \$ mn

Table 64. Argentina Digital Asset Management Market by Offering, 2021-2031, \$ mn

Table 65. Argentina Digital Asset Management Market by Deployment, 2021-2031, \$ mn

Table 66. Argentina Digital Asset Management Market by Industry Vertical, 2021-2031, \$ mn

Table 67. Brazil Digital Asset Management Market by Offering, 2021-2031, \$ mn

Table 68. Brazil Digital Asset Management Market by Deployment, 2021-2031, \$ mn

Table 69. Brazil Digital Asset Management Market by Industry Vertical, 2021-2031, \$ mn

Table 70. Chile Digital Asset Management Market by Offering, 2021-2031, \$ mn

Table 71. Chile Digital Asset Management Market by Deployment, 2021-2031, \$ mn

Table 72. Chile Digital Asset Management Market by Industry Vertical, 2021-2031, \$ mn

Table 73. MEA Digital Asset Management Market by Country, 2021-2031, \$ mn

Table 74. UAE Digital Asset Management Market by Offering, 2021-2031, \$ mn

Table 75. UAE Digital Asset Management Market by Deployment, 2021-2031, \$ mn

Table 76. UAE Digital Asset Management Market by Industry Vertical, 2021-2031, \$ mn

Table 77. Saudi Arabia Digital Asset Management Market by Offering, 2021-2031, \$ mn

Table 78. Saudi Arabia Digital Asset Management Market by Deployment, 2021-2031, \$ mn

Table 79. Saudi Arabia Digital Asset Management Market by Industry Vertical, 2021-2031, \$ mn

Table 80. South Africa Digital Asset Management Market by Offering, 2021-2031, \$ mn

Table 81. South Africa Digital Asset Management Market by Deployment, 2021-2031, \$ mn

Table 82. South Africa Digital Asset Management Market by Industry Vertical, 2021-2031, \$ mn

Table 83. Adobe Inc.: Company Snapshot

Table 84. Adobe Inc.: Business Segmentation

Table 85. Adobe Inc.: Product Portfolio

List Of Figures

LIST OF FIGURES:

Figure 1. Research Method Flow Chart

Figure 2. Bottom-up Approach and Top-down Approach for Market Estimation

Figure 3. Global Market Forecast in Optimistic, Conservative and Balanced Perspectives, 2021-2031

Figure 4. Global Digital Asset Management Market, 2021-2031, \$ mn

Figure 5. Impact of COVID-19 on Business

Figure 6. Primary Drivers and Impact Factors of Global Digital Asset Management Market

Figure 7. World 5G Devices Market by Value, 2019-2030, \$ bn

Figure 8. World 5G Traffic, 2019-2030, EB/year

Figure 9. Primary Restraints and Impact Factors of Global Digital Asset Management Market

Figure 10. Investment Opportunity Analysis

Figure 11. Porter's Five Forces Analysis of Global Digital Asset Management Market

Figure 12. Breakdown of Global Digital Asset Management Market by Offering, 2021-2031, % of Revenue

Figure 13. Global Addressable Market Cap in 2022-2031 by Offering, Value (\$ mn) and Share (%)

Figure 14. Global Digital Asset Management Market by Offering: DAM Solution, 2021-2031, \$ mn

Figure 15. Global Digital Asset Management Market by Offering: DAM Services, 2021-2031, \$ mn

Figure 16. Global Digital Asset Management Market by DAM Services: Deployment and Integration, 2021-2031, \$ mn

Figure 17. Global Digital Asset Management Market by DAM Services: Support and Maintenance, 2021-2031, \$ mn

Figure 18. Global Digital Asset Management Market by DAM Services: Consulting and Training, 2021-2031, \$ mn

Figure 19. Breakdown of Global Digital Asset Management Market by System Type, 2021-2031, % of Sales Revenue

Figure 20. Global Addressable Market Cap in 2022-2031 by System Type, Value (\$ mn) and Share (%)

Figure 21. Global Digital Asset Management Market by System Type: Brand Asset Management System, 2021-2031, \$ mn

Figure 22. Global Digital Asset Management Market by System Type: Library Asset

Management System, 2021-2031, \$ mn

Figure 23. Global Digital Asset Management Market by System Type: Production Asset Management System, 2021-2031, \$ mn

Figure 24. Global Digital Asset Management Market by System Type: Other System Types, 2021-2031, \$ mn

Figure 25. Breakdown of Global Digital Asset Management Market by Business Function, 2021-2031, % of Sales Revenue

Figure 26. Global Addressable Market Cap in 2022-2031 by Business Function, Value (\$ mn) and Share (%)

Figure 27. Global Digital Asset Management Market by Business Function: Sales & Marketing, 2021-2031, \$ mn

Figure 28. Global Digital Asset Management Market by Business Function: Human Resources (HR), 2021-2031, \$ mn

Figure 29. Global Digital Asset Management Market by Business Function: Information Technology (IT), 2021-2031, \$ mn

Figure 30. Global Digital Asset Management Market by Business Function: Other Business Functions, 2021-2031, \$ mn

Figure 31. Breakdown of Global Digital Asset Management Market by Deployment, 2021-2031, % of Revenue

Figure 32. Global Addressable Market Cap in 2022-2031 by Deployment, Value (\$ mn) and Share (%)

Figure 33. Global Digital Asset Management Market by Deployment: On-premise DAM, 2021-2031, \$ mn

Figure 34. Global Digital Asset Management Market by Deployment: Cloud-based DAM, 2021-2031, \$ mn

Figure 35. Breakdown of Global Digital Asset Management Market by Industry Vertical, 2021-2031, % of Revenue

Figure 36. Global Addressable Market Cap in 2022-2031 by Industry Vertical, Value (\$ mn) and Share (%)

Figure 37. Global Digital Asset Management Market by Industry Vertical: Media & Entertainment, 2021-2031, \$ mn

Figure 38. Global Digital Asset Management Market by Industry Vertical: Banking, Financial Services & Insurance (BFSI), 2021-2031, \$ mn

Figure 39. Global Digital Asset Management Market by Industry Vertical: Government & Public Sector, 2021-2031, \$ mn

Figure 40. Global Digital Asset Management Market by Industry Vertical: Healthcare & Life Sciences, 2021-2031, \$ mn

Figure 41. Global Digital Asset Management Market by Industry Vertical: Retail and e-Commerce, 2021-2031, \$ mn

Figure 42. Global Digital Asset Management Market by Industry Vertical: Manufacturing, 2021-2031, \$ mn

Figure 43. Global Digital Asset Management Market by Industry Vertical: IT & Telecomm, 2021-2031, \$ mn

Figure 44. Global Digital Asset Management Market by Industry Vertical: Automotive & Transportation, 2021-2031, \$ mn

Figure 45. Global Digital Asset Management Market by Industry Vertical: Travel & Hospitality, 2021-2031, \$ mn

Figure 46. Global Digital Asset Management Market by Industry Vertical: Other Industry Verticals, 2021-2031, \$ mn

Figure 47. Breakdown of Global Digital Asset Management Market by Organization Size, 2021-2031, % of Revenue

Figure 48. Global Addressable Market Cap in 2022-2031 by Organization Size, Value (\$ mn) and Share (%)

Figure 49. Global Digital Asset Management Market by Organization Size: Large Enterprises, 2021-2031, \$ mn

Figure 50. Global Digital Asset Management Market by Organization Size: SMEs, 2021-2031, \$ mn

Figure 51. Global Market Snapshot by Region

Figure 52. Geographic Spread of Worldwide Digital Asset Management Market, 2021-2031, % of Sales Revenue

Figure 53. Global Addressable Market Cap in 2022-2031 by Region, Value (\$ mn) and Share (%)

Figure 54. North American Digital Asset Management Market, 2021-2031, \$ mn

Figure 55. Breakdown of North America Digital Asset Management Market by Country, 2021 and 2031, % of Revenue

Figure 56. Contribution to North America 2022-2031 Cumulative Market by Country, Value (\$ mn) and Share (%)

Figure 57. U.S. Digital Asset Management Market, 2021-2031, \$ mn

Figure 58. Canada Digital Asset Management Market, 2021-2031, \$ mn

Figure 59. Digital Asset Management Market in Mexico, 2021-2031, \$ mn

Figure 60. European Digital Asset Management Market, 2021-2031, \$ mn

Figure 61. Breakdown of European Digital Asset Management Market by Country, 2021 and 2031, % of Revenue

Figure 62. Contribution to Europe 2022-2031 Cumulative Market by Country, Value (\$ mn) and Share (%)

Figure 63. Digital Asset Management Market in Germany, 2021-2031, \$ mn

Figure 64. Digital Asset Management Market in U.K., 2021-2031, \$ mn

Figure 65. Digital Asset Management Market in France, 2021-2031, \$ mn

- Figure 66. Digital Asset Management Market in Spain, 2021-2031, \$ mn
- Figure 67. Digital Asset Management Market in Italy, 2021-2031, \$ mn
- Figure 68. Digital Asset Management Market in Russia, 2021-2031, \$ mn
- Figure 69. Digital Asset Management Market in Rest of Europe, 2021-2031, \$ mn
- Figure 70. Asia-Pacific Digital Asset Management Market, 2021-2031, \$ mn
- Figure 71. Breakdown of APAC Digital Asset Management Market by Country, 2021 and 2031, % of Revenue
- Figure 72. Contribution to APAC 2022-2031 Cumulative Market by Country, Value (\$ mn) and Share (%)
- Figure 73. Digital Asset Management Market in Japan, 2021-2031, \$ mn
- Figure 74. Digital Asset Management Market in China, 2021-2031, \$ mn
- Figure 75. Digital Asset Management Market in Australia, 2021-2031, \$ mn
- Figure 76. Digital Asset Management Market in India, 2021-2031, \$ mn
- Figure 77. Digital Asset Management Market in South Korea, 2021-2031, \$ mn
- Figure 78. Digital Asset Management Market in Rest of APAC, 2021-2031, \$ mn
- Figure 79. South America Digital Asset Management Market, 2021-2031, \$ mn
- Figure 80. Breakdown of South America Digital Asset Management Market by Country, 2021 and 2031, % of Revenue
- Figure 81. Contribution to South America 2022-2031 Cumulative Market by Country, Value (\$ mn) and Share (%)
- Figure 82. Digital Asset Management Market in Argentina, 2021-2031, \$ mn
- Figure 83. Digital Asset Management Market in Brazil, 2021-2031, \$ mn
- Figure 84. Digital Asset Management Market in Chile, 2021-2031, \$ mn
- Figure 85. Digital Asset Management Market in Rest of South America, 2021-2031, \$ mn
- Figure 86. Digital Asset Management Market in Middle East and Africa (MEA), 2021-2031, \$ mn
- Figure 87. Breakdown of MEA Digital Asset Management Market by Country, 2021 and 2031, % of Revenue
- Figure 88. Contribution to MEA 2022-2031 Cumulative Market by Country, Value (\$ mn) and Share (%)
- Figure 89. Digital Asset Management Market in UAE, 2021-2031, \$ mn
- Figure 90. Digital Asset Management Market in Saudi Arabia, 2021-2031, \$ mn
- Figure 91. Digital Asset Management Market in South Africa, 2021-2031, \$ mn
- Figure 92. Growth Stage of Global Digital Asset Management Industry over the Forecast Period

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