

# **CPQ Software Market Size, Share & Trends Analysis Report By Component (Software, Drip Component), By Deployment (Cloud, On-Premise), By Enterprise Size (Large Enterprises, SMEs), By End Use (Manufacturing, IT & Telecom, Healthcare), By Region, And Segment Forecasts, 2026 - 2033**

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## **Abstracts**

The global CPQ software market size was valued at USD 3.46 billion in 2025 and is projected to reach USD 10.89 billion by 2033, growing at a CAGR of 15.6% from 2026 to 2033. The market is expanding as organizations increasingly adopt digital sales tools to manage complex product configurations and pricing structures.

Many enterprises accelerated investments in sales automation platforms as part of broader digital transformation strategies, driving demand for CPQ solutions integrated within modern customer relationship management ecosystems. One of the key drivers of market growth is the rising complexity of products and pricing models, particularly in industries offering customizable or subscription-based solutions. Companies selling configurable equipment, software bundles, or service packages require automated systems to ensure pricing consistency and compliance with discount policies.

Another major factor driving adoption is the growing shift toward cloud-based sales platforms. Cloud deployment enables organizations to scale CPQ systems quickly, integrate them with CRM, ERP, and billing platforms, and provide remote access to distributed sales teams. Enterprises expanding hybrid and remote sales operations relied heavily on cloud-native CPQ solutions to enable real-time collaboration between sales, finance, and operations teams. The subscription-based SaaS model also reduces upfront infrastructure costs, making CPQ accessible to small and medium-sized

enterprises.

The industry is also supported by the increasing adoption of data-driven and AI-enabled sales processes. Modern CPQ platforms incorporate analytics and artificial intelligence to recommend optimal pricing, suggest product bundles, and improve cross-selling opportunities. Organizations began leveraging AI-powered guided selling capabilities to analyze historical deal data and customer preferences, allowing sales representatives to deliver personalized proposals faster and improve win rates. This shift toward intelligent automation is transforming CPQ from a quoting tool into a strategic revenue optimization platform.

Furthermore, the growing focus on sales efficiency and faster quote-to-cash cycles is significantly contributing to market expansion. Companies are prioritizing tools that shorten deal closure timelines while maintaining governance over approvals and contracts. CPQ solutions automate approval workflows, reduce manual intervention, and ensure standardized documentation across global sales operations. As enterprises continue to focus on revenue growth, customer experience improvement, and operational efficiency, CPQ software adoption is expected to increase steadily across industries through 2033.

### Global CPQ Software Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global CPQ software market report based on component, deployment, enterprise size, end use, and region.

Component Outlook (Revenue, USD Million, 2021 - 2033)

Software

Services

Deployment Outlook (Revenue, USD Million, 2021 - 2033)

Cloud

On-Premise

Enterprise Size Outlook (Revenue, USD Million, 2021 - 2033)

Large Enterprises

SMEs

End Use Outlook (Revenue, USD Million, 2021 - 2033)

Manufacturing

IT & Telecom

Healthcare

BFSI

Retail & E-commerce

Automotive

Others

Regional Outlook (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

## Asia Pacific

China

India

Japan

South Korea

Australia

## Latin America

Brazil

## Middle East & Africa

UAE

Saudi Arabia

South Africa

**This report can be delivered to the clients within 5 Business Days**

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