

France Digital Marketing Software Market Size, Share & Trends Analysis Report By Solution (CRM Software, Social Media Advertising), By Service, By Deployment, By Enterprise Size, By End Use, And Segment Forecasts, 2022 - 2030

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Abstracts

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France Digital Marketing Software Market Growth & Trends

The France digital marketing software market size is expected to reach USD 6.27 billion by 2030, registering a CAGR of 20.0% from 2022 to 2030, according to a new study conducted by Grand View Research, Inc. The market in the country has been expanding in lockstep with technological advancements and the changing needs of incumbents in many end-use industries and industry verticals, particularly small and medium businesses. Increased digitization and marketing automation are increasingly necessitating digital marketing software as technology continues to grow at a rapid pace.

As AI and data-driven marketing become more common, the focus will shift to developing new and inventive tools such as digital marketing software and others to improve interactions between businesses and customers. Personalization in any form in digital solutions, such as communications that answer customers' concerns and assist them in making a purchase decision, is projected to drive market growth. Clients value efficiency, convenience, competent and courteous service, and simple payment alternatives the most in their experiences. New components, such as more up-to-date technology, personalization, brand image, and innovative technology, are also gaining traction.

Several vendors partner with end-users and help them strengthen their digital marketing activities, and invest in new products and strategies to enhance product offerings. For instance, in April 2021, Adobe Inc. partnered with FedEx to increase e-commerce innovation. Integrating ShopRunner (an e-commerce platform and a subsidiary of FedEx Services) and Adobe Commerce is a multi-year initiative. It is expected to benefit Adobe merchants as they can use FedEx's Digital and Physical Network to support e-commerce growth.

Moreover, in June 2021, Morgan Stanley and Microsoft Corporation collaborated to accelerate their digital transformations and shape the future of financial services innovation. Through this partnership, the companies aim to co-design and develop new applications in Microsoft Cloud for Financial Services. The partnership will enable industry innovation by combining Morgan Stanley's financial services engineering expertise with Microsoft's cloud and sector-specific experience.

As a result of the expanding trend of remote working and interactive strategies, marketers' focus has shifted to social media, search engines, and media websites. They're capitalizing on the growing popularity of streaming services like Amazon Prime, Netflix, and Hulu. In 2020, the number of active Netflix users in France rose to approximately 6 million. Digital marketing has the distinct advantage of being trackable. France Digital Marketing Software gives marketers a comprehensive image of their Return on Investment (ROI), spending, and activities that provide the most qualified leads for the least amount of money.

France Digital Marketing Software Market Report Highlights

The adoption of social media software is anticipated to gain traction over the forecast period. The rapidly evolving media & entertainment sector, as well as growing business demand for smartphones and entertainment applications, are expected to drive the market growth

The managed services segment will register the highest CAGR from 2022 to 2030. France is one of the fastest-growing hubs for managed hosting and colocation. In addition, server virtualization is gaining traction, with managed to host clients opting for managed virtualized servers rather than physical hardware servers in the managed hosting model

The cloud segment is expected to register significant growth over the forecast

period. It assists businesses in reducing costs and establishing a command center to track, organize, and coordinate many aspects of their digital marketing campaign

The SMEs segment is anticipated to register the highest CAGR from 2022 to 2030. To stay competitive, most French SMEs are implementing digital marketing tools as part of their digitization efforts, which will have a significant impact on their future commercial activities. However, there are numerous barriers to digitization, such as concerns about cybersecurity, slow Internet connections, and a lack of digital skills

The media & entertainment segment is anticipated to register the highest CAGR from 2022 to 2030. The country is considered one of the key countries in the entertainment industry for films and series and has been experiencing significant growth. Moreover, the adoption of Augmented Reality (AR) and Virtual Reality (VR) in the entertainment and media sector is expected to increase demand for various software, including digital marketing

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