

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

<https://marketpublishers.com/r/F92559ED3AB2EN.html>

Date: May 2022

Pages: 100

Price: US\$ 4,950.00 (Single User License)

ID: F92559ED3AB2EN

Abstracts

This report can be delivered to the clients within 3 Business Days

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

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1 Research Methodology
- 1.2 Information Procurement
 - 1.2.1 Purchased Database
 - 1.2.2 GVR'S Internal Database
 - 1.2.3 List Of Secondary Sources
 - 1.2.4 Primary Research
- 1.3 Information Analysis
- 1.4 Market Formulation & Data Visualization
- 1.5 Data Validation & Publishing
- 1.6 List of Abbreviations

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1 Market Summary
 - 2.1.1 France Digital Marketing Software Market, by solution, 2017 - 2030 (USD Million)
 - 2.1.2 France Digital Marketing Software Market, by service, 2017 - 2030 (USD Million)
 - 2.1.3 France Digital Marketing Software Market, by deployment, 2017 - 2030 (USD Million)
 - 2.1.4 France Digital Marketing Software Market, by enterprise size, 2017 - 2030 (USD Million)
 - 2.1.5 France Digital Marketing Software Market, by end-use, 2017 - 2030 (USD Million)

CHAPTER 3. FRANCE DIGITAL MARKETING SOFTWARE INDUSTRY OUTLOOK

- 3.1 Market Segmentation
- 3.2 Market Size and Growth Prospects
- 3.3 Value Chain Analysis
- 3.4 France Digital Marketing Software Market - Market Dynamics
 - 3.4.1 Market driver analysis
 - 3.4.1.1 Rising Popularity of Digital Advertising Investments
 - 3.4.1.2 Increasing Penetration of Smartphones And Digital Apps
 - 3.4.2 Market challenge analysis
 - 3.4.2.1 Security Issues and Data Concerns
 - 3.4.3 Market Opportunity analysis

- 3.4.3.1 Rising Need to Accelerate Customer Experience Digitally
- 3.5 Penetration and Growth Prospect Mapping
- 3.6 Market Analysis Tools
 - 3.6.1 France Digital Marketing Software Market - Porter's Five Forces Analysis
 - 3.6.2 France Digital Marketing Software Market - PESTEL Analysis
- 3.7 Impact of COVID-19 on France Digital Marketing Software Market

CHAPTER 4. FRANCE DIGITAL MARKETING SOFTWARE SOLUTION OUTLOOK

- 4.1 France Digital Marketing Software Market: By Solution Segment Outlook & Market Share 2021 and 2030
- 4.2 CRM Software
 - 4.2.1 CRM Digital Marketing Software Market, 2017 - 2030
- 4.3 Email Marketing
 - 4.3.1 Email Marketing Digital Marketing Software Market, 2017 - 2030
- 4.4 Social Media
 - 4.4.1 Social Media Digital Marketing Software Market, 2017 - 2030
- 4.5 SEO Marketing
 - 4.5.1 SEO Marketing Digital Marketing Software Market, 2017 - 2030
- 4.6 Content Management Software
 - 4.6.1 Content management Digital Marketing Software Market, 2017 - 2030
- 4.7 Marketing Automation
 - 4.7.1 Marketing automation Digital Marketing Software Market, 2017 - 2030
- 4.8 Campaign Management
 - 4.8.1 Campaign management Digital Marketing Software Market, 2017 - 2030
- 4.9 Others
 - 4.9.1 Other Digital Marketing Software Market, 2017 - 2030

CHAPTER 5. FRANCE DIGITAL MARKETING SOFTWARE SERVICE OUTLOOK

- 5.1 France Digital Marketing Software Market: By Service Segment Outlook & Market Share 2021 and 2030
- 5.2 Professional Services
 - 5.2.1 France Digital Marketing Digital Marketing Professional Services Market, 2017 - 2030
- 5.3 Managed Services
 - 5.3.1 France Digital Marketing Digital Marketing Managed Services Market, 2017 - 2030

CHAPTER 6. FRANCE DIGITAL MARKETING SOFTWARE DEPLOYMENT OUTLOOK

6.1 France Digital Marketing Software Market: By Deployment Segment Outlook & Market Share 2021 and 2030

6.2 Cloud

6.2.1 Cloud-based Digital Marketing Software Market, 2017 - 2030

6.3 On-premise

6.3.1 On-premise Digital Marketing Software Market, 2017 - 2030

CHAPTER 7. FRANCE DIGITAL MARKETING SOFTWARE ENTERPRISE SIZE OUTLOOK

7.1 France Digital Marketing Software Market: By Enterprise Size Segment Outlook & Market Share 2021 and 2030

7.2 Large Enterprises

7.2.1 France Digital Marketing Software Market in large enterprises, 2017 - 2030

7.3 Small & Medium Enterprises (SMEs)

7.3.1 France Digital Marketing Software Market in SMEs, 2017 - 2030

CHAPTER 8. FRANCE DIGITAL MARKETING SOFTWARE END-USE OUTLOOK

8.1 France Digital Marketing Software Market: By End-Use Segment Outlook & Market Share 2021 and 2030

8.2 Automotive

8.2.1 France Digital Marketing Software Market In Automotive, 2017 - 2030

8.3 BFSI

8.3.1 France Digital Marketing Software Market In BFSI, 2017 - 2030

8.4 Education

8.4.1 France Digital Marketing Software Market In Education, 2017 - 2030

8.5 Government

8.5.1 France Digital Marketing Software Market In Government, 2017 - 2030

8.6 Healthcare

8.6.1 France Digital Marketing Software Market In Healthcare, 2017 - 2030

8.7 Manufacturing

8.7.1 France Digital Marketing Software Market In Manufacturing, 2017 - 2030

8.8 Media & Entertainment

8.8.1 France Digital Marketing Software Market In Media & Entertainment, 2017 - 2030

8.9 Others

8.9.1 France Digital Marketing Software Market In Other End-use, 2017 - 2030

CHAPTER 9. COMPETITIVE ANALYSIS

9.1 Recent Developments and Impact Analysis, By Key Market Participants

9.2 Company/Competition Categorization

9.3 Vendor Landscape

9.3.1 Key Company Ranking Analysis, 2021

CHAPTER 10. COMPETITIVE LANDSCAPE

10.1 Adobe, Inc.

10.1.1 Company Overview

10.1.2 Financial Performance

10.1.3 Product Benchmarking

10.1.4 Strategic Initiatives

10.2 Hewlett Packard Enterprise Company

10.2.1 Company Overview

10.2.2 Product Benchmarking

10.2.3 Strategic Initiatives

10.3 Hubspot, Inc.

10.3.1 Company Overview

10.3.2 Product Benchmarking

10.3.3 Strategic Initiatives

10.4 International Business Machines Corporation

10.4.1 Company Overview

10.4.2 Financial Performance

10.4.3 Product Benchmarking

10.4.4 Strategic Initiatives

10.5 Microsoft Corporation

10.5.1 Company Overview

10.5.2 Financial Performance

10.5.3 Product Benchmarking

10.5.4 Strategic Initiatives

10.6 Oracle Corporation

10.6.1 Company Overview

10.6.2 Financial Performance

10.6.3 Product Benchmarking

10.6.4 Strategic Initiatives

10.7 Salesforce.com, Inc.

10.7.1 Company Overview

10.7.2 Financial Performance

10.7.3 Product Benchmarking

10.7.4 Strategic Initiatives

10.8 SAP SE

10.8.1 Company Overview

10.8.2 Financial Performance

10.8.3 Product Benchmarking

10.8.4 Strategic Initiatives

10.9 SAS Institute, Inc.

10.9.1 Company Overview

10.9.2 Financial Performance

10.9.3 Product Benchmarking

10.9.4 Strategic Initiatives

10.10. Sendinblue

10.10.1 Company Overview

10.10.2 Financial Performance

10.10.3 Product Benchmarking

10.10.4 Strategic Initiatives

List Of Tables

LIST OF TABLES

Table 1 List of Abbreviations

Table 2 France digital marketing software market, by solution, 2017 - 2030 (USD Million)

Table 3 France digital marketing software market, by service, 2017 - 2030 (USD Million)

Table 4 France digital marketing software market, by deployment, 2017 - 2030 (USD Million)

Table 5 France digital marketing software market, by enterprise size, 2017 - 2030 (USD Million)

Table 6 France digital marketing software market, by end-use, 2017 - 2030 (USD Million)

Table 7 France digital marketing CRM software market 2017 - 2030 (USD Million)

Table 8 France digital email marketing software market 2017 - 2030 (USD Million)

Table 9 France digital social media marketing software market 2017 - 2030 (USD Million)

Table 10 France digital SEO marketing software market 2017 - 2030 (USD Million)

Table 11 France digital content management marketing software market 2017 - 2030 (USD Million)

Table 12 France digital marketing automation software market 2017 - 2030 (USD Million)

Table 13 France digital campaign management marketing software market 2017 - 2030 (USD Million)

Table 14 Other France digital marketing solution market 2017 - 2030 (USD Million)

Table 15 Professional services in France digital marketing software market 2017 - 2030 (USD Million)

Table 16 Managed services in France digital marketing software market 2017 - 2030 (USD Million)

Table 17 Cloud France digital marketing software market 2017 - 2030 (USD Million)

Table 18 On-premise France digital marketing software market 2017 - 2030 (USD Million)

Table 19 France digital marketing software market in large enterprises 2017 - 2030 (USD Million)

Table 20 France digital marketing software market in SMEs 2017 - 2030 (USD Million)

Table 21 France digital marketing software market in automotive 2017 - 2030 (USD Million)

Table 22 France digital marketing software market in BFSI 2017 - 2030 (USD Million)

Table 23 France digital marketing software market in education 2017 - 2030 (USD Million)

Million)

Table 24 France digital marketing software market in government 2017 - 2030 (USD Million)

Table 25 France digital marketing software market in healthcare 2017 - 2030 (USD Million)

Table 26 France digital marketing software market in manufacturing 2017 - 2030 (USD Million)

Table 27 France digital marketing software market in media & entertainment 2017 - 2030 (USD Million)

Table 28 France digital marketing software market in other end-use 2017 - 2030 (USD Million)

List Of Figures

LIST OF FIGURES

- Fig. 1 Market research process
- Fig. 2 Primary research process
- Fig. 3 Information Analysis
- Fig. 4 Data validation and publishing
- Fig. 5 France digital marketing software market analysis and key buying criteria, 2017 - 2030
- Fig. 6 France digital marketing software market segmentation
- Fig. 7 Market size and growth prospects
- Fig. 8 France digital marketing software market - Value chain analysis
- Fig. 9 France digital marketing software market - Market dynamics
- Fig. 10 France digital marketing software market - Penetration & growth prospect mapping
- Fig. 11 France digital marketing software market - Porter's five forces analysis
- Fig. 12 France digital marketing software market - PESTEL analysis
- Fig. 13 France digital marketing software market - Company ranking analysis, 2021
- Fig. 14 France digital marketing software market: By solution segment outlook & market share, 2021 and 2030
- Fig. 15 France digital marketing software market: By service segment outlook & market share, 2021 and 2030
- Fig. 16 France digital marketing software market: By deployment segment outlook & market share, 2021 and 2030
- Fig. 17 France digital marketing software market: By enterprise size segment outlook & market share, 2021 and 2030
- Fig. 18 France digital marketing software market: By end-use segment outlook & market share, 2021 and 2030

I would like to order

Product name: 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

Product link: <https://marketpublishers.com/r/F92559ED3AB2EN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/F92559ED3AB2EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970