

# **Influencer Marketing Platform Market Size, Share & Trends Analysis Report By Application, By Organization Size, By End-use, By Region, And Segment Forecasts, 2022 - 2030**

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## **Abstracts**

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### **Influencer Marketing Platform Market Growth & Trends**

The global influencer marketing platform market size is anticipated to reach USD 143.10 billion by 2030, exhibiting a compound annual growth rate (CAGR) of 33.4% during the forecast period, according to a new report by Grand View Research, Inc. The growth can be attributed to the increasing need for end-to-end solutions for managing influencer-generated content, identifying social influencers, and analyzing influencer marketing campaigns. The elevating demand for these solutions across the industries, such as fashion, retail, cosmetics, and e-commerce, is expected to provide promising growth prospects to the influencer marketing platform market.

The market statistics are being further strengthened by the high adoption rate of virtual influencers based on Computer-Generated Imagery. Virtual influencers use demographic and audience data obtained from various platforms and consumer forums to provide more accurate results. In this regard, the fashion and lifestyle industry offers a wide scope for virtual influencers owing to their ability to stay abreast with fast fashion trends and higher creativity.

The changing content consumption trends are expected to drive the growth of the influencer marketing platform market in the upcoming years. For instance, the increasing demand for Over-The-Top (OTT) media services and their collaboration with

influencers for to advertise and promote their content are opening new growth avenues for the influencer marketing platform market.

Apart from the aforementioned factors, the emergence of 5G technologies is also expected to provide an impetus to the influencer marketing platform market. The 5G technology offers improved connectivity and enhances automation of marketing practices, which, in turn, increases media consumption. Besides, 5G will also significantly increase the demand for digital video advertising due to greater bandwidth and connectivity. This will allow influencers to deliver high-resolution 4K video content, faster page loading, and a better click-through rate to the brands.

### Influencer Marketing Platform Market Report Highlights

The influencer management segment is anticipated to observe significant growth during the forecast timeline owing to the increased adoption of influencer marketing strategies by the corporations

The SMEs segment is anticipated to record a substantial CAGR of nearly 35% through 2030, owing to the increased adoption in SMEs to implement more efficient and cost-effective marketing strategies

The influencer marketing platform market is estimated to record a CAGR of more than 36% from the sports and fitness segment by 2030, owing to the growing need for collaborations with fitness influencers across various countries

The Asia Pacific is estimated to capture a sizeable revenue share, expanding at a CAGR of over 37% during the forecast period due to the entry of numerous influencer marketing startups in China and India

## Contents

### CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1 Research Methodology
- 1.2 Research Scope and Assumptions
- 1.3 List to Data Sources

### CHAPTER 2. EXECUTIVE SUMMARY

- 2.1 Influencer Marketing Platform Market - Industry Snapshot & Key Buying Criteria, 2018 - 2030

### CHAPTER 3. MARKET VARIABLES, TRENDS, AND SCOPE

- 3.1 Market Segmentation
- 3.2 Market Size & Growth Prospects
- 3.3 Penetration & Growth Prospect Mapping
- 3.4 Industry Value Chain Analysis
- 3.5 Market Dynamics
  - 3.5.1 Market driver analysis
    - 3.5.1.1 Technological disruptions in the influencer marketing industry
    - 3.5.1.2 Advent of social media
  - 3.5.2 Market restraint analysis
    - 3.5.2.1 Privacy and regulatory challenges in the influencer marketing platform industry
- 3.6 Technological Landscape
- 3.7 Business Environmental Analysis Tools
  - 3.7.1 Porter's five forces analysis
  - 3.7.2 PEST analysis

### CHAPTER 4. APPLICATION TYPE ESTIMATES AND TREND ANALYSIS

- 4.1 Market Size Estimates & Forecasts and Trend Analysis, 2018 - 2030 (USD Billion)
- 4.2 Application Movement Analysis & Market Share, 2021 - 2030
- 4.3 Campaign Management
  - 4.3.1 Market size estimates and forecasts by region, 2018 - 2030 (USD Billion)
- 4.4 Search & Discovery
  - 4.4.1 Market size estimates and forecasts by region, 2018 - 2030 (USD Billion)

#### 4.5 Analytics & Reporting

4.5.1 Market size estimates and forecasts by region, 2018 - 2030 (USD Billion)

#### 4.6 Influencer Management

4.6.1 Market size estimates and forecasts by region, 2018 - 2030 (USD Billion)

### **CHAPTER 5. ORGANIZATION SIZE ESTIMATES AND TREND ANALYSIS**

5.1 Market Size Estimates & Forecasts and Trend Analysis, 2018 - 2030 (USD Billion)

5.2 Organization Size Movement Analysis & Market Share, 2021 - 2030

5.3 Large Enterprises

5.3.1 Market size estimates and forecasts by region, 2018 - 2030 (USD Billion)

5.4 SMEs

5.4.1 Market size estimates and forecasts by region, 2018 - 2030 (USD Billion)

### **CHAPTER 6. END-USE ESTIMATES AND TREND ANALYSIS**

6.1 Market Size Estimates & Forecasts and Trend Analysis, 2018 - 2030 (USD Billion)

6.2 End-Use Movement Analysis & Market Share, 2021 - 2030

6.3 Food & Entertainment

6.3.1 Market estimates & forecasts by region, 2018 - 2030 (USD Billion)

6.4 Sports & Fitness

6.4.1 Market estimates & forecasts by region, 2018 - 2030 (USD Billion)

6.5 Travel & Holiday

6.5.1 Market estimates & forecasts by region, 2018 - 2030 (USD Billion)

6.6 Fashion & Lifestyle

6.6.1 Market estimates & forecasts by region, 2018 - 2030 (USD Billion)

### **CHAPTER 7. REGIONAL ESTIMATES AND TREND ANALYSIS**

7.1 Market Size Estimates & Forecasts and Trend Analysis, 2018 - 2030 (USD Billion)

7.2 Influencer Marketing Platform Market Share by Region, 2021 - 2030

7.3 North America

7.3.1 North America influencer marketing platform market, by application type, 2018 - 2030 (USD Billion)

7.3.2 North America influencer marketing platform market, by organization size, 2018 - 2030 (USD Billion)

7.3.3 North America influencer marketing platform market, by end-use, 2018 - 2030 (USD Billion)

7.3.4 U.S.

7.3.4.1 U.S. influencer marketing platform market by application type, 2018 - 2030 (USD Billion)

7.3.4.2 U.S. influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

7.3.4.3 U.S. influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

7.3.5 Canada

7.3.5.1 Canada influencer marketing platform market by application type, 2018 - 2030 (USD Billion)

7.3.5.2 Canada influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

7.3.5.3 Canada influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

7.4 Europe

7.4.1 Europe influencer marketing platform market, by application type, 2018 - 2030 (USD Billion)

7.4.2 Europe influencer marketing platform market, by organization size, 2018 - 2030 (USD Billion)

7.4.3 Europe influencer marketing platform market, by end-use, 2018 - 2030 (USD Billion)

7.4.4 Germany

7.4.4.1 Germany influencer marketing platform market by application type, 2018 - 2030 (USD Billion)

7.4.4.2 Germany influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

7.4.4.3 Germany influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

7.4.5 U.K.

7.4.5.1 U.K. influencer marketing platform market by application type, 2018 - 2030 (USD Billion)

7.4.5.2 U.K. influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

7.4.5.3 U.K. influencer marketing platform market by end-use, 2018 - 2030 (USD Billion))

7.5 Asia Pacific

7.5.1 Asia Pacific influencer marketing platform market, by application type, 2018 - 2030 (USD Billion)

7.5.2 Asia Pacific influencer marketing platform market, by organization size, 2018 - 2030 (USD Billion)

7.5.3 Asia Pacific influencer marketing platform market, by end-use, 2018 - 2030 (USD Billion))

7.5.4 China

7.5.4.1 China influencer marketing platform market by application type, 2018 - 2030 (USD Billion)

7.5.4.2 China influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

7.5.4.3 China influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

7.5.5 India

7.5.5.1 India influencer marketing platform market by application type, 2018 - 2030 (USD Billion)

7.5.5.2 India influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

7.5.5.3 India influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

7.5.6 Japan

7.5.6.1 Japan influencer marketing platform market by application type, 2018 - 2030 (USD Billion)

7.5.6.2 Japan influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

7.5.6.3 Japan influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

7.6 Latin America

7.6.1 Latin America influencer marketing platform market, by application type, 2018 - 2030 (USD Billion)

7.6.2 Latin America influencer marketing platform market, by organization size, 2018 - 2030 (USD Billion)

7.6.3 Latin America influencer marketing platform market, by end-use, 2018 - 2030 (USD Billion)

7.6.4 Brazil

7.6.4.1 Brazil influencer marketing platform market by application type, 2018 - 2030 (USD Billion)

7.6.4.2 Brazil influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

7.6.4.3 Brazil influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

7.6.5 Mexico

7.6.5.1 Mexico influencer marketing platform market by application type, 2018 - 2030

(USD Billion)

7.6.5.2 Mexico influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

7.6.5.3 Mexico influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

7.7 MEA

7.7.1 MEA influencer marketing platform market, by application type, 2018 - 2030 (USD Billion)

7.7.2 MEA influencer marketing platform market, by organization size, 2018 - 2030 (USD Billion)

7.7.3 MEA influencer marketing platform market, by end-use, 2018 - 2030 (USD Billion)

## **CHAPTER 8. COMPETITIVE ANALYSIS**

8.1 Recent Developments & Impact Analysis, By Key Market Participants

8.2 Company/Competition Categorization (Key innovators, Market leaders, Emerging Players)

8.3 Vendor Landscape

8.3.1 Key Company Market Share Analysis, 2021

8.4 Public Companies

8.4.1 Company Market Position Analysis

8.5 Private Companies

8.5.1 List of Key Emerging Companies /Technology Disruptors/Innovators

8.5.2 Company Market Position Analysis

## **CHAPTER 9. COMPETITIVE LANDSCAPE**

9.1 AspireIQ

9.1.1 Company overview

9.1.2 Financial performance

9.1.3 Product benchmarking

9.1.4 Recent developments

9.2 Grapevine Logic Inc.

9.2.1 Company overview

9.2.2 Financial performance

9.2.3 Product benchmarking

9.2.4 Recent developments

9.3 Klear

- 9.3.1 Company overview
- 9.3.2 Financial performance
- 9.3.3 Product benchmarking
- 9.4 Mavrck
  - 9.4.1 Company overview
  - 9.4.2 Financial performance
  - 9.4.3 Product benchmarking
  - 9.4.4 Recent developments
- 9.5 NeoReach
  - 9.5.1 Company overview
  - 9.5.2 Financial performance
  - 9.5.3 Product benchmarking
  - 9.5.4 Recent developments
- 9.6 Speakr Inc
  - 9.6.1 Company overview
  - 9.6.2 Financial performance
  - 9.6.3 Product benchmarking
- 9.7 Traackr Inc.
  - 9.7.1 Company overview
  - 9.7.2 Financial performance
  - 9.7.3 Product benchmarking
  - 9.7.4 Recent developments
- 9.8 Upfluence Inc.
  - 9.8.1 Company overview
  - 9.8.2 Financial performance
  - 9.8.3 Product benchmarking
  - 9.8.4 Recent developments
- 9.9 Webfluentia
  - 9.9.1 Company overview
  - 9.9.2 Financial performance
  - 9.9.3 Product benchmarking
- 9.10 Hypetap Pty Ltd.
  - 9.10.1 Company overview
  - 9.10.2 Financial performance
  - 9.10.3 Product benchmarking
  - 9.10.4 Recent developments

## List Of Tables

### LIST OF TABLES

Table 1 Influencer marketing platform market estimates & forecasts, 2018 - 2030 (USD Billion)

Table 2 Influencer marketing platform market estimates and forecasts by region, 2018 - 2030 (USD Billion)

Table 3 Influencer marketing platform market estimates and forecasts by application, 2018 - 2030 (USD Billion)

Table 4 Influencer marketing platform market estimates and forecasts by organization size, 2018 - 2030 (USD Billion)

Table 5 Influencer marketing platform market estimates and forecasts by end-use, 2018 - 2030 (USD Billion)

Table 6 Global Influencer marketing platform market in campaign management application by region, 2018 - 2030 (USD Billion)

Table 7 Global influencer marketing platform market in search & discovery application by region, 2018 - 2030 (USD Billion)

Table 8 Global influencer marketing platform market in analytics & reporting by region, 2018 - 2030 (USD Billion)

Table 9 Global influencer marketing platform market in influencer management application by region, 2018 - 2030 (USD Billion)

Table 10 Global influencer marketing platform market in large enterprises by region, 2018 - 2030 (USD Billion)

Table 11 Global influencer marketing platform market in SMEs by region, 2018 - 2030 (USD Billion)

Table 12 Global influencer marketing platform market in food & entertainment by region, 2018 - 2030 (USD Billion)

Table 13 Global influencer marketing platform market in sports & fitness by region, 2018 - 2030 (USD Billion)

Table 14 Global influencer marketing platform market in travel & holiday by region, 2018 - 2030 (USD Billion)

Table 15 Global influencer marketing platform market in fashion & lifestyle by region, 2018 - 2030 (USD Billion)

Table 16 Global influencer marketing platform market in other end-use sectors by region, 2018 - 2030 (USD Billion)

Table 17 North America influencer marketing platform market by application, 2018 - 2030 (USD Billion)

Table 18 North America influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

Table 19 North America influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

Table 20 U.S. influencer marketing platform market by application, 2018 - 2030 (USD Billion)

Table 21 U.S. influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

Table 22 U.S. influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

Table 23 Canada influencer marketing platform market by application, 2018 - 2030 (USD Billion)

Table 24 Canada influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

Table 25 Canada. influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

Table 26 Europe influencer marketing platform market by application Type, 2018 - 2030 (USD Billion)

Table 27 Europe influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

Table 28 Europe influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

Table 29 Germany influencer marketing platform market by application Type, 2018 - 2030 (USD Billion)

Table 30 Germany influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

Table 31 Germany influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

Table 32 U.K. influencer marketing platform market by application Type, 2018 - 2030 (USD Billion)

Table 33 U.K. influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

Table 34 U.K. influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

Table 35 Asia Pacific influencer marketing platform market by application Type, 2018 - 2030 (USD Billion)

Table 36 Asia Pacific influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

Table 37 Asia Pacific influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

Table 38 China influencer marketing platform market by application type, 2018 - 2030

(USD Billion)

Table 39 China influencer marketing platform market by organization size, 2018 - 2030

(USD Billion)

Table 40 China influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

Table 41 India influencer marketing platform market by application, 2018 - 2030 (USD Billion)

Table 42 India influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

Table 43 India influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

Table 44 Japan influencer marketing platform market by application, 2018 - 2030 (USD Billion)

Table 45 Japan influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

Table 46 Japan influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

Table 47 Latin America influencer marketing platform market by application, 2018 - 2030 (USD Billion)

Table 48 Latin America influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

Table 49 Latin America influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

Table 50 Brazil influencer marketing platform market by application, 2018 - 2030 (USD Billion)

Table 51 Brazil influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

Table 52 Brazil influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

Table 53 Mexico influencer marketing platform market by application, 2018 - 2030 (USD Billion)

Table 54 Mexico influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

Table 55 Mexico influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

Table 56 MEA influencer marketing platform market by application, 2018 - 2030 (USD Billion)

Table 57 MEA influencer marketing platform market by organization size, 2018 - 2030 (USD Billion))

Table 58 MEA influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

## List Of Figures

### LIST OF FIGURES

- Fig. 1 Industry Snapshot - Influencer marketing platform
- Fig. 2 Influencer marketing platform market segmentation & scope
- Fig. 3 Influencer marketing platform market size and growth prospect
- Fig. 4 Penetration & growth prospect mapping
- Fig. 5 Industry value chain analysis
- Fig. 6 Market dynamics
- Fig. 7 Porter's five forces analysis
- Fig. 8 PEST analysis
- Fig. 9 Influencer marketing platform market: Application analysis
- Fig. 10 Global influencer marketing platform market in a campaign management application, 2018 - 2030 (USD Billion)
- Fig. 11 Global influencer marketing platform market in search & discovery application, 2018 - 2030 (USD Billion)
- Fig. 12 Global influencer marketing platform market in analytics & reporting application, 2018 - 2030 (USD Billion)
- Fig. 13 Global influencer marketing platform market in an influencer management application, 2018 - 2030 (USD Billion)
- Fig. 14 Influencer marketing platform market: Organization size movement analysis
- Fig. 15 Global influencer marketing platform market in large enterprises, 2018 - 2030 (USD Billion)
- Fig. 16 Global influencer marketing platform market in SMEs, 2018 - 2030 (USD Billion)
- Fig. 17 Influencer marketing platform market: End-use movement analysis
- Fig. 18 Global influencer marketing platform market in food & entertainment, 2018 - 2030 (USD Billion)
- Fig. 19 Global influencer marketing platform market in sports & fitness, 2018 - 2030 (USD Billion)
- Fig. 20 Global influencer marketing platform market in travel & holiday, 2018 - 2030 (USD Billion)
- Fig. 21 Global influencer marketing platform market in fashion & lifestyle, 2018 - 2030 (USD Billion)
- Fig. 22 Global influencer marketing platform market in other industries, 2018 - 2030 (USD Billion)
- Fig. 23 Regional outlook, 2021 & 2030
- Fig. 24 North America influencer marketing platform market by application, 2018 - 2030 (USD Billion)
- Fig. 25 North America influencer marketing platform market by organization size, 2018 -

2030 (USD Billion)

Fig. 26 North America influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

Fig. 27 U.S. influencer marketing platform market by application, 2018 - 2030 (USD Billion)

Fig. 28 U.S. influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

Fig. 29 U.S. influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

Fig. 30 Canada influencer marketing platform market by application, 2018 - 2030 (USD Billion)

Fig. 31 Canada influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

Fig. 32 Canada influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

Fig. 33 Europe influencer marketing platform market, 2018 - 2030 (USD Billion)

Fig. 34 Europe influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

Fig. 35 Europe influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

Fig. 36 Germany influencer marketing platform market by application, 2018 - 2030 (USD Billion)

Fig. 37 Germany influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

Fig. 38 Germany influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

Fig. 39 U.K. influencer marketing platform market by application, 2018 - 2030 (USD Billion)

Fig. 40 U.K. influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

Fig. 41 U.K. influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

Fig. 42 Asia Pacific influencer marketing platform market, 2018 - 2030 (USD Billion)

Fig. 43 Asia Pacific influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

Fig. 44 Asia Pacific influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

Fig. 45 China influencer marketing platform market by application, 2018 - 2030 (USD Billion)

Fig. 46 China influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

Fig. 47 China influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

Fig. 48 India influencer marketing platform market by application, 2018 - 2030 (USD Billion)

Fig. 49 India influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

Fig. 50 India influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

Fig. 51 Japan influencer marketing platform market by application, 2018 - 2030 (USD Billion)

Fig. 52 Japan influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

Fig. 53 Japan influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

Fig. 54 Latin America influencer marketing platform market, 2018 - 2030 (USD Billion)

Fig. 55 Latin America influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

Fig. 56 Latin America influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

Fig. 57 Brazil influencer marketing platform market by application, 2018 - 2030 (USD Billion)

Fig. 58 Brazil influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

Fig. 59 Brazil influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

Fig. 60 Mexico influencer marketing platform market by application, 2018 - 2030 (USD Billion)

Fig. 61 Mexico influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

Fig. 62 Mexico influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

Fig. 63 MEA influencer marketing platform market by application, 2018 - 2030 (USD Billion)

Fig. 64 MEA influencer marketing platform market by organization size, 2018 - 2030 (USD Billion)

Fig. 65 MEA influencer marketing platform market by end-use, 2018 - 2030 (USD Billion)

Fig. 66 Market share analysis, 2021

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