

# Customer Relationship Management (CRM) Software - A Global Market Overview

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## Abstracts

### Global Customer Relationship Management (CRM) Market Trends and Outlook

The global Customer Relationship Management (CRM) market is undergoing a period of accelerated transformation, fueled by the convergence of artificial intelligence (AI), cloud computing, and rising expectations for personalized customer engagement. Valued at US\$62 billion in 2024, the Customer Relationship Management (CRM) market is projected to more than double, reaching US\$144 billion by 2030, with a compound annual growth rate (CAGR) of 15.1%. As businesses navigate increasingly complex customer journeys and omnichannel expectations, CRM solutions are evolving from standalone sales tools into integrated platforms for marketing, service, analytics, and compliance.

AI-driven innovation is the most disruptive force reshaping the CRM landscape. Features such as generative content creation, predictive lead scoring, and next-best-action recommendations are no longer optional, CRM buyers now expect intelligence and automation as core functionality. At the same time, vertical-specific demands are driving the shift toward industry-tailored solutions with built-in regulatory workflows and preconfigured modules. Organizations are also prioritizing CRM platforms that offer seamless integration across departments and third-party systems, enabling unified, real-time views of customer interactions.

Cloud deployment continues to dominate, supported by flexible subscription models, remote workforce enablement, and improved scalability. Over 85% of new CRM deployments in 2024 were cloud-based, underscoring a decisive move away from legacy on-premise systems. The market is also being democratized by the growing availability of low-code and modular CRM platforms, making advanced capabilities

accessible to smaller organizations with limited IT resources. These trends are accelerating adoption across emerging markets and smaller business segments, further broadening the global addressable market

## Customer Relationship Management (CRM) Regional Market Analysis

As of 2024, North America holds the largest share of the global CRM software market, accounting for approximately 40.3% of total revenues. This dominance is attributed to a mature enterprise IT environment, widespread adoption of cloud-native platforms, and continued innovation by market leaders such as Salesforce and Microsoft Dynamics 365. Enterprises in the region are increasingly leveraging AI-powered CRM functionalities and investing in industry-specific modules to meet compliance and personalization demands, particularly in sectors like financial services, healthcare, and retail. The Asia-Pacific region is projected to be the fastest-growing market, expanding at a CAGR of 19.1% between 2024 and 2030. Its rapid growth is driven by accelerating CRM adoption among small and midsize businesses, government-led digitalization initiatives, and the proliferation of mobile-first engagement strategies. Vendors like Zoho CRM, Freshworks, and localized cloud providers are gaining traction by offering affordable, modular platforms tailored to the needs of emerging markets.

## Customer Relationship Management (CRM) Market Analysis by Deployment Type

In 2024, cloud deployment dominates the global CRM software market, contributing over 60.2% of total revenues. This leadership is underpinned by strong enterprise demand for scalability, remote accessibility, and flexible subscription-based pricing models. Cloud-native platforms like Salesforce, HubSpot, and Zoho CRM are capitalizing on this shift by offering seamless upgrades, AI integration, and embedded compliance features that cater to evolving business and regulatory needs. Over the forecast period (2024-2030), cloud-based CRM is also the fastest-growing segment, expanding at a CAGR of 16.3%. This growth reflects the widespread transition toward digital-first customer engagement strategies and the rise of low-code/no-code platforms that simplify deployment across industries. As businesses increasingly favor rapid implementation, cross-platform integration, and usage-based pricing, cloud solutions are becoming the default choice for both large enterprises and SMBs.

## Customer Relationship Management (CRM) Market Analysis by Company Type

In 2024, large enterprises remain the dominant customer segment in the global CRM market, accounting for approximately 63.1% of total revenues. This leadership reflects

their greater capacity to invest in sophisticated, AI-driven platforms, industry-specific modules, and cross-functional integrations. Vendors such as Salesforce, Microsoft Dynamics 365, and Oracle continue to prioritize this segment with scalable, secure, and highly customizable CRM solutions tailored to complex enterprise needs across sectors like finance, healthcare, and government. However, small and medium-sized enterprises (SMEs) are the fastest-growing segment, projected to expand at a CAGR of 16.1% between 2024 and 2030. This acceleration is fueled by increased affordability of cloud CRM solutions, the rise of intuitive, low-code platforms, and bundled offerings with sales, marketing, and customer service capabilities. Vendors like HubSpot, Zoho CRM, and Freshworks are gaining market share by catering to SMEs' demand for rapid deployment, ease of use, and minimal IT dependency.

### Customer Relationship Management (CRM) Market Analysis by Application Type

In 2024, customer service applications accounted for the largest share of global CRM software revenues, contributing 22.1% of the total market. This reflects growing enterprise investments in AI-powered support tools, ticketing systems, and omnichannel case management as businesses strive to enhance post-sale engagement and retention. Major CRM vendors like Salesforce, Zendesk, and Zoho have continued to innovate in this space by embedding generative AI and real-time analytics to optimize service operations. Meanwhile, CRM analytics stands out as the fastest-growing application area, projected to expand at a CAGR of 18.7% between 2024 and 2030. This surge is being fueled by the proliferation of AI and machine learning tools that enable predictive modeling, customer segmentation, and next-best-action recommendations. Enterprises are increasingly seeking unified insights from vast customer datasets to personalize experiences, improve sales efficiency, and drive campaign ROI. Analytics platforms like Microsoft Dynamics 365 Customer Insights and Salesforce Tableau CRM are gaining prominence for delivering actionable intelligence across customer touchpoints.

### Customer Relationship Management (CRM) Market Analysis by Industry Sector

The banking, financial services, and insurance (BFSI) sector led the global CRM software market in 2024, contributing US\$12.5 billion or approximately 20.1% of total revenues. BFSI firms continue to prioritize CRM investments to enhance customer onboarding, streamline service delivery, and ensure regulatory compliance. Vendors like Salesforce, Oracle, and Microsoft Dynamics 365 have developed deep capabilities in this space, including AI-powered client insights, secure data workflows, and financial-specific modules for wealth and risk management. Looking ahead, retail & e-commerce

is expected to be the fastest-growing vertical, expanding at a CAGR of 18.5% between 2024 and 2030. Growth is fueled by heightened consumer expectations for real-time personalization, omnichannel integration, and predictive engagement strategies. CRM platforms are playing a central role in helping retailers orchestrate customer journeys across digital and physical channels.

## Customer Relationship Management (CRM) Market Report Scope

This global report on Customer Relationship Management (CRM) market analyzes the global and regional market based on Deployment Type, Company Type, Application Type, and Industry Sector for the period 2021-2030 with projection from 2024 to 2030 in terms of value in US\$. In addition to providing profiles of major companies operating in this space, the latest corporate and industrial developments have been covered to offer a clear panorama of how and where the market is progressing.

## Key Metrics

Historical Period: 2021-2024

Base Year: 2024

Forecast Period: 2024-2030

Units: Value market in US\$

Companies Mentioned: 35+

## Customer Relationship Management (CRM) Market by Geographic Region

North America (The United States, Canada and Mexico)

Europe (Germany, the United Kingdom, France, Italy, the Netherlands, Spain, Russia, Switzerland and Rest of Europe)

Asia-Pacific (China, Japan, India, Australia, Singapore, South Korea and Rest of Asia-Pacific)

South America (Brazil, Argentina, Colombia, Chile, Peru and Rest of South America)

Middle East & Africa (the United Arab Emirates, South Africa, Egypt, Saudi Arabia, Morocco, Kuwait, Qatar and Rest of Middle East & Africa)

## Customer Relationship Management (CRM) Market by Deployment Type

Cloud

On-Premise

## Customer Relationship Management (CRM) Market by Company Type

Large Enterprises

Small & Medium-sized Enterprises (SMEs)

## Customer Relationship Management (CRM) Market by Application Type

Customer Service

CRM Analytics

Customer Experience Management

Salesforce Automation

Marketing Automation

Social Media Automation

Other Applications

## Customer Relationship Management (CRM) Market by Industry Sector

Banking, Financial Services, and Insurance (BFSI)

IT & Telecom

Manufacturing

Government

Healthcare

Retail & Ecommerce

Energy & Utilities

Transportation

Education

Other Industry Sectors

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Allegiance  
Amdocs  
Aurea Software Inc.  
ClickUp  
Contactually  
Convergys Corporation  
Copper CRM, Inc.  
Creatio  
Freshworks Inc  
Huawei Technologies Co. Ltd  
HubSpot, Inc.  
IBM Corporation  
Infor Solutions Inc  
Infusion Software, Inc. (Keap)  
Insightly, Inc.  
ITC Infotech  
Jive Software  
Microsoft Corporation  
monday.com  
Nearstream  
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- Customer Experience Management

- Salesforce Automation

- Marketing Automation

- Social Media Automation

- Other Applications

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- Banking, Financial Services, and Insurance (BFSI)

- IT & Telecom

- Manufacturing

- Government

- Healthcare

- Retail & Ecommerce

- Energy & Utilities

- Transportation

- Education

- Other Industry Sectors

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