

Marketing Technology (MarTech) Market by Type (Digital Marketing, Offline Marketing), Product (Social Media Tools, Content Marketing Tools, Rich Media Tool, Automation Tool, Data and Analytics Tools, Sales Enablement Tools), Application (IT and Telecommunication, Retail and E-commerce, Healthcare, Media and Entertainment, Sports and Events, BFSI, Real Estate, and Others), and Region 2024-2032

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Abstracts

The global marketing technology (MarTech) market size reached US\$ 413.6 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 2,130.6 Billion by 2032, exhibiting a growth rate (CAGR) of 19.38% during 2024-2032. The growing demand for social media management tools, rising employment of chatbots, and increasing need to gain a holistic view of marketing efforts and measure the impact of campaigns among marketers represent some of the key factors driving the market.

Marketing technology (MarTech) refers to tools, platforms, and software applications that enable businesses to automate, streamline, and enhance their marketing efforts. It comprises customer relationship management (CRM) systems, marketing automation platforms, content management systems (CMS), social media management tools, and data analytics software. It offers a wide range of technologies and solutions that assist in planning, executing, analyzing, and managing various marketing activities. It provides marketers with advanced capabilities to target specific audiences, create personalized experiences, measure campaign effectiveness, and optimize marketing strategies. It assists in automating repetitive tasks, updating workflows, and gaining valuable insights

from data analysis. It also aids marketers in allocating their time and resources more strategically, focusing on creative and strategic aspects of marketing, and making data-driven decisions to optimize their campaigns. In addition, it helps track customer behavior, and deliver relevant content across various channels, such as email, social media, and websites.

Marketing Technology (MarTech) Market Trends:

At present, the increasing demand for MarTech among various industry verticals to stay competitive, keep pace with rapidly evolving consumer expectations, and adapt to changing market dynamics represents one of the key factors supporting the growth of the market. Besides this, the growing utilization of MarTech to gain a holistic view of marketing efforts, measure the impact of campaigns, and make data-driven decisions for continuous improvement is offering a favorable market outlook. In addition, there is a rise in the demand for MarTech to interact and communicate with colleagues working remotely across the globe. This, along with the increasing demand for MarTech tools that enable personalized marketing, such as customer data platforms (CDPs) and artificial intelligence (AI)-powered marketing automation, is strengthening the growth of the market. Moreover, the growing employment of MarTech solutions to eliminate manual processes and focus on strategic initiatives and creative aspects of numerous tasks is positively influencing the market. Apart from this, there is an increase in the demand for social media management tools that can be integrated with marketing automation platforms to create personalized and targeted campaigns. This, coupled with the rising employment of chatbots powered by artificial intelligence (AI) are widely being used on social media platforms to provide personalized customer service, engage with audiences, and drive conversions, is bolstering the growth of the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global marketing technology (MarTech) market, along with forecasts at the global, regional, and country levels from 2024-2032. Our report has categorized the market based on type, product, and application.

Type Insights:

Digital Marketing
Offline Marketing

The report has provided a detailed breakup and analysis of the marketing technology (MarTech) market based on the type. This includes digital marketing and offline

marketing. According to the report, digital marketing represented the largest segment.

Product Insights:

- Social Media Tools
- Content Marketing Tools
- Rich Media Tool
- Automation Tool
- Data and Analytics Tools
- Sales Enablement Tools

A detailed breakup and analysis of the marketing technology (MarTech) market based on the product has also been provided in the report. This includes social media tools, content marketing tools, rich media tool, automation tool, data and analytics tools, and sales enablement tools. According to the report, social media tools accounted for the largest market share.

Application Insights:

- IT and Telecommunication
- Retail and E-commerce
- Healthcare
- Media and Entertainment
- Sports and Events
- BFSI
- Real Estate
- Others

A detailed breakup and analysis of the marketing technology (MarTech) market based on the application has also been provided in the report. This includes IT and telecommunication, retail and e-commerce, healthcare, media and entertainment, sports and events, BFSI, real estate, and others. According to the report, healthcare accounted for the largest market share.

Regional Insights:

- North America
- United States
- Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America was the largest market for marketing technology (MarTech). Some of the factors driving the North America marketing technology (MarTech) market included the early and rapid adoption of advanced technologies, rising number of startups, increasing awareness about the benefits of MarTech, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global marketing technology (MarTech) market. Detailed profiles of all major companies have been provided. Some of the companies covered include Acoustic L.P., ActiveCampaign, Adobe Inc., Aptean Inc., Hubspot Inc., Microsoft Corporation, Oracle Corporation, Salesforce Inc., SAP SE, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

How has the global marketing technology (MarTech) market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global marketing technology (MarTech) market?

What is the impact of each driver, restraint, and opportunity on the global marketing technology (MarTech) market?

What are the key regional markets?

Which countries represent the most attractive marketing technology (MarTech) market?

What is the breakup of the market based on the type?

Which is the most attractive type in the marketing technology (MarTech) market?

What is the breakup of the market based on the product?

Which is the most attractive product in the marketing technology (MarTech) market?

What is the breakup of the market based on the application?

Which is the most attractive application in the marketing technology (MarTech) market?

What is the competitive structure of the global marketing technology (MarTech) market?

Who are the key players/companies in the global marketing technology (MarTech) market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL MARKETING TECHNOLOGY (MARTECH) MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY TYPE

- 6.1 Digital Marketing
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Offline Marketing
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY PRODUCT

7.1 Social Media Tools

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Content Marketing Tools

7.2.1 Market Trends

7.2.2 Market Forecast

7.3 Rich Media Tool

7.3.1 Market Trends

7.3.2 Market Forecast

7.4 Automation Tool

7.4.1 Market Trends

7.4.2 Market Forecast

7.5 Data and Analytics Tools

7.5.1 Market Trends

7.5.2 Market Forecast

7.6 Sales Enablement Tools

7.6.1 Market Trends

7.6.2 Market Forecast

8 MARKET BREAKUP BY APPLICATION

8.1 IT and Telecommunication

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Retail and E-commerce

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Healthcare

8.3.1 Market Trends

8.3.2 Market Forecast

8.4 Media and Entertainment

8.4.1 Market Trends

8.4.2 Market Forecast

8.5 Sports and Events

8.5.1 Market Trends

8.5.2 Market Forecast

8.6 BFSI

- 8.6.1 Market Trends
- 8.6.2 Market Forecast
- 8.7 Real Estate
 - 8.7.1 Market Trends
 - 8.7.2 Market Forecast
- 8.8 Others
 - 8.8.1 Market Trends
 - 8.8.2 Market Forecast

9 MARKET BREAKUP BY REGION

- 9.1 North America
 - 9.1.1 United States
 - 9.1.1.1 Market Trends
 - 9.1.1.2 Market Forecast
 - 9.1.2 Canada
 - 9.1.2.1 Market Trends
 - 9.1.2.2 Market Forecast
- 9.2 Asia-Pacific
 - 9.2.1 China
 - 9.2.1.1 Market Trends
 - 9.2.1.2 Market Forecast
 - 9.2.2 Japan
 - 9.2.2.1 Market Trends
 - 9.2.2.2 Market Forecast
 - 9.2.3 India
 - 9.2.3.1 Market Trends
 - 9.2.3.2 Market Forecast
 - 9.2.4 South Korea
 - 9.2.4.1 Market Trends
 - 9.2.4.2 Market Forecast
 - 9.2.5 Australia
 - 9.2.5.1 Market Trends
 - 9.2.5.2 Market Forecast
 - 9.2.6 Indonesia
 - 9.2.6.1 Market Trends
 - 9.2.6.2 Market Forecast
 - 9.2.7 Others
 - 9.2.7.1 Market Trends

9.2.7.2 Market Forecast

9.3 Europe

9.3.1 Germany

9.3.1.1 Market Trends

9.3.1.2 Market Forecast

9.3.2 France

9.3.2.1 Market Trends

9.3.2.2 Market Forecast

9.3.3 United Kingdom

9.3.3.1 Market Trends

9.3.3.2 Market Forecast

9.3.4 Italy

9.3.4.1 Market Trends

9.3.4.2 Market Forecast

9.3.5 Spain

9.3.5.1 Market Trends

9.3.5.2 Market Forecast

9.3.6 Russia

9.3.6.1 Market Trends

9.3.6.2 Market Forecast

9.3.7 Others

9.3.7.1 Market Trends

9.3.7.2 Market Forecast

9.4 Latin America

9.4.1 Brazil

9.4.1.1 Market Trends

9.4.1.2 Market Forecast

9.4.2 Mexico

9.4.2.1 Market Trends

9.4.2.2 Market Forecast

9.4.3 Others

9.4.3.1 Market Trends

9.4.3.2 Market Forecast

9.5 Middle East and Africa

9.5.1 Market Trends

9.5.2 Market Breakup by Country

9.5.3 Market Forecast

10 DRIVERS, RESTRAINTS, AND OPPORTUNITIES

- 10.1 Overview
- 10.2 Drivers
- 10.3 Restraints
- 10.4 Opportunities

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

- 12.1 Overview
- 12.2 Bargaining Power of Buyers
- 12.3 Bargaining Power of Suppliers
- 12.4 Degree of Competition
- 12.5 Threat of New Entrants
- 12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

- 14.1 Market Structure
- 14.2 Key Players
- 14.3 Profiles of Key Players
 - 14.3.1 Acoustic L.P.
 - 14.3.1.1 Company Overview
 - 14.3.1.2 Product Portfolio
 - 14.3.2 ActiveCampaign
 - 14.3.2.1 Company Overview
 - 14.3.2.2 Product Portfolio
 - 14.3.3 Adobe Inc.
 - 14.3.3.1 Company Overview
 - 14.3.3.2 Product Portfolio
 - 14.3.3.3 Financials
 - 14.3.3.4 SWOT Analysis
 - 14.3.4 Aptean Inc.
 - 14.3.4.1 Company Overview
 - 14.3.4.2 Product Portfolio
 - 14.3.5 Hubspot Inc.

- 14.3.5.1 Company Overview
- 14.3.5.2 Product Portfolio
- 14.3.6 Microsoft Corporation
 - 14.3.6.1 Company Overview
 - 14.3.6.2 Product Portfolio
 - 14.3.6.3 Financials
 - 14.3.6.4 SWOT Analysis
- 14.3.7 Oracle Corporation
 - 14.3.7.1 Company Overview
 - 14.3.7.2 Product Portfolio
 - 14.3.7.3 Financials
 - 14.3.7.4 SWOT Analysis
- 14.3.8 Salesforce Inc.
 - 14.3.8.1 Company Overview
 - 14.3.8.2 Product Portfolio
 - 14.3.8.3 Financials
 - 14.3.8.4 SWOT Analysis
- 14.3.9 SAP SE
 - 14.3.9.1 Company Overview
 - 14.3.9.2 Product Portfolio
 - 14.3.9.3 Financials
 - 14.3.9.4 SWOT Analysis

Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

List Of Tables

LIST OF TABLES

Table 1: Global: Marketing Technology Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Marketing Technology Market Forecast: Breakup by Type (in Million US\$), 2024-2032

Table 3: Global: Marketing Technology Market Forecast: Breakup by Product (in Million US\$), 2024-2032

Table 4: Global: Marketing Technology Market Forecast: Breakup by Application (in Million US\$), 2024-2032

Table 5: Global: Marketing Technology Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 6: Global: Marketing Technology Market: Competitive Structure

Table 7: Global: Marketing Technology Market: Key Players

List Of Figures

LIST OF FIGURES

- Figure 1: Global: Marketing Technology Market: Major Drivers and Challenges
- Figure 2: Global: Marketing Technology Market: Sales Value (in Billion US\$), 2018-2023
- Figure 3: Global: Marketing Technology Market Forecast: Sales Value (in Billion US\$), 2024-2032
- Figure 4: Global: Marketing Technology Market: Breakup by Type (in %), 2023
- Figure 5: Global: Marketing Technology Market: Breakup by Product (in %), 2023
- Figure 6: Global: Marketing Technology Market: Breakup by Application (in %), 2023
- Figure 7: Global: Marketing Technology Market: Breakup by Region (in %), 2023
- Figure 8: Global: Marketing Technology (Digital Marketing) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 9: Global: Marketing Technology (Digital Marketing) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 10: Global: Marketing Technology (Offline Marketing) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 11: Global: Marketing Technology (Offline Marketing) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 12: Global: Marketing Technology (Social Media Tools) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 13: Global: Marketing Technology (Social Media Tools) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 14: Global: Marketing Technology (Content Marketing Tools) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 15: Global: Marketing Technology (Content Marketing Tools) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 16: Global: Marketing Technology (Rich Media Tool) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 17: Global: Marketing Technology (Rich Media Tool) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 18: Global: Marketing Technology (Automation Tool) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 19: Global: Marketing Technology (Automation Tool) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 20: Global: Marketing Technology (Data and Analytics Tools) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 21: Global: Marketing Technology (Data and Analytics Tools) Market Forecast:

Sales Value (in Million US\$), 2024-2032

Figure 22: Global: Marketing Technology (Sales Enablement Tools) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 23: Global: Marketing Technology (Sales Enablement Tools) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 24: Global: Marketing Technology (IT and Telecommunication) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 25: Global: Marketing Technology (IT and Telecommunication) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 26: Global: Marketing Technology (Retail and E-commerce) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 27: Global: Marketing Technology (Retail and E-commerce) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 28: Global: Marketing Technology (Healthcare) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 29: Global: Marketing Technology (Healthcare) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 30: Global: Marketing Technology (Media and Entertainment) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 31: Global: Marketing Technology (Media and Entertainment) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 32: Global: Marketing Technology (Sports and Events) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 33: Global: Marketing Technology (Sports and Events) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 34: Global: Marketing Technology (BFSI) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 35: Global: Marketing Technology (BFSI) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 36: Global: Marketing Technology (Real Estate) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 37: Global: Marketing Technology (Real Estate) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 38: Global: Marketing Technology (Other Applications) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 39: Global: Marketing Technology (Other Applications) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 40: North America: Marketing Technology Market: Sales Value (in Million US\$), 2018 & 2023

Figure 41: North America: Marketing Technology Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 42: United States: Marketing Technology Market: Sales Value (in Million US\$), 2018 & 2023

Figure 43: United States: Marketing Technology Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 44: Canada: Marketing Technology Market: Sales Value (in Million US\$), 2018 & 2023

Figure 45: Canada: Marketing Technology Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 46: Asia-Pacific: Marketing Technology Market: Sales Value (in Million US\$), 2018 & 2023

Figure 47: Asia-Pacific: Marketing Technology Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 48: China: Marketing Technology Market: Sales Value (in Million US\$), 2018 & 2023

Figure 49: China: Marketing Technology Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 50: Japan: Marketing Technology Market: Sales Value (in Million US\$), 2018 & 2023

Figure 51: Japan: Marketing Technology Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 52: India: Marketing Technology Market: Sales Value (in Million US\$), 2018 & 2023

Figure 53: India: Marketing Technology Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 54: South Korea: Marketing Technology Market: Sales Value (in Million US\$), 2018 & 2023

Figure 55: South Korea: Marketing Technology Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 56: Australia: Marketing Technology Market: Sales Value (in Million US\$), 2018 & 2023

Figure 57: Australia: Marketing Technology Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 58: Indonesia: Marketing Technology Market: Sales Value (in Million US\$), 2018 & 2023

Figure 59: Indonesia: Marketing Technology Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 60: Others: Marketing Technology Market: Sales Value (in Million US\$), 2018 &

2023

Figure 61: Others: Marketing Technology Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 62: Europe: Marketing Technology Market: Sales Value (in Million US\$), 2018 & 2023

Figure 63: Europe: Marketing Technology Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 64: Germany: Marketing Technology Market: Sales Value (in Million US\$), 2018 & 2023

Figure 65: Germany: Marketing Technology Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 66: France: Marketing Technology Market: Sales Value (in Million US\$), 2018 & 2023

Figure 67: France: Marketing Technology Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 68: United Kingdom: Marketing Technology Market: Sales Value (in Million US\$), 2018 & 2023

Figure 69: United Kingdom: Marketing Technology Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 70: Italy: Marketing Technology Market: Sales Value (in Million US\$), 2018 & 2023

Figure 71: Italy: Marketing Technology Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 72: Spain: Marketing Technology Market: Sales Value (in Million US\$), 2018 & 2023

Figure 73: Spain: Marketing Technology Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 74: Russia: Marketing Technology Market: Sales Value (in Million US\$), 2018 & 2023

Figure 75: Russia: Marketing Technology Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 76: Others: Marketing Technology Market: Sales Value (in Million US\$), 2018 & 2023

Figure 77: Others: Marketing Technology Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 78: Latin America: Marketing Technology Market: Sales Value (in Million US\$), 2018 & 2023

Figure 79: Latin America: Marketing Technology Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 80: Brazil: Marketing Technology Market: Sales Value (in Million US\$), 2018 & 2023

Figure 81: Brazil: Marketing Technology Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 82: Mexico: Marketing Technology Market: Sales Value (in Million US\$), 2018 & 2023

Figure 83: Mexico: Marketing Technology Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 84: Others: Marketing Technology Market: Sales Value (in Million US\$), 2018 & 2023

Figure 85: Others: Marketing Technology Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 86: Middle East and Africa: Marketing Technology Market: Sales Value (in Million US\$), 2018 & 2023

Figure 87: Middle East and Africa: Marketing Technology Market: Breakup by Country (in %), 2023

Figure 88: Middle East and Africa: Marketing Technology Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 89: Global: Marketing Technology Industry: Drivers, Restraints, and Opportunities

Figure 90: Global: Marketing Technology Industry: Value Chain Analysis

Figure 91: Global: Marketing Technology Industry: Porter's Five Forces Analysis

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