

# **Project Portfolio Management Market Report by Component (Software, Services), Solution Type (Information Technology Solutions, New Product Development Solutions, and Others), Deployment Type (On-premises, Cloud-based), Organization Size (Large Enterprises, Small and Medium Enterprises), Vertical (Energy and Utilities, Government and Defense, IT and Telecom, Banking, Financial and Insurance Services, Manufacturing, Healthcare and Life Science, Consumer Goods and Retail, and Others), and Region 2024-2032**

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## **Abstracts**

The global project portfolio management market size reached US\$ 6.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 13.6 Billion by 2032, exhibiting a growth rate (CAGR) of 9.13% during 2024-2032. The increasing focus on data driven decision making, rising number of M&As that often result in an enlarged project portfolio, and the growing focus on maximizing the ROI are some of the major factors propelling the market.

Project portfolio management (PPM) is a strategic approach used by organizations to plan, prioritize, and manage projects and programs. It aligns these projects with the overall objectives and resources of the company. PPM helps organizations make informed decisions by evaluating the potential returns, risks, and resource allocation for a set of proposed or ongoing projects. It also assists in executing individual projects and selecting the right combination of projects to best achieve organizational goals. It

ensures that resources like time, money, and manpower are allocated effectively across various projects.

The growing emphasis on data driven decision making is increasing the adoption of PPM that allows organizations to collect valuable project-related data, which facilitates better, more informed decision-making around the world. Moreover, the rising number of mergers and acquisitions (M&As) that often result in an enlarged project portfolio is driving the need for PPM solutions to manage the diverse and expanded set of initiatives efficiently. In addition, the growing focus on maximizing the return on investment (ROI) for projects is influencing the demand for PPM to help in the selection and prioritization of projects based on their potential ROI, which contributes to better financial performance. Apart from this, increasing reliance on external vendors and contractors for project completion is favoring the growth of the market. Furthermore, the rising adoption of PPM for effective resource management, which ensures that projects do not suffer due to resource constraints, is strengthening the growth of the market.

#### Project Portfolio Management Market Trends/Drivers:

##### Increase in complexity of projects

One of the main factors driving the demand for PPM is the growing complexity of projects in various industries. As companies expand their operations, either by scaling existing projects or initiating new ones, the number of variables involved also multiplies. These include resource allocation, cost constraints, and timeline adjustments, among others. Managing these intricate details across multiple projects becomes challenging. PPM tools help businesses centralize all project-related information, thus allowing managers to get a holistic view of the entire portfolio. This clarity is essential for making informed decisions, optimizing resource distribution, and ensuring that projects align with organizational goals.

##### Rise in need for agile decision making

The business landscape is evolving rapidly, fueled by advancements in technology and changes in consumer behavior. Organizations are required to adapt quickly to remain competitive. Traditional project management methods often fall short in this dynamic environment, as they do not allow for real-time adjustments. PPM enables agile decision-making by providing a real-time overview of all ongoing projects. Managers can easily prioritize tasks, reallocate resources, and shift focus as needed to meet new challenges or capitalize on emerging opportunities.

## Growing regulatory compliance

Organizations today operate in a highly regulated environment. Whether it is data protection laws or industry-specific regulations, companies must ensure that their projects comply with relevant legal standards. Non-compliance can result in hefty fines and reputational damage. PPM tools can integrate compliance checks and balances into the project workflow, which makes it easier for businesses to adhere to laws and guidelines. This proactive approach to compliance management mitigates risks and instills a sense of reliability among stakeholders.

### Project Portfolio Management Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market report, along with forecasts at the global, regional, and country levels from 2024-2032. Our report has categorized the market based on component, solution type, deployment type, organization size, and vertical.

### Breakup by Component:

Software  
Services

### Software dominates the market

The report has provided a detailed breakup and analysis of the market based on the component. This includes software and services. According to the report, software represented the largest segment. PPM software plays a critical role in optimizing the allocation of resources, scheduling tasks, and facilitating decision-making processes. PPM software offers a centralized platform where stakeholders can easily access vital project data, track performance metrics, and evaluate progress. It often comes equipped with features for resource allocation, risk assessment, and cost-benefit analysis, making it easier to compare various projects and decide which ones align with the strategic objectives of the organization.

Services in PPM encompass a range of consulting and advisory solutions aimed at helping organizations achieve their project goals more effectively. These services can include strategic planning, process optimization, and change management. Experts in the field of PPM offer insights on best practices, tailored to the unique needs and challenges of the organization. They can conduct audits, offer training, and assist in the implementation of PPM software solutions.

### Breakup by Solution Type:

Information Technology Solutions  
New Product Development Solutions  
Others

Information technology solutions hold the largest share in the market

A detailed breakup and analysis of the market based on the solution type has also been provided in the report. This includes information technology solutions, new product development solutions, and others. According to the report, information technology solutions accounted for the largest market share. Information technology (IT) solutions in PPM primarily focus on managing an array of technology projects that are critical for operations and strategic goals of an organization. These solutions help align IT projects with business objectives by prioritizing tasks based on factors such as cost, timeline, and expected outcomes. IT PPM tools can help manage software development, system upgrades, or cybersecurity initiatives. They often feature real-time dashboards and analytics to monitor key performance indicators such as resource utilization, budget adherence, and project timelines.

New product development (NPD) solutions in PPM aim to streamline the process of bringing a new product from conception to market. These solutions are designed to manage the unique challenges associated with product development, such as market research, prototyping, and go-to-market strategies. They enable project managers and stakeholders to keep tabs on multiple aspects like customer needs, competitor analysis, and regulatory compliance.

### Breakup by Deployment Type:

On-premises  
Cloud-based

On-premises dominate the market

The report has provided a detailed breakup and analysis of the market based on the deployment type. This includes on-premises and cloud-based. According to the report, on-premises represented the largest segment. On-premises deployment of PPM involves installing and running the PPM software on the servers and infrastructure of an

organization. This deployment type offers a high level of control over the system, as the organization is responsible for all aspects of maintenance, updates, and security. This can be beneficial for organizations that have stringent compliance requirements or sensitive data that they prefer not to move to a third-party server.

Cloud-based deployment of PPM software involves hosting the PPM solution on remote servers, which are maintained by a third-party provider. This deployment type is generally more flexible and scalable than on-premises solutions, which allows organizations to quickly adapt to changing needs. Cloud-based PPM solutions are accessible from anywhere with an internet connection, which facilitates better collaboration among team members who can be geographically dispersed.

#### Breakup by Organization Size:

Large Enterprises

Small and Medium Enterprises

Large enterprises hold the largest share in the market

A detailed breakup and analysis of the market based on the organization size has also been provided in the report. This includes large enterprises and small and medium enterprises. According to the report, large enterprises accounted for the largest market share. In large enterprises, PPM becomes an essential tool for aligning multiple projects with the strategic objectives of the company. Given the scale and complexity of operations, large organizations often have numerous projects running simultaneously across various departments. The stakes are high, both in terms of financial investment and human resources. In this setting, PPM solutions offer advanced features like real-time dashboards, complex risk-assessment modules, and extensive reporting capabilities. These features help senior management and project managers make informed decisions, optimizing resource allocation and maximizing ROI. Large enterprises often have the budget and IT infrastructure to deploy either on-premises or cloud-based PPM solutions, depending on their specific requirements.

#### Breakup by Vertical:

Energy and Utilities

Government and Defense

IT and Telecom

Banking, Financial and Insurance Services

Manufacturing  
Healthcare and Life Science  
Consumer Goods and Retail  
Others

BFSI dominates the market

The report has provided a detailed breakup and analysis of the market based on the vertical. This includes energy and utilities, government and defense, IT and telecom, banking, financial and insurance services, manufacturing, healthcare and life science, consumer goods and retail, and others. According to the report, BFSI represented the largest segment. The banking, financial services, and insurance (BFSI) sector involves a plethora of projects ranging from risk management initiatives to digital transformation efforts. PPM tools help financial institutions prioritize and manage projects that align with both regulatory requirements and business objectives. These solutions often feature robust security measures and compliance tracking functionalities to ensure that all projects meet the stringent guidelines set forth by financial regulators. They also facilitate better resource allocation and risk assessment, which enables institutions to optimize costs while maintaining the highest standards of service.

In the energy and utilities sector, PPM serves as a critical tool for overseeing a wide range of projects that can vary from infrastructure development to renewable energy initiatives. The sector is capital-intensive and highly regulated, which requires meticulous planning and execution. PPM solutions in this vertical help organizations prioritize projects based on multiple factors such as regulatory compliance, environmental impact, and return on investment. These tools offer functionalities like risk assessment and resource allocation that are specifically tailored to the complexities of energy projects, such as long lead times and compliance with environmental standards.

Breakup by Region:

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

North America exhibits a clear dominance, accounting for the largest project portfolio management market share

The market research 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 accounted for the largest market share.

The increasing demand for automation across various workplaces represent one of the primary factors driving the demand for PPM in the North America region. Moreover, the rising adoption of cloud computing in organizations is favoring the growth of the market in the region. Besides this, the rising adoption of remote working modules, especially in the technology and finance sectors, is influencing the market positively in the region.

Asia Pacific is estimated to witness stable growth, owing to significant improvement in the IT infrastructure, increased adoption by SMEs, integration of advanced technologies, etc.

**Competitive Landscape:**



The leading companies are integrating artificial intelligence (AI), machine learning (ML), cloud computing, blockchain, internet of things (IoT), and sensors in PPM. These advancements can help analyze historical project data to predict future outcomes, such as the likelihood of project success or potential delays and can aid in resource allocation by predicting the best-fit resources for various project tasks based on past performance and skill sets. These technological solutions offer transparency and security, particularly in complex projects where multiple stakeholders are involved and can be used for secure and unchangeable logging of project milestones or financial transactions. Moreover, key players are developing mobile applications for PPM tools that have made it easier for team members to update project statuses, view dashboards, or communicate with each other on the go.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Broadcom Inc.  
Celoxis Technologies Pvt. Ltd.  
HP Development Company  
Innotas  
KeyedIn Solutions LLC  
Microsoft Corporation  
Oracle Corporation  
Planisware  
Planview Inc.  
SAP SE  
Workfront Inc.

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

#### Recent Developments:

In July 2023, Broadcom Inc. announced that it will embrace the AI revolution for introducing a new era of efficiency and optimization in project portfolio management (PPM).

In 2021, Planview Inc. acquired Clarizen and Changepoint, two leading Project Portfolio Management (PPM) providers, to accelerate their Agile and PPM transformations and reinvent the future of on-strategy delivery.

In 2022, Oracle Corporation developed a new solution called workflow manager, which



would assist field service teams in providing consistent and effective support.

### Key Questions Answered in This Report

1. How big is the global project portfolio management market?
2. What is the expected growth rate of the global project portfolio management market during 2024-2032?
3. What are the key factors driving the global project portfolio management market?
4. What has been the impact of COVID-19 on the global project portfolio management market?
5. What is the breakup of the global project portfolio management market based on the component?
6. What is the breakup of the global project portfolio management market based on the solution type?
7. What is the breakup of the global project portfolio management market based on the deployment type?
8. What is the breakup of the global project portfolio management market based on the organization size?
9. What is the breakup of the global project portfolio management market based on the vertical?
10. What are the key regions in the global project portfolio management market?
11. Who are the key players/companies in the global project portfolio management 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 PROJECT PORTFOLIO MANAGEMENT MARKET**

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

### **6 MARKET BREAKUP BY COMPONENT**

- 6.1 Software
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Services
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast

## **7 MARKET BREAKUP BY SOLUTION TYPE**

### 7.1 Information Technology Solutions

#### 7.1.1 Market Trends

#### 7.1.2 Market Forecast

### 7.2 New Product Development Solutions

#### 7.2.1 Market Trends

#### 7.2.2 Market Forecast

### 7.3 Others

#### 7.3.1 Market Trends

#### 7.3.2 Market Forecast

## **8 MARKET BREAKUP BY DEPLOYMENT TYPE**

### 8.1 On-premises

#### 8.1.1 Market Trends

#### 8.1.2 Market Forecast

### 8.2 Cloud-based

#### 8.2.1 Market Trends

#### 8.2.2 Market Forecast

## **9 MARKET BREAKUP BY ORGANIZATION SIZE**

### 9.1 Large Enterprises

#### 9.1.1 Market Trends

#### 9.1.2 Market Forecast

### 9.2 Small and Medium Enterprises

#### 9.2.1 Market Trends

#### 9.2.2 Market Forecast

## **10 MARKET BREAKUP BY VERTICAL**

### 10.1 Energy and Utilities

#### 10.1.1 Market Trends

#### 10.1.2 Market Forecast

### 10.2 Government and Defense

#### 10.2.1 Market Trends

#### 10.2.2 Market Forecast

### 10.3 IT and Telecom

- 10.3.1 Market Trends
- 10.3.2 Market Forecast
- 10.4 Banking, Financial and Insurance Services
  - 10.4.1 Market Trends
  - 10.4.2 Market Forecast
- 10.5 Manufacturing
  - 10.5.1 Market Trends
  - 10.5.2 Market Forecast
- 10.6 Healthcare and Life Science
  - 10.6.1 Market Trends
  - 10.6.2 Market Forecast
- 10.7 Consumer Goods and Retail
  - 10.7.1 Market Trends
  - 10.7.2 Market Forecast
- 10.8 Others
  - 10.8.1 Market Trends
  - 10.8.2 Market Forecast

## **11 MARKET BREAKUP BY REGION**

- 11.1 North America
  - 11.1.1 United States
    - 11.1.1.1 Market Trends
    - 11.1.1.2 Market Forecast
  - 11.1.2 Canada
    - 11.1.2.1 Market Trends
    - 11.1.2.2 Market Forecast
- 11.2 Asia Pacific
  - 11.2.1 China
    - 11.2.1.1 Market Trends
    - 11.2.1.2 Market Forecast
  - 11.2.2 Japan
    - 11.2.2.1 Market Trends
    - 11.2.2.2 Market Forecast
  - 11.2.3 India
    - 11.2.3.1 Market Trends
    - 11.2.3.2 Market Forecast
  - 11.2.4 South Korea
    - 11.2.4.1 Market Trends

- 11.2.4.2 Market Forecast
- 11.2.5 Australia
  - 11.2.5.1 Market Trends
  - 11.2.5.2 Market Forecast
- 11.2.6 Indonesia
  - 11.2.6.1 Market Trends
  - 11.2.6.2 Market Forecast
- 11.2.7 Others
  - 11.2.7.1 Market Trends
  - 11.2.7.2 Market Forecast
- 11.3 Europe
  - 11.3.1 Germany
    - 11.3.1.1 Market Trends
    - 11.3.1.2 Market Forecast
  - 11.3.2 France
    - 11.3.2.1 Market Trends
    - 11.3.2.2 Market Forecast
  - 11.3.3 United Kingdom
    - 11.3.3.1 Market Trends
    - 11.3.3.2 Market Forecast
  - 11.3.4 Italy
    - 11.3.4.1 Market Trends
    - 11.3.4.2 Market Forecast
  - 11.3.5 Spain
    - 11.3.5.1 Market Trends
    - 11.3.5.2 Market Forecast
  - 11.3.6 Russia
    - 11.3.6.1 Market Trends
    - 11.3.6.2 Market Forecast
  - 11.3.7 Others
    - 11.3.7.1 Market Trends
    - 11.3.7.2 Market Forecast
- 11.4 Latin America
  - 11.4.1 Brazil
    - 11.4.1.1 Market Trends
    - 11.4.1.2 Market Forecast
  - 11.4.2 Mexico
    - 11.4.2.1 Market Trends
    - 11.4.2.2 Market Forecast

- 11.4.3 Others
  - 11.4.3.1 Market Trends
  - 11.4.3.2 Market Forecast
- 11.5 Middle East and Africa
  - 11.5.1 Market Trends
  - 11.5.2 Market Breakup by Country
  - 11.5.3 Market Forecast

## **12 SWOT ANALYSIS**

- 12.1 Overview
- 12.2 Strengths
- 12.3 Weaknesses
- 12.4 Opportunities
- 12.5 Threats

## **13 VALUE CHAIN ANALYSIS**

## **14 PORTERS FIVE FORCES ANALYSIS**

- 14.1 Overview
- 14.2 Bargaining Power of Buyers
- 14.3 Bargaining Power of Suppliers
- 14.4 Degree of Competition
- 14.5 Threat of New Entrants
- 14.6 Threat of Substitutes

## **15 COMPETITIVE LANDSCAPE**

- 15.1 Market Structure
- 15.2 Key Players
- 15.3 Profiles of Key Players
  - 15.3.1 Broadcom Inc.
    - 15.3.1.1 Company Overview
    - 15.3.1.2 Product Portfolio
    - 15.3.1.3 Financials
    - 15.3.1.4 SWOT Analysis
  - 15.3.2 Celoxis Technologies Pvt. Ltd.
    - 15.3.2.1 Company Overview

- 15.3.2.2 Product Portfolio
- 15.3.3 HP Development Company
  - 15.3.3.1 Company Overview
  - 15.3.3.2 Product Portfolio
  - 15.3.3.3 Financials
  - 15.3.3.4 SWOT Analysis
- 15.3.4 Innotas
  - 15.3.4.1 Company Overview
  - 15.3.4.2 Product Portfolio
- 15.3.5 KeyedIn Solutions LLC
  - 15.3.5.1 Company Overview
  - 15.3.5.2 Product Portfolio
- 15.3.6 Microsoft Corporation
  - 15.3.6.1 Company Overview
  - 15.3.6.2 Product Portfolio
  - 15.3.6.3 Financials
  - 15.3.6.4 SWOT Analysis
- 15.3.7 Oracle Corporation
  - 15.3.7.1 Company Overview
  - 15.3.7.2 Product Portfolio
  - 15.3.7.3 Financials
  - 15.3.7.4 SWOT Analysis
- 15.3.8 Planisware
  - 15.3.8.1 Company Overview
  - 15.3.8.2 Product Portfolio
  - 15.3.8.3 Financials
- 15.3.9 Planview Inc.
  - 15.3.9.1 Company Overview
  - 15.3.9.2 Product Portfolio
- 15.3.10 SAP SE
  - 15.3.10.1 Company Overview
  - 15.3.10.2 Product Portfolio
- 15.3.11 Workfront Inc.
  - 15.3.11.1 Company Overview
  - 15.3.11.2 Product Portfolio



## List Of Tables

### LIST OF TABLES

Table 1: Global: Project Portfolio Management Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Project Portfolio Management Market Forecast: Breakup by Component (in Million US\$), 2024-2032

Table 3: Global: Project Portfolio Management Market Forecast: Breakup by Solution Type (in Million US\$), 2024-2032

Table 4: Global: Project Portfolio Management Market Forecast: Breakup by Deployment Type (in Million US\$), 2024-2032

Table 5: Global: Project Portfolio Management Market Forecast: Breakup by Organization Size (in Million US\$), 2024-2032

Table 6: Global: Project Portfolio Management Market Forecast: Breakup by Vertical (in Million US\$), 2024-2032

Table 7: Global: Project Portfolio Management Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 8: Global: Project Portfolio Management Market Structure

Table 9: Global: Project Portfolio Management Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Project Portfolio Management Market: Major Drivers and Challenges

Figure 2: Global: Project Portfolio Management Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Project Portfolio Management Market: Breakup by Component (in %), 2023

Figure 4: Global: Project Portfolio Management Market: Breakup by Solution Type (in %), 2023

Figure 5: Global: Project Portfolio Management Market: Breakup by Deployment Type (in %), 2023

Figure 6: Global: Project Portfolio Management Market: Breakup by Organization Size (in %), 2023

Figure 7: Global: Project Portfolio Management Market: Breakup by Vertical (in %), 2023

Figure 8: Global: Project Portfolio Management Market: Breakup by Region (in %), 2023

Figure 9: Global: Project Portfolio Management Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 10: Global: Project Portfolio Management (Software) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 11: Global: Project Portfolio Management (Software) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 12: Global: Project Portfolio Management (Services) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 13: Global: Project Portfolio Management (Services) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 14: Global: Project Portfolio Management (Information Technology Solutions) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 15: Global: Project Portfolio Management (Information Technology Solutions) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 16: Global: Project Portfolio Management (New Product Development Solutions) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 17: Global: Project Portfolio Management (New Product Development Solutions) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 18: Global: Project Portfolio Management (Others) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 19: Global: Project Portfolio Management (Others) Market Forecast: Sales Value

(in Million US\$), 2024-2032

Figure 20: Global: Project Portfolio Management (On-premises) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 21: Global: Project Portfolio Management (On-premises) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 22: Global: Project Portfolio Management (Cloud-based) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 23: Global: Project Portfolio Management (Cloud-based) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 24: Global: Project Portfolio Management (Large Enterprises) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 25: Global: Project Portfolio Management (Large Enterprises) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 26: Global: Project Portfolio Management (Small and Medium Enterprises) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 27: Global: Project Portfolio Management (Small and Medium Enterprises) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 28: Global: Project Portfolio Management (Energy and Utilities) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 29: Global: Project Portfolio Management (Energy and Utilities) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 30: Global: Project Portfolio Management (Government and Defense) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 31: Global: Project Portfolio Management (Government and Defense) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 32: Global: Project Portfolio Management (IT and Telecom) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 33: Global: Project Portfolio Management (IT and Telecom) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 34: Global: Project Portfolio Management (Banking, Financial and Insurance Services) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 35: Global: Project Portfolio Management (Banking, Financial and Insurance Services) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 36: Global: Project Portfolio Management (Manufacturing) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 37: Global: Project Portfolio Management (Manufacturing) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 38: Global: Project Portfolio Management (Healthcare and Life Science) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 39: Global: Project Portfolio Management (Healthcare and Life Science) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 40: Global: Project Portfolio Management (Consumer Goods and Retail) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 41: Global: Project Portfolio Management (Consumer Goods and Retail) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 42: Global: Project Portfolio Management (Other Verticals) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 43: Global: Project Portfolio Management (Other Verticals) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 44: North America: Project Portfolio Management Market: Sales Value (in Million US\$), 2018 & 2023

Figure 45: North America: Project Portfolio Management Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 46: United States: Project Portfolio Management Market: Sales Value (in Million US\$), 2018 & 2023

Figure 47: United States: Project Portfolio Management Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 48: Canada: Project Portfolio Management Market: Sales Value (in Million US\$), 2018 & 2023

Figure 49: Canada: Project Portfolio Management Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 50: Asia Pacific: Project Portfolio Management Market: Sales Value (in Million US\$), 2018 & 2023

Figure 51: Asia Pacific: Project Portfolio Management Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 52: China: Project Portfolio Management Market: Sales Value (in Million US\$), 2018 & 2023

Figure 53: China: Project Portfolio Management Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 54: Japan: Project Portfolio Management Market: Sales Value (in Million US\$), 2018 & 2023

Figure 55: Japan: Project Portfolio Management Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 56: India: Project Portfolio Management Market: Sales Value (in Million US\$), 2018 & 2023

Figure 57: India: Project Portfolio Management Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 58: South Korea: Project Portfolio Management Market: Sales Value (in Million

US\$), 2018 & 2023

Figure 59: South Korea: Project Portfolio Management Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 60: Australia: Project Portfolio Management Market: Sales Value (in Million US\$), 2018 & 2023

Figure 61: Australia: Project Portfolio Management Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 62: Indonesia: Project Portfolio Management Market: Sales Value (in Million US\$), 2018 & 2023

Figure 63: Indonesia: Project Portfolio Management Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 64: Others: Project Portfolio Management Market: Sales Value (in Million US\$), 2018 & 2023

Figure 65: Others: Project Portfolio Management Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 66: Europe: Project Portfolio Management Market: Sales Value (in Million US\$), 2018 & 2023

Figure 67: Europe: Project Portfolio Management Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 68: Germany: Project Portfolio Management Market: Sales Value (in Million US\$), 2018 & 2023

Figure 69: Germany: Project Portfolio Management Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 70: France: Project Portfolio Management Market: Sales Value (in Million US\$), 2018 & 2023

Figure 71: France: Project Portfolio Management Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 72: United Kingdom: Project Portfolio Management Market: Sales Value (in Million US\$), 2018 & 2023

Figure 73: United Kingdom: Project Portfolio Management Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 74: Italy: Project Portfolio Management Market: Sales Value (in Million US\$), 2018 & 2023

Figure 75: Italy: Project Portfolio Management Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 76: Spain: Project Portfolio Management Market: Sales Value (in Million US\$), 2018 & 2023

Figure 77: Spain: Project Portfolio Management Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 78: Russia: Project Portfolio Management Market: Sales Value (in Million US\$), 2018 & 2023

Figure 79: Russia: Project Portfolio Management Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 80: Others: Project Portfolio Management Market: Sales Value (in Million US\$), 2018 & 2023

Figure 81: Others: Project Portfolio Management Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 82: Latin America: Project Portfolio Management Market: Sales Value (in Million US\$), 2018 & 2023

Figure 83: Latin America: Project Portfolio Management Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 84: Brazil: Project Portfolio Management Market: Sales Value (in Million US\$), 2018 & 2023

Figure 85: Brazil: Project Portfolio Management Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 86: Mexico: Project Portfolio Management Market: Sales Value (in Million US\$), 2018 & 2023

Figure 87: Mexico: Project Portfolio Management Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 88: Others: Project Portfolio Management Market: Sales Value (in Million US\$), 2018 & 2023

Figure 89: Others: Project Portfolio Management Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 90: Middle East and Africa: Project Portfolio Management Market: Sales Value (in Million US\$), 2018 & 2023

Figure 91: Middle East and Africa: Project Portfolio Management Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 92: Global: Project Portfolio Management Industry: SWOT Analysis

Figure 93: Global: Project Portfolio Management Industry: Value Chain Analysis

Figure 94: Global: Project Portfolio Management Industry: Porter's Five Forces Analysis



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