

Tag Management System Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global tag management system market size reached US\$ 796.3 Million in 2021. Looking forward, IMARC Group expects the market to reach US\$ 1,698.7 Million by 2027, exhibiting a growth rate (CAGR) of 13.4% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic. These insights are included in the report as a major market contributor.

A tag management system (TMS) is software that enables non-technical marketing professionals to maintain segments of JavaScript code. It assists in implementing, managing, and maintaining tags used in digital marketing. Besides this, it aids in building a best-in-class marketing stack, accelerating campaign time, improving website performance, reducing costs and focusing on businesses, and ensuring data governance and protection. As it also provides a foundation for an organization's data collection while helping in improving customer experiences, the demand for TMS is escalating around the world.

Tag Management System Market Trends:

Due to the growing time individuals spend on the Internet for entertainment and news, there is a rise in the utilization of digital marketing solutions worldwide. This represents one of the key factors strengthening the growth of the market. TMS is a user-friendly software that offers a better customer experience and helps track page views, events, remarketing lists, cross-domain tracking, and in-app analytics. As it also provides digital marketers flexibility and control to implement and optimize digital experiences while reducing information and technology (IT) dependence, TMS is increasingly being adopted across the globe. Besides this, there is a rise in the need for acquiring new and

retaining existing customers, which is positively influencing the product application in numerous industry verticals. This can also be attributed to the ability of TMS to aid retailers in maintaining accurate and complete tagging for various elements on their websites. In addition, TMS provides a valuable and more in-depth understanding of the consumer's requirements. This, coupled with the introduction of advanced technologies and the development of cost-effective TMS solutions by several manufacturers, is projected to fuel the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global tag management system market report, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on component, deployment model, organizational size and industry vertical.

Breakup by Component:

- Tools
- Service

Breakup by Deployment Model:

- On-premises
- Cloud-based

Breakup by Organizational Size:

- Small and Medium-sized Enterprises
- Large Enterprises

Breakup by Industry Vertical:

- Healthcare
- Retail and e-commerce
- BFSI
- IT and Telecommunication
- Media and Entertainment
- Manufacturing
- Others

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

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Adform, Adobe Inc., Blue Triangle Technologies Inc., Commanders Act, Ensignen Inc., Google LLC (Alphabet Inc.), International Business Machines Corporation, Observepoint Inc., Oracle Corporation, Relay42 Netherlands B.V., Segment.io Inc. (Twilio) and Tealium Inc.

Key Questions Answered in This Report:

How has the global tag management system market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global tag management system market?

What are the key regional markets?

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

What is the breakup of the market based on the deployment model?

What is the breakup of the market based on the organizational size?

What is the breakup of the market based on the industry vertical?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global tag management system market and who are the key players?

What is the degree of competition in the industry?

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