

# Tag Management System Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global tag management system market size reached US\$ 913 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 1,912 Million by 2028, exhibiting a growth rate (CAGR) of 13.11% during 2022-2028.

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 2023-2028. 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, Ensignten 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

1. What was the size of the global tag management system market in 2022?
2. What is the expected growth rate of the global tag management system market during 2023-2028?
3. What has been the impact of COVID-19 on the global tag management system market?
4. What are the key factors driving the global tag management system market?
5. What is the breakup of the global tag management system market based on the

component?

6. What is the breakup of the global tag management system market based on the deployment model?

7. What is the breakup of the global tag management system market based on the organizational size?

8. What is the breakup of the global tag management system market based on the industry vertical?

9. What are the key regions in the global tag management system market?

10. Who are the key players/companies in the global tag management system market?

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