

Web Content Management Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/WCCB1AF84F26EN.html>

Date: November 2023

Pages: 141

Price: US\$ 2,499.00 (Single User License)

ID: WCCB1AF84F26EN

Abstracts

The global web content management market size reached US\$ 7.1 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 17.4 Billion by 2028, exhibiting a growth rate (CAGR) of 16.1% during 2022-2028. The growing integration of search engine optimization (SEO) with WCM solutions, the widespread demand for automation across multiple businesses and the emerging information technology (IT) industry represent some of the key factors driving the market.

Web content management (WCM) includes a set of processes and technologies that assist organizations in managing the creation, modification, and publishing of digital content on their websites. It helps businesses to streamline their content production, publishing, and management processes while improving the efficiency and effectiveness of their digital marketing and communication efforts. It consists of several components, including a content authoring and editing system, a content repository, a publishing engine, and a set of collaboration tools. The content authoring and editing system provides a user-friendly interface for authors to create and modify content, while the content repository stores and organizes all the content created by the authors. The publishing engine delivers the content to the appropriate channels, such as websites, mobile apps, or social media platforms, and the collaboration tools enable multiple users to work on the same content simultaneously. As a result, web content management is a critical component of modern digital marketing and communication strategies, enabling organizations to create and deliver high-quality, relevant, and engaging content to their audiences across multiple digital channels.

Web Content Management Market Trends:

The global market is majorly driven by the widespread demand for automation across multiple businesses. This can be attributed to rapid digitization, the growing popularity of smartphones and the penetration of high-speed internet connectivity. Along with this,

with the growing number of digital channels available to organizations, there has been a considerable rise in the uptake of WCM solutions that provide a centralized platform for managing content across multiple channels, making it easier for organizations to ensure consistency and quality across all digital touchpoints, which is creating a positive market outlook. Moreover, continual technological advancements and the emergence of the Internet of Things (IoT), artificial intelligence (AI) and cloud computing are significantly supporting the demand on the global level. In addition, the growing integration of search engine optimization (SEO) with WCM solutions has enabled organizations to optimize their content for search engines and improve their visibility and ranking in search results, which is providing a boost to the market. Other factors, including rapid urbanization, intensive business competition, the emerging information technology (IT) industry and extensive research and development (R&D) activities, are also impacting the market favorably.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global web content management 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 type, organization size and vertical.

Component Insights:

Solutions

Services

The report has provided a detailed breakup and analysis of the web content management market based on the component. This includes solutions and services.

According to the report, services represented the largest segment.

Deployment Type Insights:

On-premises

Cloud-based

A detailed breakup and analysis of the web content management market based on the deployment type has also been provided in the report. This includes on-premises and cloud-based. According to the report, cloud-based type accounted for the largest market share.

Organization Size Insights:

Large Enterprises

Small and Medium Enterprises

The report has provided a detailed breakup and analysis of the web content management market based on the organization size. This includes large enterprises and small and medium enterprises. According to the report, large enterprises exhibit a clear dominance in the market.

Vertical Insights:

BFSI

IT and Telecom

Retail

Education

Government

Healthcare

Media and Entertainment

Travel and Hospitality

Others

A detailed breakup and analysis of the web content management market based on the vertical has also been provided in the report. This includes BFSI, IT and telecom, retail, education, government, healthcare, media and entertainment, travel and hospitality and others. According to the report, media and entertainment hold the leading position in the market.

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 web content management. Some of the factors driving the North America web content management market included the growing smartphone users, continual technological advancements, intensive business competition, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global web content management market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include Acquia Inc., Adobe Inc., Contentful Inc., Crownpeak Technology Inc., Episerver Inc., e-Spirit AG (Adesso AG), International Business Machines Corporation, Microsoft Corporation, Oracle Corporation, SDL Plc, Sitecore Corporation A/S, 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

1. What was the size of the global web content management market in 2022?
2. What is the expected growth rate of the global web content management market during 2023-2028?
3. What has been the impact of COVID-19 on the global web content management market?
4. What are the key factors driving the global web content management market?
5. What is the breakup of the global web content management market based on the component?
6. What is the breakup of the global web content management market based on the deployment type?
7. What is the breakup of the global web content management market based on the organization size?
8. What is the breakup of the global web content management market based on the vertical?
9. What are the key regions in the global web content management market?
10. Who are the key players/companies in the global web content 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 WEB CONTENT 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 Solutions
 - 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 DEPLOYMENT TYPE

7.1 On-premises

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Cloud-based

7.2.1 Market Trends

7.2.2 Market Forecast

8 MARKET BREAKUP BY ORGANIZATION SIZE

8.1 Large Enterprises

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Small and Medium Enterprises

8.2.1 Market Trends

8.2.2 Market Forecast

9 MARKET BREAKUP BY VERTICAL

9.1 BFSI

9.1.1 Market Trends

9.1.2 Market Forecast

9.2 IT and Telecom

9.2.1 Market Trends

9.2.2 Market Forecast

9.3 Retail

9.3.1 Market Trends

9.3.2 Market Forecast

9.4 Education

9.4.1 Market Trends

9.4.2 Market Forecast

9.5 Government

9.5.1 Market Trends

9.5.2 Market Forecast

9.6 Healthcare

9.6.1 Market Trends

- 9.6.2 Market Forecast
- 9.7 Media and Entertainment
 - 9.7.1 Market Trends
 - 9.7.2 Market Forecast
- 9.8 Travel and Hospitality
 - 9.8.1 Market Trends
 - 9.8.2 Market Forecast
- 9.9 Others
 - 9.9.1 Market Trends
 - 9.9.2 Market Forecast

10 MARKET BREAKUP BY REGION

- 10.1 North America
 - 10.1.1 United States
 - 10.1.1.1 Market Trends
 - 10.1.1.2 Market Forecast
 - 10.1.2 Canada
 - 10.1.2.1 Market Trends
 - 10.1.2.2 Market Forecast
- 10.2 Asia Pacific
 - 10.2.1 China
 - 10.2.1.1 Market Trends
 - 10.2.1.2 Market Forecast
 - 10.2.2 Japan
 - 10.2.2.1 Market Trends
 - 10.2.2.2 Market Forecast
 - 10.2.3 India
 - 10.2.3.1 Market Trends
 - 10.2.3.2 Market Forecast
 - 10.2.4 South Korea
 - 10.2.4.1 Market Trends
 - 10.2.4.2 Market Forecast
 - 10.2.5 Australia
 - 10.2.5.1 Market Trends
 - 10.2.5.2 Market Forecast
 - 10.2.6 Indonesia
 - 10.2.6.1 Market Trends
 - 10.2.6.2 Market Forecast

- 10.2.7 Others
 - 10.2.7.1 Market Trends
 - 10.2.7.2 Market Forecast
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.1.1 Market Trends
 - 10.3.1.2 Market Forecast
 - 10.3.2 France
 - 10.3.2.1 Market Trends
 - 10.3.2.2 Market Forecast
 - 10.3.3 United Kingdom
 - 10.3.3.1 Market Trends
 - 10.3.3.2 Market Forecast
 - 10.3.4 Italy
 - 10.3.4.1 Market Trends
 - 10.3.4.2 Market Forecast
 - 10.3.5 Spain
 - 10.3.5.1 Market Trends
 - 10.3.5.2 Market Forecast
 - 10.3.6 Russia
 - 10.3.6.1 Market Trends
 - 10.3.6.2 Market Forecast
 - 10.3.7 Others
 - 10.3.7.1 Market Trends
 - 10.3.7.2 Market Forecast
- 10.4 Latin America
 - 10.4.1 Brazil
 - 10.4.1.1 Market Trends
 - 10.4.1.2 Market Forecast
 - 10.4.2 Mexico
 - 10.4.2.1 Market Trends
 - 10.4.2.2 Market Forecast
 - 10.4.3 Others
 - 10.4.3.1 Market Trends
 - 10.4.3.2 Market Forecast
- 10.5 Middle East and Africa
 - 10.5.1 Market Trends
 - 10.5.2 Market Breakup by Country
 - 10.5.3 Market Forecast

11 SWOT ANALYSIS

- 11.1 Overview
- 11.2 Strengths
- 11.3 Weaknesses
- 11.4 Opportunities
- 11.5 Threats

12 VALUE CHAIN ANALYSIS

13 PORTERS FIVE FORCES ANALYSIS

- 13.1 Overview
- 13.2 Bargaining Power of Buyers
- 13.3 Bargaining Power of Suppliers
- 13.4 Degree of Competition
- 13.5 Threat of New Entrants
- 13.6 Threat of Substitutes

14 PRICE ANALYSIS

15 COMPETITIVE LANDSCAPE

- 15.1 Market Structure
- 15.2 Key Players
- 15.3 Profiles of Key Players
 - 15.3.1 Acquia Inc.
 - 15.3.1.1 Company Overview
 - 15.3.1.2 Product Portfolio
 - 15.3.2 Adobe Inc.
 - 15.3.2.1 Company Overview
 - 15.3.2.2 Product Portfolio
 - 15.3.2.3 Financials
 - 15.3.2.4 SWOT Analysis
 - 15.3.3 Contentful Inc.
 - 15.3.3.1 Company Overview

- 15.3.3.2 Product Portfolio
- 15.3.4 Crownpeak Technology Inc.
 - 15.3.4.1 Company Overview
 - 15.3.4.2 Product Portfolio
- 15.3.5 Episerver Inc.
 - 15.3.5.1 Company Overview
 - 15.3.5.2 Product Portfolio
- 15.3.6 e-Spirit AG (Adesso AG)
 - 15.3.6.1 Company Overview
 - 15.3.6.2 Product Portfolio
- 15.3.7 International Business Machines 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 Microsoft Corporation
 - 15.3.8.1 Company Overview
 - 15.3.8.2 Product Portfolio
 - 15.3.8.3 Financials
 - 15.3.8.4 SWOT Analysis
- 15.3.9 Oracle Corporation
 - 15.3.9.1 Company Overview
 - 15.3.9.2 Product Portfolio
 - 15.3.9.3 Financials
 - 15.3.9.4 SWOT Analysis
- 15.3.10 SDL Plc
 - 15.3.10.1 Company Overview
 - 15.3.10.2 Product Portfolio
 - 15.3.10.3 Financials
- 15.3.11 Sitecore Corporation A/S
 - 15.3.11.1 Company Overview
 - 15.3.11.2 Product Portfolio

List Of Tables

LIST OF TABLES

Table 1: Global: Web Content Management Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Web Content Management Market Forecast: Breakup by Component (in Million US\$), 2023-2028

Table 3: Global: Web Content Management Market Forecast: Breakup by Deployment Type (in Million US\$), 2023-2028

Table 4: Global: Web Content Management Market Forecast: Breakup by Organization Size (in Million US\$), 2023-2028

Table 5: Global: Web Content Management Market Forecast: Breakup by Vertical (in Million US\$), 2023-2028

Table 6: Global: Web Content Management Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 7: Global: Web Content Management Market Structure

Table 8: Global: Web Content Management Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Web Content Management Market: Major Drivers and Challenges

Figure 2: Global: Web Content Management Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Web Content Management Market: Breakup by Component (in %), 2022

Figure 4: Global: Web Content Management Market: Breakup by Deployment Type (in %), 2022

Figure 5: Global: Web Content Management Market: Breakup by Organization Size (in %), 2022

Figure 6: Global: Web Content Management Market: Breakup by Vertical (in %), 2022

Figure 7: Global: Web Content Management Market: Breakup by Region (in %), 2022

Figure 8: Global: Web Content Management Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 9: Global: Web Content Management (Solutions) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 10: Global: Web Content Management (Solutions) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 11: Global: Web Content Management (Services) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 12: Global: Web Content Management (Services) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 13: Global: Web Content Management (On-premises) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 14: Global: Web Content Management (On-premises) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 15: Global: Web Content Management (Cloud-based) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 16: Global: Web Content Management (Cloud-based) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 17: Global: Web Content Management (Large Enterprises) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 18: Global: Web Content Management (Large Enterprises) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 19: Global: Web Content Management (Small and Medium Enterprises) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 20: Global: Web Content Management (Small and Medium Enterprises) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 21: Global: Web Content Management (BFSI) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 22: Global: Web Content Management (BFSI) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 23: Global: Web Content Management (IT and Telecom) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 24: Global: Web Content Management (IT and Telecom) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 25: Global: Web Content Management (Retail) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 26: Global: Web Content Management (Retail) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 27: Global: Web Content Management (Education) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 28: Global: Web Content Management (Education) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 29: Global: Web Content Management (Government) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 30: Global: Web Content Management (Government) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 31: Global: Web Content Management (Healthcare) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 32: Global: Web Content Management (Healthcare) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 33: Global: Web Content Management (Media and Entertainment) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 34: Global: Web Content Management (Media and Entertainment) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 35: Global: Web Content Management (Travel and Hospitality) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 36: Global: Web Content Management (Travel and Hospitality) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 37: Global: Web Content Management (Other Verticals) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 38: Global: Web Content Management (Other Verticals) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 39: North America: Web Content Management Market: Sales Value (in Million

US\$), 2017 & 2022

Figure 40: North America: Web Content Management Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 41: United States: Web Content Management Market: Sales Value (in Million US\$), 2017 & 2022

Figure 42: United States: Web Content Management Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 43: Canada: Web Content Management Market: Sales Value (in Million US\$), 2017 & 2022

Figure 44: Canada: Web Content Management Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: Asia Pacific: Web Content Management Market: Sales Value (in Million US\$), 2017 & 2022

Figure 46: Asia Pacific: Web Content Management Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 47: China: Web Content Management Market: Sales Value (in Million US\$), 2017 & 2022

Figure 48: China: Web Content Management Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 49: Japan: Web Content Management Market: Sales Value (in Million US\$), 2017 & 2022

Figure 50: Japan: Web Content Management Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 51: India: Web Content Management Market: Sales Value (in Million US\$), 2017 & 2022

Figure 52: India: Web Content Management Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 53: South Korea: Web Content Management Market: Sales Value (in Million US\$), 2017 & 2022

Figure 54: South Korea: Web Content Management Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 55: Australia: Web Content Management Market: Sales Value (in Million US\$), 2017 & 2022

Figure 56: Australia: Web Content Management Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 57: Indonesia: Web Content Management Market: Sales Value (in Million US\$), 2017 & 2022

Figure 58: Indonesia: Web Content Management Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 59: Others: Web Content Management Market: Sales Value (in Million US\$), 2017 & 2022

Figure 60: Others: Web Content Management Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 61: Europe: Web Content Management Market: Sales Value (in Million US\$), 2017 & 2022

Figure 62: Europe: Web Content Management Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 63: Germany: Web Content Management Market: Sales Value (in Million US\$), 2017 & 2022

Figure 64: Germany: Web Content Management Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 65: France: Web Content Management Market: Sales Value (in Million US\$), 2017 & 2022

Figure 66: France: Web Content Management Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 67: United Kingdom: Web Content Management Market: Sales Value (in Million US\$), 2017 & 2022

Figure 68: United Kingdom: Web Content Management Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 69: Italy: Web Content Management Market: Sales Value (in Million US\$), 2017 & 2022

Figure 70: Italy: Web Content Management Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 71: Spain: Web Content Management Market: Sales Value (in Million US\$), 2017 & 2022

Figure 72: Spain: Web Content Management Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 73: Russia: Web Content Management Market: Sales Value (in Million US\$), 2017 & 2022

Figure 74: Russia: Web Content Management Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 75: Others: Web Content Management Market: Sales Value (in Million US\$), 2017 & 2022

Figure 76: Others: Web Content Management Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 77: Latin America: Web Content Management Market: Sales Value (in Million US\$), 2017 & 2022

Figure 78: Latin America: Web Content Management Market Forecast: Sales Value (in

Million US\$), 2023-2028

Figure 79: Brazil: Web Content Management Market: Sales Value (in Million US\$), 2017 & 2022

Figure 80: Brazil: Web Content Management Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 81: Mexico: Web Content Management Market: Sales Value (in Million US\$), 2017 & 2022

Figure 82: Mexico: Web Content Management Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 83: Others: Web Content Management Market: Sales Value (in Million US\$), 2017 & 2022

Figure 84: Others: Web Content Management Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 85: Middle East and Africa: Web Content Management Market: Sales Value (in Million US\$), 2017 & 2022

Figure 86: Middle East and Africa: Web Content Management Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 87: Global: Web Content Management Industry: SWOT Analysis

Figure 88: Global: Web Content Management Industry: Value Chain Analysis

Figure 89: Global: Web Content Management Industry: Porter's Five Forces Analysis

I would like to order

Product name: Web Content Management Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Product link: <https://marketpublishers.com/r/WCCB1AF84F26EN.html>

Price: US\$ 2,499.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/WCCB1AF84F26EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

