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Europe Digital Experience Platform Market Market (2019-2025)

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Abstracts

The Europe Digital Experience Platform Market would witness market growth of 9.7% CAGR during the forecast period (2019-2025).
Customer experience has come forth as a crucial competitive differentiator for brands. This happened due to increased digitization and inclination for omnichannel approach. Organizations are implementing DXPs to interact with customers throughout different points of interaction by using dynamic and tailored content on the basis of customer's specific needs or product preferences. In addition, DXPs' ability to collect and analyze customer purchase behavior and unify customer data from multiple touchpoints in order to create a centralized view is also a major driver of market growth. Furthermore, the incorporation of emerging technologies like Big Data, Artificial Intelligence (AI), and Machine Learning (ML) has allowed key solution providers to update their DXs, driving demand for digital experience platforms through multiple applications.
DXPs help in engaging consumers through well-thought-out, customized digital experiences while providing companies with the opportunity to improve their efficiency. In comparison to traditional horizontal platforms or CMSs, marketers will greatly benefit from deploying a DXP, providing a richer, connected, real-time, and more personalized customer experience through different touchpoints.
Based on Component the market is segmented into Platform and Services. Based on Application, the market is segmented into Business-to-Consumer, Business-to-Business and Others. Based on Deployment Type, the market is segmented into Cloud and On-premise. Based on End User, the market is segmented into Retail, BFSI, Manufacturing, Healthcare, Telecom & IT and Others. Based on countries, the market is segmented into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Salesforce.com, Inc., Adobe, Inc., IBM

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Corporation, Microsoft Corporation, Oracle Corporation, SAP SE, Acquia, Inc., Liferay, Inc., Sitecore, Inc. and Open Text Corporation.

Scope of the Study

Market Segmentation:

By Component

- Platform
- Services

By Application

- Business-to-Consumer
- Business-to-Business
- Others

By Deployment Type

- Cloud
- On-premise

By End User

- Retail
- BFSI
- Manufacturing
- Healthcare

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Telecom & IT

Others

By Country

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Companies Profiled

Salesforce.com, Inc.

Adobe, Inc.

IBM Corporation

Microsoft Corporation

Oracle Corporation

SAP SE

Acquia, Inc.

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Liferay, Inc.

Sitecore, Inc.

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