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Global B2B Marketing Software Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global B2B Marketing Software market size is predicted to grow from US$ million in 2025 to US$ million in 2032; it is expected to grow at a CAGR of %from 2026 to 2032.

According to International Telecommunication Union (ITU), the global Internet users (online population) were more than 5 billion. And the number of online shoppers was also increasing. In 2022, the global e-commerce market penetration rate increased to 19.7%, and the e-commerce market reached $5.5 trillion. At the same time, the Asian e-commerce market ranked at the top of the revenue ranking, which has reached $1.8 trillion. According to the National Bureau of Statistics, China was the largest online retail market in 2022, with online retail sales of 13.79 trillion yuan and a year-on-year increase of 4%. Among them, the online retail sales of physical goods were 11.96 trillion yuan, with a year-on-year increase of 6.2%, which accounted for 27.2% of the total retail sales of consumer goods.

LPI (LP Information)' newest research report, the “B2B Marketing Software Industry Forecast” looks at past sales and reviews total world B2B Marketing Software sales in 2025, providing a comprehensive analysis by region and market sector of projected B2B Marketing Software sales for 2026 through 2032. With B2B Marketing Software sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world B2B Marketing Software industry.

This Insight Report provides a comprehensive analysis of the global B2B Marketing Software landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on B2B Marketing Software portfolios and capabilities, market entry strategies, market

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positions, and geographic footprints, to better understand these firms' unique position in an accelerating global B2B Marketing Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for B2B Marketing Software and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global B2B Marketing Software.

This report presents a comprehensive overview, market shares, and growth opportunities of B2B Marketing Software market by product type, application, key players and key regions and countries.

Segmentation by Type:

Account-Based Marketing (ABM) Software

Analytics Software

Customer Relationship Management (CRM) Software

Demand Generation Software

Email Marketing Software

Marketing Automation Software

Social Media Management Software

Segmentation by Application:

SMEs

Large Enterprises

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This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe
  - Germany
  - France
  - UK
  - Italy
  - Russia

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Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

HubSpot

Semrush

Maropost

monday.com

MailerLite

Creatio

Unbounce

Omnisend

AddSearch

SE Ranking

EngageBay

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Messente

Mobile Text Alerts

Canva

Pipedrive

Mushi Lab

Zoho

Salesforce

ActiveCampaign

Constant Contact

Drip

Leadfeeder

Moosend

ZoomInfo

Marketo

PAPERFLITE

AutopilotHQ

Oktopost Technologies

Google Analytics

Mailshake

MobileMonkey

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SendX

Sendinblue

MailChimp

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