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Global CRM for Utilities Market Growth (Status and Outlook) 2025-2031

https://marketpublishers.com/r/G905A801168EEN.html
Date: August 2025
Pages: 133
Price: US$ 3,660.00 (Single User License)
ID: G905A801168EEN

Abstracts

The global CRM for Utilities market size is predicted to grow from US$ 1677 million in 2025 to US$ 2690 million in 2031; it is expected to grow at a CAGR of 8.2% from 2025 to 2031.

Utilities Customer Relationship Management (CRM for Utilities) refers to customer relationship management solutions custom designed for utility companies (such as electricity, water, gas, etc.). These solutions are designed to help utility companies better understand and manage relationships with customers, improve service levels, optimize operational efficiency, and enhance customer satisfaction.

United States market for CRM for Utilities is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

China market for CRM for Utilities is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for CRM for Utilities is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key CRM for Utilities players cover Tokara Solutions, Zendesk, Rackspace Technology, Tableau, Creatio, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

LPI (LP Information)' newest research report, the “CRM for Utilities Industry Forecast” looks at past sales and reviews total world CRM for Utilities sales in 2024, providing a comprehensive analysis by region and market sector of projected CRM for Utilities sales

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for 2025 through 2031. With CRM for Utilities sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world CRM for Utilities industry.

This Insight Report provides a comprehensive analysis of the global CRM for Utilities 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 CRM for Utilities portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global CRM for Utilities market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for CRM for Utilities 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 CRM for Utilities.

This report presents a comprehensive overview, market shares, and growth opportunities of CRM for Utilities market by product type, application, key players and key regions and countries.

Segmentation by Type:

Customer Service & Support

Billing & Invoicing Management

Others

Segmentation by Application:

Customer Interaction

Marketing

Others

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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.

Tokara Solutions

Zendesk

Rackspace Technology

Tableau

Creatio

Monday

Hubspot CRM

Edams

Oracle

Clickup

Sage CRM

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Pipeliner

Apptivo

Salesforce

Zoho

Freshsales

Microsoft

SAP

IBM

CGI

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