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Global CRM and Customer Experience Management (CEM) Software Market Growth (Status and Outlook) 2023-2029

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Abstracts

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CRM implementation services are the more traditional type of project, in which sales, marketing, customer service and digital commerce processes are improved. A CRM implementation service (hereafter referred to as CRM) strategizes, designs, integrates and deploys software with minimal integration or extensions within any of the four CRM domains: Sales — Solutions that support field sales, telesales, retail sales, Web sales and technology-enabled buying, Marketing — Solutions that support customer segmentation, marketing analysis, campaign management, marketing process automation and other marketing functions, Customer service and support — Solutions that support customer service and support processes, including consulting, technology implementation and solution deployment, but excluding the outsourcing of call centers and customer service centers, Digital commerce — Solutions that support e-commerce storefronts, product catalogs, personalization, mobile commerce and social commerce.

LPI (LP Information)' newest research report, the “CRM and Customer Experience Management (CEM) Software Industry Forecast” looks at past sales and reviews total world CRM and Customer Experience Management (CEM) Software sales in 2022, providing a comprehensive analysis by region and market sector of projected CRM and Customer Experience Management (CEM) Software sales for 2023 through 2029. With CRM and Customer Experience Management (CEM) Software sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world CRM and Customer Experience Management (CEM) Software industry.

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This Insight Report provides a comprehensive analysis of the global CRM and Customer Experience Management (CEM) 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 analyzes the strategies of leading global companies with a focus on CRM and Customer Experience Management (CEM) Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global CRM and Customer Experience Management (CEM) Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for CRM and Customer Experience Management (CEM) 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 CRM and Customer Experience Management (CEM) Software.

The global CRM and Customer Experience Management (CEM) Software market size is projected to grow from US$ million in 2022 to US$ million in 2029; it is expected to grow at a CAGR of % from 2023 to 2029.

United States market for CRM and Customer Experience Management (CEM) Software is estimated to increase from US$ million in 2022 to US$ million by 2029, at a CAGR of % from 2023 through 2029.

China market for CRM and Customer Experience Management (CEM) Software is estimated to increase from US$ million in 2022 to US$ million by 2029, at a CAGR of % from 2023 through 2029.

Europe market for CRM and Customer Experience Management (CEM) Software is estimated to increase from US$ million in 2022 to US$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key CRM and Customer Experience Management (CEM) Software players cover Accenture, BearingPoint, Capgemini, Cognizant, Deloitte, EY, HCL Technologies, IBM iX and Infosys, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2022.

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This report presents a comprehensive overview, market shares, and growth opportunities of CRM and Customer Experience Management (CEM) Software market by product type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

- Cloud-Based
- On-Premises

Segmentation by application

- Large Enterprises(1000+ Users)
- Medium-Sized Enterprise(499-1000 Users)
- Small Enterprises(1-499 Users)

This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan

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- Korea
- Southeast Asia
- India
- Australia

Europe

- Germany
- France
- UK
- Italy
- Russia

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.

- Accenture

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BearingPoint

Capgemini

Cognizant

Deloitte

EY

HCL Technologies

IBM iX

Infosys

NTT DATA

Publicis.Sapient

PwC

Salesforce Success Cloud

Tata Consultancy Services

Tech Mahindra

Virtusa

Wipro

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