

Global Customer Engagement and Analytics Software Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Customer Engagement and Analytics 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.

Customer Engagement and Analytics Software is a software platform designed to improve customer-business relationships through different types of engagement, such as user onboarding, customer support, customer success, self-service support, and more. Use Customer Engagement Tools to improve your customer experience by making your customer interactions more contextual, personalized, and relevant.

United States market for Customer Engagement and Analytics Software is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Customer Engagement and Analytics Software is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Customer Engagement and Analytics Software is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Customer Engagement and Analytics Software players cover Avaya, Intercom, Zoho, Calabrio, ContactEngine, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Customer Engagement and Analytics 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 Customer Engagement and Analytics Software.

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

Segmentation by Type:

On-premise

Cloud-based

Segmentation by Application:

Large Enterprises

SMEs

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

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.

Avaya

Intercom

Zoho

Calabrio

ContactEngine

Crisp Software

Dixa

Doxim

Drift

Freshworks

Genesys

Gladly

Heap

Help Scout

Hiver

Hotjar

HubSpot

IBM

Kustomer

Medallia

Mixpanel

Oracle

Quiq

RingCentral

Salesforce

SAP

Slack

Typeform

Userpilot

Zendesk

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