

# Global Customer Experience Design and Transformation Market Growth (Status and Outlook) 2026-2032

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## Abstracts

The global Customer Experience Design and Transformation 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 Experience Design and Transformation refers to the strategic process of shaping and enhancing the overall interaction between a business and its customers across all touchpoints, with the goal of improving customer satisfaction, loyalty, and long-term engagement. This process involves designing every aspect of a customer's journey, from their initial contact with the company through to post-purchase support, ensuring a seamless, positive experience. It also includes transforming internal business processes, technologies, and culture to prioritize customer-centricity.

United States market for Customer Experience Design and Transformation 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 Experience Design and Transformation 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 Experience Design and Transformation 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 Experience Design and Transformation players cover

BearingPoint, Dentsu, McorpCX, IGT Solutions, Persistent, 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 Experience Design and Transformation Industry Forecast” looks at past sales and reviews total world Customer Experience Design and Transformation sales in 2025, providing a comprehensive analysis by region and market sector of projected Customer Experience Design and Transformation sales for 2026 through 2032. With Customer Experience Design and Transformation sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Customer Experience Design and Transformation industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Customer Experience Design and Transformation 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 Experience Design and Transformation.

This report presents a comprehensive overview, market shares, and growth opportunities of Customer Experience Design and Transformation market by product type, application, key players and key regions and countries.

### **Segmentation by Type:**

Cloud-based

On-premise

### **Segmentation by Application:**

SMEs

Large Enterprise

### **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.

BearingPoint

Dentsu

McorpCX

IGT Solutions

Persistent

Wavestone

Riseup Labs

Brillio

Renascence Consulting

TTEC

Frog Design

Worxwide

Bacancy

Virtusa

IDC

Merixstudio

Publicis Sapient

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