

Global Digital Asset Management (DAM) Market Growth (Status and Outlook) 2025-2031

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Abstracts

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The global Digital Asset Management (DAM) market size is predicted to grow from US\$ 4069 million in 2025 to US\$ 5677 million in 2031; it is expected to grow at a CAGR of 5.7% from 2025 to 2031.

Digital asset management (DAM) is a system which provides a central space for organizations to store, organize, find, access, and share digital content. Quick to deploy and easy-to-use, a centralized digital library provides peers, employees, clients, contractors, and other relevant key stakeholders controlled access to digital assets—including images, photos, creative files, video, audio, presentations, documents, and more.

The term digital asset management actually covers a large array of software solutions; from an individual's digital file library or a photographer's photo database to solutions that resemble enterprise content management. The most effective digital asset management software has core capabilities surrounding cloud-based storage, configurable file structures for quick findability, secure file-sharing capabilities, and features to support brand management. DAM enables creative workflow automation, archival and backups, usage tracking, e-commerce, and more. To further your knowledge about DAM,

According to the Segmentation of types, all the market of Digital Asset Managements can be divided as follows: Cloud Based and On-premise. The first kind need to mention is Cloud Based, it holds a comparatively larger share in global market, which accounts for about 60% in 2019. The following is On-premise took about 40% market share in

2019.

Digital Asset Managements main application area is Brand Management System. In 2019, this sector hold a market share of about 34%. Then followed by the Library or Archive and Production Management Systems which account for about 33% and about 22%.

IBM, Dell EMC, Cognizant Technology Solutions, Adobe, Oracle are the key players in the global Digital Asset Managements market. Top 5 totally took up more than 70% of the global market in 2019, among which Adobe is the leader with a market share of over 28%.

LPI (LP Information)' newest research report, the "Digital Asset Management (DAM) Industry Forecast" looks at past sales and reviews total world Digital Asset Management (DAM) sales in 2024, providing a comprehensive analysis by region and market sector of projected Digital Asset Management (DAM) sales for 2025 through 2031. With Digital Asset Management (DAM) sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Digital Asset Management (DAM) industry.

This Insight Report provides a comprehensive analysis of the global Digital Asset Management (DAM) 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 Digital Asset Management (DAM) portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Digital Asset Management (DAM) market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Digital Asset Management (DAM) 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 Digital Asset Management (DAM).

This report presents a comprehensive overview, market shares, and growth opportunities of Digital Asset Management (DAM) market by product type, application,

key players and key regions and countries.

Segmentation by Type:

Cloud

On-Premises

Segmentation by Application:

Media and Entertainment

Healthcare

Retail and Consumer Goods

Education

BFSI

Automotive and Manufacturing

Others(Travel and Transportation,Utilities)

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.

Opentext

Oracle

Adobe Systems

Hewlett-Packard(HP)

ADAM Software

IBM

EMC

Cognizant Technology

Northplains Systems

Widen Enterprises

Canto

Qbank DAM

Bynder

Celum

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