

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

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Abstracts

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The global Digital Asset Management market size is predicted to grow from US\$ 5091 million in 2025 to US\$ 14440 million in 2031; it is expected to grow at a CAGR of 19.0% 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 Industry Forecast” looks at past sales and reviews total world Digital Asset Management sales in 2024, providing a comprehensive analysis by region and market sector of projected Digital Asset Management sales for 2025 through 2031. With Digital Asset Management 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 industry.

This Insight Report provides a comprehensive analysis of the global Digital Asset Management 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 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 market.

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

This report presents a comprehensive overview, market shares, and growth opportunities of Digital Asset Management market by product type, application, key players and key regions and countries.

Segmentation by Type:

Cloud Based

On-Premise

Segmentation by Application:

Brand Management System

Library or Archive

Production Management Systems

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.

Adobe

Cognizant Technology Solutions

Dell EMC

IBM

Aprimo

Oracle

Northplains

Nuxeo

OpenText

MediaValet

Canto

Celum

Bynder

Bright (Asset Bank)

Extensis

Brandmaster

Qbank

Censhare

Cloudinary

Widen

Wedia

Brandfolder

Percolate Industries

IntelligenceBank

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Digital Asset Management Market Size (2020-2031)
 - 2.1.2 Digital Asset Management Market Size CAGR by Region (2020 VS 2024 VS 2031)
 - 2.1.3 World Current & Future Analysis for Digital Asset Management by Country/Region (2020, 2024 & 2031)
- 2.2 Digital Asset Management Segment by Type
 - 2.2.1 Cloud Based
 - 2.2.2 On-Premise
- 2.3 Digital Asset Management Market Size by Type
 - 2.3.1 Digital Asset Management Market Size CAGR by Type (2020 VS 2024 VS 2031)
 - 2.3.2 Global Digital Asset Management Market Size Market Share by Type (2020-2025)
- 2.4 Digital Asset Management Segment by Application
 - 2.4.1 Brand Management System
 - 2.4.2 Library or Archive
 - 2.4.3 Production Management Systems
- 2.5 Digital Asset Management Market Size by Application
 - 2.5.1 Digital Asset Management Market Size CAGR by Application (2020 VS 2024 VS 2031)
 - 2.5.2 Global Digital Asset Management Market Size Market Share by Application (2020-2025)

3 DIGITAL ASSET MANAGEMENT MARKET SIZE BY PLAYER

3.1 Digital Asset Management Market Size Market Share by Player

3.1.1 Global Digital Asset Management Revenue by Player (2020-2025)

3.1.2 Global Digital Asset Management Revenue Market Share by Player (2020-2025)

3.2 Global Digital Asset Management Key Players Head office and Products Offered

3.3 Market Concentration Rate Analysis

3.3.1 Competition Landscape Analysis

3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2023-2025)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

4 DIGITAL ASSET MANAGEMENT BY REGION

4.1 Digital Asset Management Market Size by Region (2020-2025)

4.2 Global Digital Asset Management Annual Revenue by Country/Region (2020-2025)

4.3 Americas Digital Asset Management Market Size Growth (2020-2025)

4.4 APAC Digital Asset Management Market Size Growth (2020-2025)

4.5 Europe Digital Asset Management Market Size Growth (2020-2025)

4.6 Middle East & Africa Digital Asset Management Market Size Growth (2020-2025)

5 AMERICAS

5.1 Americas Digital Asset Management Market Size by Country (2020-2025)

5.2 Americas Digital Asset Management Market Size by Type (2020-2025)

5.3 Americas Digital Asset Management Market Size by Application (2020-2025)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Digital Asset Management Market Size by Region (2020-2025)

6.2 APAC Digital Asset Management Market Size by Type (2020-2025)

6.3 APAC Digital Asset Management Market Size by Application (2020-2025)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

7 EUROPE

7.1 Europe Digital Asset Management Market Size by Country (2020-2025)

7.2 Europe Digital Asset Management Market Size by Type (2020-2025)

7.3 Europe Digital Asset Management Market Size by Application (2020-2025)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Digital Asset Management by Region (2020-2025)

8.2 Middle East & Africa Digital Asset Management Market Size by Type (2020-2025)

8.3 Middle East & Africa Digital Asset Management Market Size by Application
(2020-2025)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 GLOBAL DIGITAL ASSET MANAGEMENT MARKET FORECAST

10.1 Global Digital Asset Management Forecast by Region (2026-2031)

10.1.1 Global Digital Asset Management Forecast by Region (2026-2031)

10.1.2 Americas Digital Asset Management Forecast

10.1.3 APAC Digital Asset Management Forecast

10.1.4 Europe Digital Asset Management Forecast

- 10.1.5 Middle East & Africa Digital Asset Management Forecast
- 10.2 Americas Digital Asset Management Forecast by Country (2026-2031)
 - 10.2.1 United States Market Digital Asset Management Forecast
 - 10.2.2 Canada Market Digital Asset Management Forecast
 - 10.2.3 Mexico Market Digital Asset Management Forecast
 - 10.2.4 Brazil Market Digital Asset Management Forecast
- 10.3 APAC Digital Asset Management Forecast by Region (2026-2031)
 - 10.3.1 China Digital Asset Management Market Forecast
 - 10.3.2 Japan Market Digital Asset Management Forecast
 - 10.3.3 Korea Market Digital Asset Management Forecast
 - 10.3.4 Southeast Asia Market Digital Asset Management Forecast
 - 10.3.5 India Market Digital Asset Management Forecast
 - 10.3.6 Australia Market Digital Asset Management Forecast
- 10.4 Europe Digital Asset Management Forecast by Country (2026-2031)
 - 10.4.1 Germany Market Digital Asset Management Forecast
 - 10.4.2 France Market Digital Asset Management Forecast
 - 10.4.3 UK Market Digital Asset Management Forecast
 - 10.4.4 Italy Market Digital Asset Management Forecast
 - 10.4.5 Russia Market Digital Asset Management Forecast
- 10.5 Middle East & Africa Digital Asset Management Forecast by Region (2026-2031)
 - 10.5.1 Egypt Market Digital Asset Management Forecast
 - 10.5.2 South Africa Market Digital Asset Management Forecast
 - 10.5.3 Israel Market Digital Asset Management Forecast
 - 10.5.4 Turkey Market Digital Asset Management Forecast
- 10.6 Global Digital Asset Management Forecast by Type (2026-2031)
- 10.7 Global Digital Asset Management Forecast by Application (2026-2031)
 - 10.7.1 GCC Countries Market Digital Asset Management Forecast

11 KEY PLAYERS ANALYSIS

- 11.1 Adobe
 - 11.1.1 Adobe Company Information
 - 11.1.2 Adobe Digital Asset Management Product Offered
 - 11.1.3 Adobe Digital Asset Management Revenue, Gross Margin and Market Share (2020-2025)
 - 11.1.4 Adobe Main Business Overview
 - 11.1.5 Adobe Latest Developments
- 11.2 Cognizant Technology Solutions
 - 11.2.1 Cognizant Technology Solutions Company Information

- 11.2.2 Cognizant Technology Solutions Digital Asset Management Product Offered
- 11.2.3 Cognizant Technology Solutions Digital Asset Management Revenue, Gross Margin and Market Share (2020-2025)
- 11.2.4 Cognizant Technology Solutions Main Business Overview
- 11.2.5 Cognizant Technology Solutions Latest Developments
- 11.3 Dell EMC
 - 11.3.1 Dell EMC Company Information
 - 11.3.2 Dell EMC Digital Asset Management Product Offered
 - 11.3.3 Dell EMC Digital Asset Management Revenue, Gross Margin and Market Share (2020-2025)
 - 11.3.4 Dell EMC Main Business Overview
 - 11.3.5 Dell EMC Latest Developments
- 11.4 IBM
 - 11.4.1 IBM Company Information
 - 11.4.2 IBM Digital Asset Management Product Offered
 - 11.4.3 IBM Digital Asset Management Revenue, Gross Margin and Market Share (2020-2025)
 - 11.4.4 IBM Main Business Overview
 - 11.4.5 IBM Latest Developments
- 11.5 Aprimo
 - 11.5.1 Aprimo Company Information
 - 11.5.2 Aprimo Digital Asset Management Product Offered
 - 11.5.3 Aprimo Digital Asset Management Revenue, Gross Margin and Market Share (2020-2025)
 - 11.5.4 Aprimo Main Business Overview
 - 11.5.5 Aprimo Latest Developments
- 11.6 Oracle
 - 11.6.1 Oracle Company Information
 - 11.6.2 Oracle Digital Asset Management Product Offered
 - 11.6.3 Oracle Digital Asset Management Revenue, Gross Margin and Market Share (2020-2025)
 - 11.6.4 Oracle Main Business Overview
 - 11.6.5 Oracle Latest Developments
- 11.7 Northplains
 - 11.7.1 Northplains Company Information
 - 11.7.2 Northplains Digital Asset Management Product Offered
 - 11.7.3 Northplains Digital Asset Management Revenue, Gross Margin and Market Share (2020-2025)
 - 11.7.4 Northplains Main Business Overview

11.7.5 Northplains Latest Developments

11.8 Nuxeo

11.8.1 Nuxeo Company Information

11.8.2 Nuxeo Digital Asset Management Product Offered

11.8.3 Nuxeo Digital Asset Management Revenue, Gross Margin and Market Share (2020-2025)

11.8.4 Nuxeo Main Business Overview

11.8.5 Nuxeo Latest Developments

11.9 OpenText

11.9.1 OpenText Company Information

11.9.2 OpenText Digital Asset Management Product Offered

11.9.3 OpenText Digital Asset Management Revenue, Gross Margin and Market Share (2020-2025)

11.9.4 OpenText Main Business Overview

11.9.5 OpenText Latest Developments

11.10 MediaValet

11.10.1 MediaValet Company Information

11.10.2 MediaValet Digital Asset Management Product Offered

11.10.3 MediaValet Digital Asset Management Revenue, Gross Margin and Market Share (2020-2025)

11.10.4 MediaValet Main Business Overview

11.10.5 MediaValet Latest Developments

11.11 Canto

11.11.1 Canto Company Information

11.11.2 Canto Digital Asset Management Product Offered

11.11.3 Canto Digital Asset Management Revenue, Gross Margin and Market Share (2020-2025)

11.11.4 Canto Main Business Overview

11.11.5 Canto Latest Developments

11.12 Celum

11.12.1 Celum Company Information

11.12.2 Celum Digital Asset Management Product Offered

11.12.3 Celum Digital Asset Management Revenue, Gross Margin and Market Share (2020-2025)

11.12.4 Celum Main Business Overview

11.12.5 Celum Latest Developments

11.13 Bynder

11.13.1 Bynder Company Information

11.13.2 Bynder Digital Asset Management Product Offered

11.13.3 Bynder Digital Asset Management Revenue, Gross Margin and Market Share (2020-2025)

11.13.4 Bynder Main Business Overview

11.13.5 Bynder Latest Developments

11.14 Bright (Asset Bank)

11.14.1 Bright (Asset Bank) Company Information

11.14.2 Bright (Asset Bank) Digital Asset Management Product Offered

11.14.3 Bright (Asset Bank) Digital Asset Management Revenue, Gross Margin and Market Share (2020-2025)

11.14.4 Bright (Asset Bank) Main Business Overview

11.14.5 Bright (Asset Bank) Latest Developments

11.15 Extensis

11.15.1 Extensis Company Information

11.15.2 Extensis Digital Asset Management Product Offered

11.15.3 Extensis Digital Asset Management Revenue, Gross Margin and Market Share (2020-2025)

11.15.4 Extensis Main Business Overview

11.15.5 Extensis Latest Developments

11.16 Brandmaster

11.16.1 Brandmaster Company Information

11.16.2 Brandmaster Digital Asset Management Product Offered

11.16.3 Brandmaster Digital Asset Management Revenue, Gross Margin and Market Share (2020-2025)

11.16.4 Brandmaster Main Business Overview

11.16.5 Brandmaster Latest Developments

11.17 Qbank

11.17.1 Qbank Company Information

11.17.2 Qbank Digital Asset Management Product Offered

11.17.3 Qbank Digital Asset Management Revenue, Gross Margin and Market Share (2020-2025)

11.17.4 Qbank Main Business Overview

11.17.5 Qbank Latest Developments

11.18 Censhare

11.18.1 Censhare Company Information

11.18.2 Censhare Digital Asset Management Product Offered

11.18.3 Censhare Digital Asset Management Revenue, Gross Margin and Market Share (2020-2025)

11.18.4 Censhare Main Business Overview

11.18.5 Censhare Latest Developments

11.19 Clouinary

11.19.1 Clouinary Company Information

11.19.2 Clouinary Digital Asset Management Product Offered

11.19.3 Clouinary Digital Asset Management Revenue, Gross Margin and Market Share (2020-2025)

11.19.4 Clouinary Main Business Overview

11.19.5 Clouinary Latest Developments

11.20 Widen

11.20.1 Widen Company Information

11.20.2 Widen Digital Asset Management Product Offered

11.20.3 Widen Digital Asset Management Revenue, Gross Margin and Market Share (2020-2025)

11.20.4 Widen Main Business Overview

11.20.5 Widen Latest Developments

11.21 Wedia

11.21.1 Wedia Company Information

11.21.2 Wedia Digital Asset Management Product Offered

11.21.3 Wedia Digital Asset Management Revenue, Gross Margin and Market Share (2020-2025)

11.21.4 Wedia Main Business Overview

11.21.5 Wedia Latest Developments

11.22 Brandfolder

11.22.1 Brandfolder Company Information

11.22.2 Brandfolder Digital Asset Management Product Offered

11.22.3 Brandfolder Digital Asset Management Revenue, Gross Margin and Market Share (2020-2025)

11.22.4 Brandfolder Main Business Overview

11.22.5 Brandfolder Latest Developments

11.23 Percolate Industries

11.23.1 Percolate Industries Company Information

11.23.2 Percolate Industries Digital Asset Management Product Offered

11.23.3 Percolate Industries Digital Asset Management Revenue, Gross Margin and Market Share (2020-2025)

11.23.4 Percolate Industries Main Business Overview

11.23.5 Percolate Industries Latest Developments

11.24 IntelligenceBank

11.24.1 IntelligenceBank Company Information

11.24.2 IntelligenceBank Digital Asset Management Product Offered

11.24.3 IntelligenceBank Digital Asset Management Revenue, Gross Margin and

Market Share (2020-2025)

11.24.4 IntelligenceBank Main Business Overview

11.24.5 IntelligenceBank Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

LIST OF TABLES

Table 1. Digital Asset Management Market Size CAGR by Region (2020 VS 2024 VS 2031) & (\$ millions)

Table 2. Digital Asset Management Annual Sales CAGR by Country/Region (2020, 2024 & 2031) & (\$ millions)

Table 3. Major Players of Cloud Based

Table 4. Major Players of On-Premise

Table 5. Digital Asset Management Market Size CAGR by Type (2020 VS 2024 VS 2031) & (\$ millions)

Table 6. Global Digital Asset Management Market Size by Type (2020-2025) & (\$ millions)

Table 7. Global Digital Asset Management Market Size Market Share by Type (2020-2025)

Table 8. Digital Asset Management Market Size CAGR by Application (2020 VS 2024 VS 2031) & (\$ millions)

Table 9. Global Digital Asset Management Market Size by Application (2020-2025) & (\$ millions)

Table 10. Global Digital Asset Management Market Size Market Share by Application (2020-2025)

Table 11. Global Digital Asset Management Revenue by Player (2020-2025) & (\$ millions)

Table 12. Global Digital Asset Management Revenue Market Share by Player (2020-2025)

Table 13. Digital Asset Management Key Players Head office and Products Offered

Table 14. Digital Asset Management Concentration Ratio (CR3, CR5 and CR10) & (2023-2025)

Table 15. New Products and Potential Entrants

Table 16. Mergers & Acquisitions, Expansion

Table 17. Global Digital Asset Management Market Size by Region (2020-2025) & (\$ millions)

Table 18. Global Digital Asset Management Market Size Market Share by Region

(2020-2025)

Table 19. Global Digital Asset Management Revenue by Country/Region (2020-2025) & (\$ millions)

Table 20. Global Digital Asset Management Revenue Market Share by Country/Region (2020-2025)

Table 21. Americas Digital Asset Management Market Size by Country (2020-2025) & (\$ millions)

Table 22. Americas Digital Asset Management Market Size Market Share by Country (2020-2025)

Table 23. Americas Digital Asset Management Market Size byType (2020-2025) & (\$ millions)

Table 24. Americas Digital Asset Management Market Size Market Share byType (2020-2025)

Table 25. Americas Digital Asset Management Market Size by Application (2020-2025) & (\$ millions)

Table 26. Americas Digital Asset Management Market Size Market Share by Application (2020-2025)

Table 27. APAC Digital Asset Management Market Size by Region (2020-2025) & (\$ millions)

Table 28. APAC Digital Asset Management Market Size Market Share by Region (2020-2025)

Table 29. APAC Digital Asset Management Market Size byType (2020-2025) & (\$ millions)

Table 30. APAC Digital Asset Management Market Size by Application (2020-2025) & (\$ millions)

Table 31. Europe Digital Asset Management Market Size by Country (2020-2025) & (\$ millions)

Table 32. Europe Digital Asset Management Market Size Market Share by Country (2020-2025)

Table 33. Europe Digital Asset Management Market Size byType (2020-2025) & (\$ millions)

Table 34. Europe Digital Asset Management Market Size by Application (2020-2025) & (\$ millions)

Table 35. Middle East & Africa Digital Asset Management Market Size by Region (2020-2025) & (\$ millions)

Table 36. Middle East & Africa Digital Asset Management Market Size byType (2020-2025) & (\$ millions)

Table 37. Middle East & Africa Digital Asset Management Market Size by Application (2020-2025) & (\$ millions)

Table 38. Key Market Drivers & Growth Opportunities of Digital Asset Management

Table 39. Key Market Challenges & Risks of Digital Asset Management

Table 40. Key Industry Trends of Digital Asset Management

Table 41. Global Digital Asset Management Market Size Forecast by Region
(2026-2031) & (\$ millions)

Table 42. Global Digital Asset Management Market Size Market Share Forecast by
Region (2026-2031)

Table 43. Global Digital Asset Management Market Size Forecast by Type (2026-2031) &
(\$ millions)

Table 44. Global Digital Asset Management Market Size Forecast by Application
(2026-2031) & (\$ millions)

Table 45. Adobe Details, Company Type, Digital Asset Management Area Served and
Its Competitors

Table 46. Adobe Digital Asset Management Product Offered

Table 47. Adobe Digital Asset Management Revenue (\$ million), Gross Margin and
Market Share (2020-2025)

Table 48. Adobe Main Business

Table 49. Adobe Latest Developments

Table 50. Cognizant Technology Solutions Details, Company Type, Digital Asset
Management Area Served and Its Competitors

Table 51. Cognizant Technology Solutions Digital Asset Management Product Offered

Table 52. Cognizant Technology Solutions Digital Asset Management Revenue (\$
million), Gross Margin and Market Share (2020-2025)

Table 53. Cognizant Technology Solutions Main Business

Table 54. Cognizant Technology Solutions Latest Developments

Table 55. Dell EMC Details, Company Type, Digital Asset Management Area Served
and Its Competitors

Table 56. Dell EMC Digital Asset Management Product Offered

Table 57. Dell EMC Digital Asset Management Revenue (\$ million), Gross Margin and
Market Share (2020-2025)

Table 58. Dell EMC Main Business

Table 59. Dell EMC Latest Developments

Table 60. IBM Details, Company Type, Digital Asset Management Area Served and Its
Competitors

Table 61. IBM Digital Asset Management Product Offered

Table 62. IBM Digital Asset Management Revenue (\$ million), Gross Margin and Market
Share (2020-2025)

Table 63. IBM Main Business

Table 64. IBM Latest Developments

Table 65. Aprimo Details, CompanyType, Digital Asset Management Area Served and Its Competitors

Table 66. Aprimo Digital Asset Management Product Offered

Table 67. Aprimo Digital Asset Management Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 68. Aprimo Main Business

Table 69. Aprimo Latest Developments

Table 70. Oracle Details, CompanyType, Digital Asset Management Area Served and Its Competitors

Table 71. Oracle Digital Asset Management Product Offered

Table 72. Oracle Digital Asset Management Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 73. Oracle Main Business

Table 74. Oracle Latest Developments

Table 75. Northplains Details, CompanyType, Digital Asset Management Area Served and Its Competitors

Table 76. Northplains Digital Asset Management Product Offered

Table 77. Northplains Digital Asset Management Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 78. Northplains Main Business

Table 79. Northplains Latest Developments

Table 80. Nuxeo Details, CompanyType, Digital Asset Management Area Served and Its Competitors

Table 81. Nuxeo Digital Asset Management Product Offered

Table 82. Nuxeo Digital Asset Management Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 83. Nuxeo Main Business

Table 84. Nuxeo Latest Developments

Table 85. OpenText Details, CompanyType, Digital Asset Management Area Served and Its Competitors

Table 86. OpenText Digital Asset Management Product Offered

Table 87. OpenText Digital Asset Management Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 88. OpenText Main Business

Table 89. OpenText Latest Developments

Table 90. MediaValet Details, CompanyType, Digital Asset Management Area Served and Its Competitors

Table 91. MediaValet Digital Asset Management Product Offered

Table 92. MediaValet Digital Asset Management Revenue (\$ million), Gross Margin and

Market Share (2020-2025)

Table 93. MediaValet Main Business

Table 94. MediaValet Latest Developments

Table 95. Canto Details, CompanyType, Digital Asset Management Area Served and Its Competitors

Table 96. Canto Digital Asset Management Product Offered

Table 97. Canto Digital Asset Management Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 98. Canto Main Business

Table 99. Canto Latest Developments

Table 100. Celum Details, CompanyType, Digital Asset Management Area Served and Its Competitors

Table 101. Celum Digital Asset Management Product Offered

Table 102. Celum Digital Asset Management Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 103. Celum Main Business

Table 104. Celum Latest Developments

Table 105. Bynder Details, CompanyType, Digital Asset Management Area Served and Its Competitors

Table 106. Bynder Digital Asset Management Product Offered

Table 107. Bynder Digital Asset Management Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 108. Bynder Main Business

Table 109. Bynder Latest Developments

Table 110. Bright (Asset Bank) Details, CompanyType, Digital Asset Management Area Served and Its Competitors

Table 111. Bright (Asset Bank) Digital Asset Management Product Offered

Table 112. Bright (Asset Bank) Digital Asset Management Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 113. Bright (Asset Bank) Main Business

Table 114. Bright (Asset Bank) Latest Developments

Table 115. Extensis Details, CompanyType, Digital Asset Management Area Served and Its Competitors

Table 116. Extensis Digital Asset Management Product Offered

Table 117. Extensis Digital Asset Management Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 118. Extensis Main Business

Table 119. Extensis Latest Developments

Table 120. Brandmaster Details, CompanyType, Digital Asset Management Area

Served and Its Competitors

Table 121. Brandmaster Digital Asset Management Product Offered

Table 122. Brandmaster Digital Asset Management Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 123. Brandmaster Main Business

Table 124. Brandmaster Latest Developments

Table 125. Qbank Details, CompanyType, Digital Asset Management Area Served and Its Competitors

Table 126. Qbank Digital Asset Management Product Offered

Table 127. Qbank Digital Asset Management Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 128. Qbank Main Business

Table 129. Qbank Latest Developments

Table 130. Censhare Details, CompanyType, Digital Asset Management Area Served and Its Competitors

Table 131. Censhare Digital Asset Management Product Offered

Table 132. Censhare Digital Asset Management Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 133. Censhare Main Business

Table 134. Censhare Latest Developments

Table 135. Cloudinary Details, CompanyType, Digital Asset Management Area Served and Its Competitors

Table 136. Cloudinary Digital Asset Management Product Offered

Table 137. Cloudinary Digital Asset Management Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 138. Cloudinary Main Business

Table 139. Cloudinary Latest Developments

Table 140. Widen Details, CompanyType, Digital Asset Management Area Served and Its Competitors

Table 141. Widen Digital Asset Management Product Offered

Table 142. Widen Digital Asset Management Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 143. Widen Main Business

Table 144. Widen Latest Developments

Table 145. Wedia Details, CompanyType, Digital Asset Management Area Served and Its Competitors

Table 146. Wedia Digital Asset Management Product Offered

Table 147. Wedia Digital Asset Management Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 148. Wedia Main Business

Table 149. Wedia Latest Developments

Table 150. Brandfolder Details, CompanyType, Digital Asset Management Area Served and Its Competitors

Table 151. Brandfolder Digital Asset Management Product Offered

Table 152. Brandfolder Digital Asset Management Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 153. Brandfolder Main Business

Table 154. Brandfolder Latest Developments

Table 155. Percolate Industries Details, CompanyType, Digital Asset Management Area Served and Its Competitors

Table 156. Percolate Industries Digital Asset Management Product Offered

Table 157. Percolate Industries Digital Asset Management Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 158. Percolate Industries Main Business

Table 159. Percolate Industries Latest Developments

Table 160. IntelligenceBank Details, CompanyType, Digital Asset Management Area Served and Its Competitors

Table 161. IntelligenceBank Digital Asset Management Product Offered

Table 162. IntelligenceBank Digital Asset Management Revenue (\$ million), Gross Margin and Market Share (2020-2025)

Table 163. IntelligenceBank Main Business

Table 164. IntelligenceBank Latest Developments

LIST OFFIGURES

Figure 1. Digital Asset Management Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Digital Asset Management Market Size Growth Rate (2020-2031) (\$ millions)

Figure 6. Digital Asset Management Sales by Geographic Region (2020, 2024 & 2031) & (\$ millions)

Figure 7. Digital Asset Management Sales Market Share by Country/Region (2024)

Figure 8. Digital Asset Management Sales Market Share by Country/Region (2020, 2024 & 2031)

Figure 9. Global Digital Asset Management Market Size Market Share byType in 2024

Figure 10. Digital Asset Management in Brand Management System

Figure 11. Global Digital Asset Management Market: Brand Management System
(2020-2025) & (\$ millions)

Figure 12. Digital Asset Management in Library or Archive

Figure 13. Global Digital Asset Management Market: Library or Archive (2020-2025) &
(\$ millions)

Figure 14. Digital Asset Management in Production Management Systems

Figure 15. Global Digital Asset Management Market: Production Management Systems
(2020-2025) & (\$ millions)

Figure 16. Global Digital Asset Management Market Size Market Share by Application
in 2024

Figure 17. Global Digital Asset Management Revenue Market Share by Player in 2024

Figure 18. Global Digital Asset Management Market Size Market Share by Region
(2020-2025)

Figure 19. Americas Digital Asset Management Market Size 2020-2025 (\$ millions)

Figure 20. APAC Digital Asset Management Market Size 2020-2025 (\$ millions)

Figure 21. Europe Digital Asset Management Market Size 2020-2025 (\$ millions)

Figure 22. Middle East & Africa Digital Asset Management Market Size 2020-2025 (\$
millions)

Figure 23. Americas Digital Asset Management Value Market Share by Country in 2024

Figure 24. United States Digital Asset Management Market Size Growth 2020-2025 (\$
millions)

Figure 25. Canada Digital Asset Management Market Size Growth 2020-2025 (\$
millions)

Figure 26. Mexico Digital Asset Management Market Size Growth 2020-2025 (\$
millions)

Figure 27. Brazil Digital Asset Management Market Size Growth 2020-2025 (\$ millions)

Figure 28. APAC Digital Asset Management Market Size Market Share by Region in
2024

Figure 29. APAC Digital Asset Management Market Size Market Share byType
(2020-2025)

Figure 30. APAC Digital Asset Management Market Size Market Share by Application
(2020-2025)

Figure 31. China Digital Asset Management Market Size Growth 2020-2025 (\$ millions)

Figure 32. Japan Digital Asset Management Market Size Growth 2020-2025 (\$ millions)

Figure 33. South Korea Digital Asset Management Market Size Growth 2020-2025 (\$
millions)

Figure 34. Southeast Asia Digital Asset Management Market Size Growth 2020-2025 (\$

millions)

Figure 35. India Digital Asset Management Market Size Growth 2020-2025 (\$ millions)

Figure 36. Australia Digital Asset Management Market Size Growth 2020-2025 (\$ millions)

Figure 37. Europe Digital Asset Management Market Size Market Share by Country in 2024

Figure 38. Europe Digital Asset Management Market Size Market Share byType (2020-2025)

Figure 39. Europe Digital Asset Management Market Size Market Share by Application (2020-2025)

Figure 40. Germany Digital Asset Management Market Size Growth 2020-2025 (\$ millions)

Figure 41. France Digital Asset Management Market Size Growth 2020-2025 (\$ millions)

Figure 42. UK Digital Asset Management Market Size Growth 2020-2025 (\$ millions)

Figure 43. Italy Digital Asset Management Market Size Growth 2020-2025 (\$ millions)

Figure 44. Russia Digital Asset Management Market Size Growth 2020-2025 (\$ millions)

Figure 45. Middle East & Africa Digital Asset Management Market Size Market Share by Region (2020-2025)

Figure 46. Middle East & Africa Digital Asset Management Market Size Market Share byType (2020-2025)

Figure 47. Middle East & Africa Digital Asset Management Market Size Market Share by Application (2020-2025)

Figure 48. Egypt Digital Asset Management Market Size Growth 2020-2025 (\$ millions)

Figure 49. South Africa Digital Asset Management Market Size Growth 2020-2025 (\$ millions)

Figure 50. Israel Digital Asset Management Market Size Growth 2020-2025 (\$ millions)

Figure 51. Turkey Digital Asset Management Market Size Growth 2020-2025 (\$ millions)

Figure 52. GCC Countries Digital Asset Management Market Size Growth 2020-2025 (\$ millions)

Figure 53. Americas Digital Asset Management Market Size 2026-2031 (\$ millions)

Figure 54. APAC Digital Asset Management Market Size 2026-2031 (\$ millions)

Figure 55. Europe Digital Asset Management Market Size 2026-2031 (\$ millions)

Figure 56. Middle East & Africa Digital Asset Management Market Size 2026-2031 (\$ millions)

Figure 57. United States Digital Asset Management Market Size 2026-2031 (\$ millions)

Figure 58. Canada Digital Asset Management Market Size 2026-2031 (\$ millions)

Figure 59. Mexico Digital Asset Management Market Size 2026-2031 (\$ millions)

Figure 60. Brazil Digital Asset Management Market Size 2026-2031 (\$ millions)

- Figure 61. China Digital Asset Management Market Size 2026-2031 (\$ millions)
- Figure 62. Japan Digital Asset Management Market Size 2026-2031 (\$ millions)
- Figure 63. Korea Digital Asset Management Market Size 2026-2031 (\$ millions)
- Figure 64. Southeast Asia Digital Asset Management Market Size 2026-2031 (\$ millions)
- Figure 65. India Digital Asset Management Market Size 2026-2031 (\$ millions)
- Figure 66. Australia Digital Asset Management Market Size 2026-2031 (\$ millions)
- Figure 67. Germany Digital Asset Management Market Size 2026-2031 (\$ millions)
- Figure 68. France Digital Asset Management Market Size 2026-2031 (\$ millions)
- Figure 69. UK Digital Asset Management Market Size 2026-2031 (\$ millions)
- Figure 70. Italy Digital Asset Management Market Size 2026-2031 (\$ millions)
- Figure 71. Russia Digital Asset Management Market Size 2026-2031 (\$ millions)
- Figure 72. Egypt Digital Asset Management Market Size 2026-2031 (\$ millions)
- Figure 73. South Africa Digital Asset Management Market Size 2026-2031 (\$ millions)
- Figure 74. Israel Digital Asset Management Market Size 2026-2031 (\$ millions)
- Figure 75. Turkey Digital Asset Management Market Size 2026-2031 (\$ millions)
- Figure 76. Global Digital Asset Management Market Size Market Share Forecast by Type (2026-2031)
- Figure 77. Global Digital Asset Management Market Size Market Share Forecast by Application (2026-2031)
- Figure 78. GCC Countries Digital Asset Management Market Size 2026-2031 (\$ millions)

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