

Global Enterprise Survey Software Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Enterprise Survey Software market size is predicted to grow from US\$ 455 million in 2025 to US\$ 824 million in 2032; it is expected to grow at a CAGR of 8.9% from 2026 to 2032.

Enterprise survey software is a digital survey and feedback management platform for enterprises, governments, universities, medical institutions, market research institutions, and other large organizations. It is primarily used for designing, publishing, collecting, managing, and analyzing structured questionnaires and multi-channel feedback data. Enterprise survey software focuses on software products with enterprise-level deployment, team collaboration, access control, brand customization, security compliance, API integration, automated workflows, data dashboards, and advanced analytics capabilities. Product forms include cloud-based SaaS platforms, private deployment systems, open-source commercial versions, enterprise forms and survey modules, customer feedback survey platforms, employee survey and employee listening platforms, market research survey platforms, and patient experience and public institution satisfaction survey platforms.

The market for enterprise survey software is experiencing significant development and growth. This software has become increasingly popular among businesses of all sizes as they realize the importance of collecting feedback and data from their customers, employees, and stakeholders. One driver for market development is the increasing need for businesses to gain insights and make data-driven decisions. With the rapid advancement of technology, businesses now have access to a wide range of survey software tools that enable them to collect, analyze, and interpret data more efficiently. These tools offer features like survey design, distribution, data collection, and analysis, which help businesses make better-informed decisions. Another factor contributing to

the market development is the increasing adoption of cloud-based solutions. Enterprise survey software that operates on the cloud allows businesses to access their survey data from anywhere and at any time. This flexibility enhances collaboration among teams and enables businesses to gather feedback from a global audience.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Enterprise Survey 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 Enterprise Survey Software.

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

Segmentation by Type:

Local Deployment

Cloud-based

Segmentation by Product Features:

Data Analysis Tools

Customized Survey Tools

Basic Survey Tools

Segmentation by Monthly Responses:

? 1,000 responses/month

1,000 ~ 10,000 responses/month

? 10,000 responses/month

Segmentation by Application:

Finance & Investment

Law Firms

Government

Real Estate

Other

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.

Qualtrics, LLC

Press Ganey Forsta

Medallia, Inc.

SurveyMonkey Inc.

QuestionPro Inc.

Alchemer LLC

Workday, Inc.

Culture Amp Pty Ltd.

Jotform Inc.

Typeform S.L.

Zoho Corporation

Microsoft Corporation

Google LLC

Sogolytics LLC

Voxco

SurveySparrow Inc.

Tencent Holdings Limited

Changsha Ranxing Information Technology

LimeSurvey GmbH

Snap Surveys Ltd.

SmartSurvey Ltd.

Survicate

WorkTango Inc.

AskNicely

Checkbox Technology, Inc.

Xi'an Data Rujin Information Technology

Intellistack

Lattice Semiconductor

ProProfs

Shanghai Zhongyan Network Technology

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