

Global Product Information Management Software Market Growth (Status and Outlook) 2024-2030

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

Product information management (PIM) software gives retailers a centralized location to store details about every product in their portfolio to share the most up-to-date, accurate information across multiple sites.

This information can include pricing, descriptions, images, and other modifiers, such as colors, sizes, or materials. Users can collaborate on product details, and integrate other software used to market or sell products, such as a CRM or ecommerce software.

Beyond product information, companies can automate the content they use to market services or products with PIM software, leveraging digital asset management (DAM) to make sure partner sites have the latest versions.

The global Product Information Management Software market size is projected to grow from US\$ 1195.4 million in 2023 to US\$ 2203.4 million in 2030; it is expected to grow at a CAGR of 9.1% from 2024 to 2030.

LPI (LP Information)' newest research report, the "Product Information Management Software Industry Forecast" looks at past sales and reviews total world Product Information Management Software sales in 2023, providing a comprehensive analysis by region and market sector of projected Product Information Management Software sales for 2024 through 2030. With Product Information Management Software sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Product Information Management Software industry.

This Insight Report provides a comprehensive analysis of the global Product Information Management 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 analyzes the strategies of leading global companies with a focus on Product Information Management Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Product Information Management Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Product Information Management 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 Product Information Management Software.

The future market trends of Product Information Management Software are driven by the increasing demand for better product information for future commerce, the growth of e-commerce and omnichannel retailing, the need to boost team productivity and customer satisfaction, and the adoption of cloud-based and AI-powered solutions. Some of the emerging trends in this market are the integration of PIM with other systems such as ERP, CRM, and PLM, the use of PIM for product experience management (PxM), the development of PIM for specific industries and verticals, and the rise of PIM as a service (PaaS).

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

Segmentation by type

Cloud-Based

On-Premises

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.

Sales Layer

AdvancePro Technologies

Jazva

ERP Gold

Znode

Logistics For Hire

2Ship

Zoey

Moduurn

Accivate Inventory Software

Expedite Commerce

Akeneo

GenAlpha Technologies

Shopify

Lightspeed HQ

GoDaddy Operating Company

ShipStation

Magento

Ecwid

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