

Global Real Estate Marketing Software Market Growth (Status and Outlook) 2025-2031

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Abstracts

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The global Real Estate Marketing Software market size is predicted to grow from US\$ 1210 million in 2025 to US\$ 2700 million in 2031; it is expected to grow at a CAGR of 14.3% from 2025 to 2031.

Real Estate Marketing Software is tailored to help real estate professionals (such as building owners, asset managers, agencies and realtors) market their properties to maximize exposure to potential buyers, though some products may overlap in functionality with typical marketing software.

Global Real Estate Marketing Software key players include AppFolio, BoomTown, CREG, Placester, iContact, etc. Global top five manufacturers hold a share over 20%.

Americas is the largest market, with a share about 55%, followed by Europe and Asia-Pacific, both have a share about 40 percent.

In terms of product, Web Based is the largest segment, with a share over 80%. And in terms of application, the largest application is Large Enterprises, followed by SMEs.

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

Marketing Software industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Real Estate Marketing 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 Real Estate Marketing Software.

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

Segmentation by Type:

Cloud Based

Web Based

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.

AppFolio

BoomTown

Constellation Real Estate Group (CREG)

IXACT Contact

Nestio

CoStar

Placester

Rezora

Propertybase

Buildout

Real Geeks

Keller Williams Realty

MRI Software

LeadSquared

IContact

Point2

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Figure 76. GCC Countries Real Estate Marketing Software Market Size 2026-2031 (\$ millions)

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