

Global Self-Hosted Email Marketing Software Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Self-Hosted Email Marketing Software market size is predicted to grow from US\$ 490 million in 2025 to US\$ 1229 million in 2032; it is expected to grow at a CAGR of 14.1% from 2026 to 2032.

Self-Hosted Email Marketing Software is on-premises installable software for email marketing operations. Unlike cloud SaaS tools, it is deployed and operated on users' own servers, virtual machines or private infrastructure. It covers subscriber management, email template creation, bulk delivery, scheduled campaigns, data statistics and performance tracking. Users retain full ownership of data, servers and sending rules, and take charge of system maintenance, security updates and deliverability management. It is widely adopted by enterprises, agencies and organizations with strict data security, privacy and compliance requirements.

United States market for Self-Hosted Email Marketing Software is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Self-Hosted Email Marketing Software is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Self-Hosted Email Marketing Software is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Self-Hosted Email Marketing Software players cover Mautic, Sendy, MailWizz, phpList, MailPoet, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Self-Hosted Email 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 Self-Hosted Email Marketing Software.

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

Segmentation by Type:

Lightweight Single-node Deployment

Distributed Cluster Deployment

Segmentation by Technical Development Stack:

PHP-based Software

Go-based Software

Node.js-based Software

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.

Mautic

Sendy

MailWizz

phpList

MailPoet

FluentCRM

listmonk

Odoo

Interspire

Octeth

Acelle Mail

AGNITAS

Mailster

The Newsletter Plugin

CiviCRM

SuiteCRM

Dada Mail

Mailtrain

Postal

Mailcoach

SendPortal

Keila

Groundhogg

FunnelKit Automations

Mumara

Vtiger

ERPNext

YetiForce CRM

EspoCRM

OroCRM

G-Lock EasyMail7

GroupMail

SendBlaster

nuevoMailer

Maidoll

Unimarketing

BestEDM

TurboMail

WEBCAS e-mail

Cuenote FC

Will Mail

Synergy!

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