

# Global Insurance Customer Relationship Management (CRM) Software Market Growth (Status and Outlook) 2026-2032

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## Abstracts

The global Insurance Customer Relationship Management (CRM) Software market size is predicted to grow from US\$ 418 million in 2025 to US\$ 661 million in 2032; it is expected to grow at a CAGR of 5.4% from 2026 to 2032.

Insurance Customer Relationship Management (CRM) software is a specialized class of CRM systems tailored to the needs of insurance carriers, agencies, and brokers. It combines traditional CRM capabilities with industry-specific features to manage policy lifecycle, claims, underwriting, and customer interactions more effectively.

United States market for Insurance Customer Relationship Management (CRM) 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 Insurance Customer Relationship Management (CRM) 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 Insurance Customer Relationship Management (CRM) 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 Insurance Customer Relationship Management (CRM) Software players cover Vertafore, Agent CRM, Better Agency, HubSpot, Damco Solutions, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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

This Insight Report provides a comprehensive analysis of the global Insurance Customer Relationship Management (CRM) 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 Insurance Customer Relationship Management (CRM) Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Insurance Customer Relationship Management (CRM) Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Insurance Customer Relationship Management (CRM) 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 Insurance Customer Relationship Management (CRM) Software.

This report presents a comprehensive overview, market shares, and growth opportunities of Insurance Customer Relationship Management (CRM) Software market by product type, application, key players and key regions and countries.

### **Segmentation by Type:**

Cloud-based

On-premise

**Segmentation by Functionality:**

Customer Information Management

Sales Management

Claims Management

Others

**Segmentation by Technical Architecture:**

Traditional Architecture

Cloud-Native Architecture

Artificial Intelligence and Big Data Architecture

**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.

Vertafore

Agent CRM

Better Agency

HubSpot

Damco Solutions

InsuredMine

insureio

Thryv

Salesmate

Flamon Cloudtech

Vtiger

Zoho

## 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 Insurance Customer Relationship Management (CRM) Software Market Size (2021-2032)

2.1.2 Insurance Customer Relationship Management (CRM) Software Market Size CAGR by Region (2021 VS 2025 VS 2032)

2.1.3 World Current & Future Analysis for Insurance Customer Relationship Management (CRM) Software by Country/Region (2021, 2025 & 2032)

#### 2.2 Insurance Customer Relationship Management (CRM) Software Segment by Type

2.2.1 Cloud-based

2.2.2 On-premise

2.2.3 Insurance Customer Relationship Management (CRM) Software Market Size by Type

2.2.3.1 Insurance Customer Relationship Management (CRM) Software Market Size CAGR by Type (2021 VS 2025 VS 2032)

2.2.3.2 Global Insurance Customer Relationship Management (CRM) Software Market Size Market Share by Type (2021-2026)

#### 2.3 Insurance Customer Relationship Management (CRM) Software Segment by Functionality

2.3.1 Customer Information Management

2.3.2 Sales Management

2.3.3 Claims Management

2.3.4 Others

2.3.5 Insurance Customer Relationship Management (CRM) Software Market Size by Functionality

2.3.5.1 Insurance Customer Relationship Management (CRM) Software Market Size CAGR by Functionality (2021 VS 2025 VS 2032)

2.3.5.2 Global Insurance Customer Relationship Management (CRM) Software Market Size Market Share by Functionality (2021-2026)

2.4 Insurance Customer Relationship Management (CRM) Software Segment by Technical Architecture

2.4.1 Traditional Architecture

2.4.2 Cloud-Native Architecture

2.4.3 Artificial Intelligence and Big Data Architecture

2.4.4 Insurance Customer Relationship Management (CRM) Software Market Size by Technical Architecture

2.4.4.1 Insurance Customer Relationship Management (CRM) Software Market Size CAGR by Technical Architecture (2021 VS 2025 VS 2032)

2.4.4.2 Global Insurance Customer Relationship Management (CRM) Software Market Size Market Share by Technical Architecture (2021-2026)

2.5 Insurance Customer Relationship Management (CRM) Software Segment by Application

2.5.1 Large Enterprises

2.5.2 SMEs

2.5.3 Insurance Customer Relationship Management (CRM) Software Market Size by Application

2.5.3.1 Insurance Customer Relationship Management (CRM) Software Market Size CAGR by Application (2021 VS 2025 VS 2032)

2.5.3.2 Global Insurance Customer Relationship Management (CRM) Software Market Size Market Share by Application (2021-2026)

### **3 INSURANCE CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SOFTWARE MARKET SIZE BY PLAYER**

3.1 Insurance Customer Relationship Management (CRM) Software Market Size Market Share by Player

3.1.1 Global Insurance Customer Relationship Management (CRM) Software Revenue by Player (2021-2026)

3.1.2 Global Insurance Customer Relationship Management (CRM) Software Revenue Market Share by Player (2021-2026)

3.2 Global Insurance Customer Relationship Management (CRM) Software 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) & (2024-2026)
- 3.4 New Products and Potential Entrants
- 3.5 Mergers & Acquisitions, Expansion

## **4 INSURANCE CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SOFTWARE BY REGION**

- 4.1 Insurance Customer Relationship Management (CRM) Software Market Size by Region (2021-2026)
- 4.2 Global Insurance Customer Relationship Management (CRM) Software Annual Revenue by Country/Region (2021-2026)
- 4.3 Americas Insurance Customer Relationship Management (CRM) Software Market Size Growth (2021-2026)
- 4.4 APAC Insurance Customer Relationship Management (CRM) Software Market Size Growth (2021-2026)
- 4.5 Europe Insurance Customer Relationship Management (CRM) Software Market Size Growth (2021-2026)
- 4.6 Middle East & Africa Insurance Customer Relationship Management (CRM) Software Market Size Growth (2021-2026)

## **5 AMERICAS**

- 5.1 Americas Insurance Customer Relationship Management (CRM) Software Market Size by Country (2021-2026)
- 5.2 Americas Insurance Customer Relationship Management (CRM) Software Market Size by Type (2021-2026)
- 5.3 Americas Insurance Customer Relationship Management (CRM) Software Market Size by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

## **6 APAC**

- 6.1 APAC Insurance Customer Relationship Management (CRM) Software Market Size by Region (2021-2026)
- 6.2 APAC Insurance Customer Relationship Management (CRM) Software Market Size by Type (2021-2026)

6.3 APAC Insurance Customer Relationship Management (CRM) Software Market Size by Application (2021-2026)

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 Insurance Customer Relationship Management (CRM) Software Market Size by Country (2021-2026)

7.2 Europe Insurance Customer Relationship Management (CRM) Software Market Size by Type (2021-2026)

7.3 Europe Insurance Customer Relationship Management (CRM) Software Market Size by Application (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

## **8 MIDDLE EAST & AFRICA**

8.1 Middle East & Africa Insurance Customer Relationship Management (CRM) Software by Region (2021-2026)

8.2 Middle East & Africa Insurance Customer Relationship Management (CRM) Software Market Size by Type (2021-2026)

8.3 Middle East & Africa Insurance Customer Relationship Management (CRM) Software Market Size by Application (2021-2026)

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 INSURANCE CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SOFTWARE MARKET FORECAST**

### 10.1 Global Insurance Customer Relationship Management (CRM) Software Forecast by Region (2027-2032)

#### 10.1.1 Global Insurance Customer Relationship Management (CRM) Software Forecast by Region (2027-2032)

#### 10.1.2 Americas Insurance Customer Relationship Management (CRM) Software Forecast

#### 10.1.3 APAC Insurance Customer Relationship Management (CRM) Software Forecast

#### 10.1.4 Europe Insurance Customer Relationship Management (CRM) Software Forecast

#### 10.1.5 Middle East & Africa Insurance Customer Relationship Management (CRM) Software Forecast

### 10.2 Americas Insurance Customer Relationship Management (CRM) Software Forecast by Country (2027-2032)

#### 10.2.1 United States Market Insurance Customer Relationship Management (CRM) Software Forecast

#### 10.2.2 Canada Market Insurance Customer Relationship Management (CRM) Software Forecast

#### 10.2.3 Mexico Market Insurance Customer Relationship Management (CRM) Software Forecast

#### 10.2.4 Brazil Market Insurance Customer Relationship Management (CRM) Software Forecast

### 10.3 APAC Insurance Customer Relationship Management (CRM) Software Forecast by Region (2027-2032)

#### 10.3.1 China Insurance Customer Relationship Management (CRM) Software Market Forecast

#### 10.3.2 Japan Market Insurance Customer Relationship Management (CRM) Software Forecast

#### 10.3.3 Korea Market Insurance Customer Relationship Management (CRM) Software Forecast

#### 10.3.4 Southeast Asia Market Insurance Customer Relationship Management (CRM) Software Forecast

10.3.5 India Market Insurance Customer Relationship Management (CRM) Software Forecast

10.3.6 Australia Market Insurance Customer Relationship Management (CRM) Software Forecast

10.4 Europe Insurance Customer Relationship Management (CRM) Software Forecast by Country (2027-2032)

10.4.1 Germany Market Insurance Customer Relationship Management (CRM) Software Forecast

10.4.2 France Market Insurance Customer Relationship Management (CRM) Software Forecast

10.4.3 UK Market Insurance Customer Relationship Management (CRM) Software Forecast

10.4.4 Italy Market Insurance Customer Relationship Management (CRM) Software Forecast

10.4.5 Russia Market Insurance Customer Relationship Management (CRM) Software Forecast

10.5 Middle East & Africa Insurance Customer Relationship Management (CRM) Software Forecast by Region (2027-2032)

10.5.1 Egypt Market Insurance Customer Relationship Management (CRM) Software Forecast

10.5.2 South Africa Market Insurance Customer Relationship Management (CRM) Software Forecast

10.5.3 Israel Market Insurance Customer Relationship Management (CRM) Software Forecast

10.5.4 Turkey Market Insurance Customer Relationship Management (CRM) Software Forecast

10.6 Global Insurance Customer Relationship Management (CRM) Software Forecast by Type (2027-2032)

10.7 Global Insurance Customer Relationship Management (CRM) Software Forecast by Application (2027-2032)

10.7.1 GCC Countries Market Insurance Customer Relationship Management (CRM) Software Forecast

## **11 KEY PLAYERS ANALYSIS**

11.1 Vertafore

11.1.1 Vertafore Company Information

11.1.2 Vertafore Insurance Customer Relationship Management (CRM) Software Product Offered

11.1.3 Vertafore Insurance Customer Relationship Management (CRM) Software Revenue, Gross Margin and Market Share (2021-2026)

11.1.4 Vertafore Main Business Overview

11.1.5 Vertafore Latest Developments

11.2 Agent CRM

11.2.1 Agent CRM Company Information

11.2.2 Agent CRM Insurance Customer Relationship Management (CRM) Software Product Offered

11.2.3 Agent CRM Insurance Customer Relationship Management (CRM) Software Revenue, Gross Margin and Market Share (2021-2026)

11.2.4 Agent CRM Main Business Overview

11.2.5 Agent CRM Latest Developments

11.3 Better Agency

11.3.1 Better Agency Company Information

11.3.2 Better Agency Insurance Customer Relationship Management (CRM) Software Product Offered

11.3.3 Better Agency Insurance Customer Relationship Management (CRM) Software Revenue, Gross Margin and Market Share (2021-2026)

11.3.4 Better Agency Main Business Overview

11.3.5 Better Agency Latest Developments

11.4 HubSpot

11.4.1 HubSpot Company Information

11.4.2 HubSpot Insurance Customer Relationship Management (CRM) Software Product Offered

11.4.3 HubSpot Insurance Customer Relationship Management (CRM) Software Revenue, Gross Margin and Market Share (2021-2026)

11.4.4 HubSpot Main Business Overview

11.4.5 HubSpot Latest Developments

11.5 Damco Solutions

11.5.1 Damco Solutions Company Information

11.5.2 Damco Solutions Insurance Customer Relationship Management (CRM) Software Product Offered

11.5.3 Damco Solutions Insurance Customer Relationship Management (CRM) Software Revenue, Gross Margin and Market Share (2021-2026)

11.5.4 Damco Solutions Main Business Overview

11.5.5 Damco Solutions Latest Developments

11.6 InsuredMine

11.6.1 InsuredMine Company Information

11.6.2 InsuredMine Insurance Customer Relationship Management (CRM) Software

## Product Offered

11.6.3 InsuredMine Insurance Customer Relationship Management (CRM) Software Revenue, Gross Margin and Market Share (2021-2026)

11.6.4 InsuredMine Main Business Overview

11.6.5 InsuredMine Latest Developments

## 11.7 insureio

11.7.1 insureio Company Information

11.7.2 insureio Insurance Customer Relationship Management (CRM) Software

## Product Offered

11.7.3 insureio Insurance Customer Relationship Management (CRM) Software Revenue, Gross Margin and Market Share (2021-2026)

11.7.4 insureio Main Business Overview

11.7.5 insureio Latest Developments

## 11.8 Thryv

11.8.1 Thryv Company Information

11.8.2 Thryv Insurance Customer Relationship Management (CRM) Software Product

## Offered

11.8.3 Thryv Insurance Customer Relationship Management (CRM) Software Revenue, Gross Margin and Market Share (2021-2026)

11.8.4 Thryv Main Business Overview

11.8.5 Thryv Latest Developments

## 11.9 Salesmate

11.9.1 Salesmate Company Information

11.9.2 Salesmate Insurance Customer Relationship Management (CRM) Software

## Product Offered

11.9.3 Salesmate Insurance Customer Relationship Management (CRM) Software Revenue, Gross Margin and Market Share (2021-2026)

11.9.4 Salesmate Main Business Overview

11.9.5 Salesmate Latest Developments

## 11.10 Flamon Cloudtech

11.10.1 Flamon Cloudtech Company Information

11.10.2 Flamon Cloudtech Insurance Customer Relationship Management (CRM)

## Software Product Offered

11.10.3 Flamon Cloudtech Insurance Customer Relationship Management (CRM) Software Revenue, Gross Margin and Market Share (2021-2026)

11.10.4 Flamon Cloudtech Main Business Overview

11.10.5 Flamon Cloudtech Latest Developments

## 11.11 Vtiger

11.11.1 Vtiger Company Information

11.11.2 Vtiger Insurance Customer Relationship Management (CRM) Software Product Offered

11.11.3 Vtiger Insurance Customer Relationship Management (CRM) Software Revenue, Gross Margin and Market Share (2021-2026)

11.11.4 Vtiger Main Business Overview

11.11.5 Vtiger Latest Developments

11.12 Zoho

11.12.1 Zoho Company Information

11.12.2 Zoho Insurance Customer Relationship Management (CRM) Software Product Offered

11.12.3 Zoho Insurance Customer Relationship Management (CRM) Software Revenue, Gross Margin and Market Share (2021-2026)

11.12.4 Zoho Main Business Overview

11.12.5 Zoho Latest Developments

## **12 RESEARCH FINDINGS AND CONCLUSION**

## List Of Tables

### LIST OF TABLES

- Table 1. Insurance Customer Relationship Management (CRM) Software Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)
- Table 2. Insurance Customer Relationship Management (CRM) Software Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)
- Table 3. Major Players of Cloud-based
- Table 4. Major Players of On-premise
- Table 5. Insurance Customer Relationship Management (CRM) Software Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)
- Table 6. Global Insurance Customer Relationship Management (CRM) Software Market Size by Type (2021-2026) & (\$ millions)
- Table 7. Global Insurance Customer Relationship Management (CRM) Software Market Size Market Share by Type (2021-2026)
- Table 8. Major Players of Customer Information Management
- Table 9. Major Players of Sales Management
- Table 10. Major Players of Claims Management
- Table 11. Major Players of Others
- Table 12. Insurance Customer Relationship Management (CRM) Software Market Size CAGR by Functionality (2021 VS 2025 VS 2032) & (\$ millions)
- Table 13. Global Insurance Customer Relationship Management (CRM) Software Market Size by Functionality (2021-2026) & (\$ millions)
- Table 14. Global Insurance Customer Relationship Management (CRM) Software Market Size Market Share by Functionality (2021-2026)
- Table 15. Major Players of Traditional Architecture
- Table 16. Major Players of Cloud-Native Architecture
- Table 17. Major Players of Artificial Intelligence and Big Data Architecture
- Table 18. Insurance Customer Relationship Management (CRM) Software Market Size CAGR by Technical Architecture (2021 VS 2025 VS 2032) & (\$ millions)
- Table 19. Global Insurance Customer Relationship Management (CRM) Software Market Size by Technical Architecture (2021-2026) & (\$ millions)
- Table 20. Global Insurance Customer Relationship Management (CRM) Software Market Size Market Share by Technical Architecture (2021-2026)
- Table 21. Insurance Customer Relationship Management (CRM) Software Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)
- Table 22. Global Insurance Customer Relationship Management (CRM) Software Market Size by Application (2021-2026) & (\$ millions)

Table 23. Global Insurance Customer Relationship Management (CRM) Software Market Size Market Share by Application (2021-2026)

Table 24. Global Insurance Customer Relationship Management (CRM) Software Revenue by Player (2021-2026) & (\$ millions)

Table 25. Global Insurance Customer Relationship Management (CRM) Software Revenue Market Share by Player (2021-2026)

Table 26. Insurance Customer Relationship Management (CRM) Software Key Players Head office and Products Offered

Table 27. Insurance Customer Relationship Management (CRM) Software Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 28. New Products and Potential Entrants

Table 29. Mergers & Acquisitions, Expansion

Table 30. Global Insurance Customer Relationship Management (CRM) Software Market Size by Region (2021-2026) & (\$ millions)

Table 31. Global Insurance Customer Relationship Management (CRM) Software Market Size Market Share by Region (2021-2026)

Table 32. Global Insurance Customer Relationship Management (CRM) Software Revenue by Country/Region (2021-2026) & (\$ millions)

Table 33. Global Insurance Customer Relationship Management (CRM) Software Revenue Market Share by Country/Region (2021-2026)

Table 34. Americas Insurance Customer Relationship Management (CRM) Software Market Size by Country (2021-2026) & (\$ millions)

Table 35. Americas Insurance Customer Relationship Management (CRM) Software Market Size Market Share by Country (2021-2026)

Table 36. Americas Insurance Customer Relationship Management (CRM) Software Market Size by Type (2021-2026) & (\$ millions)

Table 37. Americas Insurance Customer Relationship Management (CRM) Software Market Size Market Share by Type (2021-2026)

Table 38. Americas Insurance Customer Relationship Management (CRM) Software Market Size by Application (2021-2026) & (\$ millions)

Table 39. Americas Insurance Customer Relationship Management (CRM) Software Market Size Market Share by Application (2021-2026)

Table 40. APAC Insurance Customer Relationship Management (CRM) Software Market Size by Region (2021-2026) & (\$ millions)

Table 41. APAC Insurance Customer Relationship Management (CRM) Software Market Size Market Share by Region (2021-2026)

Table 42. APAC Insurance Customer Relationship Management (CRM) Software Market Size by Type (2021-2026) & (\$ millions)

Table 43. APAC Insurance Customer Relationship Management (CRM) Software

Market Size by Application (2021-2026) & (\$ millions)

Table 44. Europe Insurance Customer Relationship Management (CRM) Software Market Size by Country (2021-2026) & (\$ millions)

Table 45. Europe Insurance Customer Relationship Management (CRM) Software Market Size Market Share by Country (2021-2026)

Table 46. Europe Insurance Customer Relationship Management (CRM) Software Market Size by Type (2021-2026) & (\$ millions)

Table 47. Europe Insurance Customer Relationship Management (CRM) Software Market Size by Application (2021-2026) & (\$ millions)

Table 48. Middle East & Africa Insurance Customer Relationship Management (CRM) Software Market Size by Region (2021-2026) & (\$ millions)

Table 49. Middle East & Africa Insurance Customer Relationship Management (CRM) Software Market Size by Type (2021-2026) & (\$ millions)

Table 50. Middle East & Africa Insurance Customer Relationship Management (CRM) Software Market Size by Application (2021-2026) & (\$ millions)

Table 51. Key Market Drivers & Growth Opportunities of Insurance Customer Relationship Management (CRM) Software

Table 52. Key Market Challenges & Risks of Insurance Customer Relationship Management (CRM) Software

Table 53. Key Industry Trends of Insurance Customer Relationship Management (CRM) Software

Table 54. Global Insurance Customer Relationship Management (CRM) Software Market Size Forecast by Region (2027-2032) & (\$ millions)

Table 55. Global Insurance Customer Relationship Management (CRM) Software Market Size Market Share Forecast by Region (2027-2032)

Table 56. Global Insurance Customer Relationship Management (CRM) Software Market Size Forecast by Type (2027-2032) & (\$ millions)

Table 57. Global Insurance Customer Relationship Management (CRM) Software Market Size Forecast by Application (2027-2032) & (\$ millions)

Table 58. Vertafore Details, Company Type, Insurance Customer Relationship Management (CRM) Software Area Served and Its Competitors

Table 59. Vertafore Insurance Customer Relationship Management (CRM) Software Product Offered

Table 60. Vertafore Insurance Customer Relationship Management (CRM) Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 61. Vertafore Main Business

Table 62. Vertafore Latest Developments

Table 63. Agent CRM Details, Company Type, Insurance Customer Relationship Management (CRM) Software Area Served and Its Competitors

- Table 64. Agent CRM Insurance Customer Relationship Management (CRM) Software Product Offered
- Table 65. Agent CRM Insurance Customer Relationship Management (CRM) Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)
- Table 66. Agent CRM Main Business
- Table 67. Agent CRM Latest Developments
- Table 68. Better Agency Details, Company Type, Insurance Customer Relationship Management (CRM) Software Area Served and Its Competitors
- Table 69. Better Agency Insurance Customer Relationship Management (CRM) Software Product Offered
- Table 70. Better Agency Insurance Customer Relationship Management (CRM) Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)
- Table 71. Better Agency Main Business
- Table 72. Better Agency Latest Developments
- Table 73. HubSpot Details, Company Type, Insurance Customer Relationship Management (CRM) Software Area Served and Its Competitors
- Table 74. HubSpot Insurance Customer Relationship Management (CRM) Software Product Offered
- Table 75. HubSpot Insurance Customer Relationship Management (CRM) Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)
- Table 76. HubSpot Main Business
- Table 77. HubSpot Latest Developments
- Table 78. Damco Solutions Details, Company Type, Insurance Customer Relationship Management (CRM) Software Area Served and Its Competitors
- Table 79. Damco Solutions Insurance Customer Relationship Management (CRM) Software Product Offered
- Table 80. Damco Solutions Insurance Customer Relationship Management (CRM) Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)
- Table 81. Damco Solutions Main Business
- Table 82. Damco Solutions Latest Developments
- Table 83. InsuredMine Details, Company Type, Insurance Customer Relationship Management (CRM) Software Area Served and Its Competitors
- Table 84. InsuredMine Insurance Customer Relationship Management (CRM) Software Product Offered
- Table 85. InsuredMine Insurance Customer Relationship Management (CRM) Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)
- Table 86. InsuredMine Main Business
- Table 87. InsuredMine Latest Developments
- Table 88. insureio Details, Company Type, Insurance Customer Relationship

Management (CRM) Software Area Served and Its Competitors

Table 89. insureio Insurance Customer Relationship Management (CRM) Software Product Offered

Table 90. insureio Insurance Customer Relationship Management (CRM) Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 91. insureio Main Business

Table 92. insureio Latest Developments

Table 93. Thryv Details, Company Type, Insurance Customer Relationship Management (CRM) Software Area Served and Its Competitors

Table 94. Thryv Insurance Customer Relationship Management (CRM) Software Product Offered

Table 95. Thryv Insurance Customer Relationship Management (CRM) Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 96. Thryv Main Business

Table 97. Thryv Latest Developments

Table 98. Salesmate Details, Company Type, Insurance Customer Relationship Management (CRM) Software Area Served and Its Competitors

Table 99. Salesmate Insurance Customer Relationship Management (CRM) Software Product Offered

Table 100. Salesmate Insurance Customer Relationship Management (CRM) Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 101. Salesmate Main Business

Table 102. Salesmate Latest Developments

Table 103. Flamon Cloudtech Details, Company Type, Insurance Customer Relationship Management (CRM) Software Area Served and Its Competitors

Table 104. Flamon Cloudtech Insurance Customer Relationship Management (CRM) Software Product Offered

Table 105. Flamon Cloudtech Insurance Customer Relationship Management (CRM) Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 106. Flamon Cloudtech Main Business

Table 107. Flamon Cloudtech Latest Developments

Table 108. Vtiger Details, Company Type, Insurance Customer Relationship Management (CRM) Software Area Served and Its Competitors

Table 109. Vtiger Insurance Customer Relationship Management (CRM) Software Product Offered

Table 110. Vtiger Insurance Customer Relationship Management (CRM) Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 111. Vtiger Main Business

Table 112. Vtiger Latest Developments

Table 113. Zoho Details, Company Type, Insurance Customer Relationship Management (CRM) Software Area Served and Its Competitors

Table 114. Zoho Insurance Customer Relationship Management (CRM) Software Product Offered

Table 115. Zoho Insurance Customer Relationship Management (CRM) Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 116. Zoho Main Business

Table 117. Zoho Latest Developments

## List Of Figures

### LIST OF FIGURES

Figure 1. Insurance Customer Relationship Management (CRM) Software Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Insurance Customer Relationship Management (CRM) Software Market Size Growth Rate (2021-2032) (\$ millions)

Figure 6. Insurance Customer Relationship Management (CRM) Software Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Figure 7. Insurance Customer Relationship Management (CRM) Software Sales Market Share by Country/Region (2025)

Figure 8. Insurance Customer Relationship Management (CRM) Software Sales Market Share by Country/Region (2021, 2025 & 2032)

Figure 9. Global Insurance Customer Relationship Management (CRM) Software Market Size Market Share by Type in 2025

Figure 10. Global Insurance Customer Relationship Management (CRM) Software Market Size Market Share by Functionality in 2025

Figure 11. Global Insurance Customer Relationship Management (CRM) Software Market Size Market Share by Technical Architecture in 2025

Figure 12. Insurance Customer Relationship Management (CRM) Software in Large Enterprises

Figure 13. Global Insurance Customer Relationship Management (CRM) Software Market: Large Enterprises (2021-2026) & (\$ millions)

Figure 14. Insurance Customer Relationship Management (CRM) Software in SMEs

Figure 15. Global Insurance Customer Relationship Management (CRM) Software Market: SMEs (2021-2026) & (\$ millions)

Figure 16. Global Insurance Customer Relationship Management (CRM) Software Market Size Market Share by Application in 2025

Figure 17. Global Insurance Customer Relationship Management (CRM) Software Revenue Market Share by Player in 2025

Figure 18. Global Insurance Customer Relationship Management (CRM) Software Market Size Market Share by Region (2021-2026)

Figure 19. Americas Insurance Customer Relationship Management (CRM) Software Market Size 2021-2026 (\$ millions)

Figure 20. APAC Insurance Customer Relationship Management (CRM) Software

Market Size 2021-2026 (\$ millions)

Figure 21. Europe Insurance Customer Relationship Management (CRM) Software Market Size 2021-2026 (\$ millions)

Figure 22. Middle East & Africa Insurance Customer Relationship Management (CRM) Software Market Size 2021-2026 (\$ millions)

Figure 23. Americas Insurance Customer Relationship Management (CRM) Software Value Market Share by Country in 2025

Figure 24. United States Insurance Customer Relationship Management (CRM) Software Market Size Growth 2021-2026 (\$ millions)

Figure 25. Canada Insurance Customer Relationship Management (CRM) Software Market Size Growth 2021-2026 (\$ millions)

Figure 26. Mexico Insurance Customer Relationship Management (CRM) Software Market Size Growth 2021-2026 (\$ millions)

Figure 27. Brazil Insurance Customer Relationship Management (CRM) Software Market Size Growth 2021-2026 (\$ millions)

Figure 28. APAC Insurance Customer Relationship Management (CRM) Software Market Size Market Share by Region in 2025

Figure 29. APAC Insurance Customer Relationship Management (CRM) Software Market Size Market Share by Type (2021-2026)

Figure 30. APAC Insurance Customer Relationship Management (CRM) Software Market Size Market Share by Application (2021-2026)

Figure 31. China Insurance Customer Relationship Management (CRM) Software Market Size Growth 2021-2026 (\$ millions)

Figure 32. Japan Insurance Customer Relationship Management (CRM) Software Market Size Growth 2021-2026 (\$ millions)

Figure 33. South Korea Insurance Customer Relationship Management (CRM) Software Market Size Growth 2021-2026 (\$ millions)

Figure 34. Southeast Asia Insurance Customer Relationship Management (CRM) Software Market Size Growth 2021-2026 (\$ millions)

Figure 35. India Insurance Customer Relationship Management (CRM) Software Market Size Growth 2021-2026 (\$ millions)

Figure 36. Australia Insurance Customer Relationship Management (CRM) Software Market Size Growth 2021-2026 (\$ millions)

Figure 37. Europe Insurance Customer Relationship Management (CRM) Software Market Size Market Share by Country in 2025

Figure 38. Europe Insurance Customer Relationship Management (CRM) Software Market Size Market Share by Type (2021-2026)

Figure 39. Europe Insurance Customer Relationship Management (CRM) Software Market Size Market Share by Application (2021-2026)

Figure 40. Germany Insurance Customer Relationship Management (CRM) Software Market Size Growth 2021-2026 (\$ millions)

Figure 41. France Insurance Customer Relationship Management (CRM) Software Market Size Growth 2021-2026 (\$ millions)

Figure 42. UK Insurance Customer Relationship Management (CRM) Software Market Size Growth 2021-2026 (\$ millions)

Figure 43. Italy Insurance Customer Relationship Management (CRM) Software Market Size Growth 2021-2026 (\$ millions)

Figure 44. Russia Insurance Customer Relationship Management (CRM) Software Market Size Growth 2021-2026 (\$ millions)

Figure 45. Middle East & Africa Insurance Customer Relationship Management (CRM) Software Market Size Market Share by Region (2021-2026)

Figure 46. Middle East & Africa Insurance Customer Relationship Management (CRM) Software Market Size Market Share by Type (2021-2026)

Figure 47. Middle East & Africa Insurance Customer Relationship Management (CRM) Software Market Size Market Share by Application (2021-2026)

Figure 48. Egypt Insurance Customer Relationship Management (CRM) Software Market Size Growth 2021-2026 (\$ millions)

Figure 49. South Africa Insurance Customer Relationship Management (CRM) Software Market Size Growth 2021-2026 (\$ millions)

Figure 50. Israel Insurance Customer Relationship Management (CRM) Software Market Size Growth 2021-2026 (\$ millions)

Figure 51. Turkey Insurance Customer Relationship Management (CRM) Software Market Size Growth 2021-2026 (\$ millions)

Figure 52. GCC Countries Insurance Customer Relationship Management (CRM) Software Market Size Growth 2021-2026 (\$ millions)

Figure 53. Americas Insurance Customer Relationship Management (CRM) Software Market Size 2027-2032 (\$ millions)

Figure 54. APAC Insurance Customer Relationship Management (CRM) Software Market Size 2027-2032 (\$ millions)

Figure 55. Europe Insurance Customer Relationship Management (CRM) Software Market Size 2027-2032 (\$ millions)

Figure 56. Middle East & Africa Insurance Customer Relationship Management (CRM) Software Market Size 2027-2032 (\$ millions)

Figure 57. United States Insurance Customer Relationship Management (CRM) Software Market Size 2027-2032 (\$ millions)

Figure 58. Canada Insurance Customer Relationship Management (CRM) Software Market Size 2027-2032 (\$ millions)

Figure 59. Mexico Insurance Customer Relationship Management (CRM) Software

Market Size 2027-2032 (\$ millions)

Figure 60. Brazil Insurance Customer Relationship Management (CRM) Software

Market Size 2027-2032 (\$ millions)

Figure 61. China Insurance Customer Relationship Management (CRM) Software

Market Size 2027-2032 (\$ millions)

Figure 62. Japan Insurance Customer Relationship Management (CRM) Software

Market Size 2027-2032 (\$ millions)

Figure 63. Korea Insurance Customer Relationship Management (CRM) Software

Market Size 2027-2032 (\$ millions)

Figure 64. Southeast Asia Insurance Customer Relationship Management (CRM)

Software Market Size 2027-2032 (\$ millions)

Figure 65. India Insurance Customer Relationship Management (CRM) Software Market

Size 2027-2032 (\$ millions)

Figure 66. Australia Insurance Customer Relationship Management (CRM) Software

Market Size 2027-2032 (\$ millions)

Figure 67. Germany Insurance Customer Relationship Management (CRM) Software

Market Size 2027-2032 (\$ millions)

Figure 68. France Insurance Customer Relationship Management (CRM) Software

Market Size 2027-2032 (\$ millions)

Figure 69. UK Insurance Customer Relationship Management (CRM) Software Market

Size 2027-2032 (\$ millions)

Figure 70. Italy Insurance Customer Relationship Management (CRM) Software Market

Size 2027-2032 (\$ millions)

Figure 71. Russia Insurance Customer Relationship Management (CRM) Software

Market Size 2027-2032 (\$ millions)

Figure 72. Egypt Insurance Customer Relationship Management (CRM) Software

Market Size 2027-2032 (\$ millions)

Figure 73. South Africa Insurance Customer Relationship Management (CRM) Software

Market Size 2027-2032 (\$ millions)

Figure 74. Israel Insurance Customer Relationship Management (CRM) Software

Market Size 2027-2032 (\$ millions)

Figure 75. Turkey Insurance Customer Relationship Management (CRM) Software

Market Size 2027-2032 (\$ millions)

Figure 76. Global Insurance Customer Relationship Management (CRM) Software

Market Size Market Share Forecast by Type (2027-2032)

Figure 77. Global Insurance Customer Relationship Management (CRM) Software

Market Size Market Share Forecast by Application (2027-2032)

Figure 78. GCC Countries Insurance Customer Relationship Management (CRM)

Software Market Size 2027-2032 (\$ millions)

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