

# Digital Asset Management Market: Trends, Opportunities and Competitive Analysis [2023-2028]

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## Abstracts

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### Digital Asset Management Market Trends and Forecast

The future of the global digital asset management market looks promising with opportunities in the retail & e-commerce, BFSI, manufacturing, IT & telecom, media & entertainment, government & public sector, travel & hospitality, and healthcare markets. The global digital asset management market is expected to reach an estimated \$11.5 billion by 2028 with a CAGR of 15.3% from 2023 to 2028. The major drivers for this market are growing demand for smartphones, tablets, and social media, rising demand of collaborative workflow for marketing and sales activities, and increasing trend of cloud-based delivery options across the globe.

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### Digital Asset Management Market by Segment

The study includes trends and forecast for the global digital asset management market by component, business function, deployment, organization size, end use industry, and region, as follows:

Digital Asset Management Market by Component [Value (\$B) Shipment Analysis from 2017 to 2028]:

Solution

Services

Consulting

Integration & Implementation

Others

Digital Asset Management Market by Business Function [Value (\$B) Shipment Analysis from 2017 to 2028]:

Human Resources

Information Technology

Sales & Marketing

Others

Digital Asset Management Market by Deployment [Value (\$B) Shipment Analysis from 2017 to 2028]:

On-Premises

Cloud

Digital Asset Management Market by Organization Size [Value (\$B) Shipment Analysis from 2017 to 2028]:

Large Enterprises

SMEs

Digital Asset Management Market by End Use Industry [Value (\$B) Shipment Analysis

from 2017 to 2028]:

Retail & E-Commerce

BFSI

Manufacturing

IT & Telecom

Media & Entertainment

Government & Public Sector

Travel & Hospitality

Healthcare

Others

Digital Asset Management Market by Region [Value (\$B) Shipment Analysis from 2017 to 2028]:

North America

Europe

Asia Pacific

The Rest of the World

### List of Digital Asset Management Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies, digital asset management companies in the global

automotive market cater to increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the digital asset management companies in the global market profiled in this report include-

MediaBeacon

Adobe Systems

Cognizant

Open Text

Widen

Bynder

Brandfolder

BrandMaker

Censhare

Mediavalet

Wedia

Digizuite

## Digital Asset Management Market Insights

Lucintel forecasts that on-premises will remain the larger segment over the forecast period due to rapid adoption of on-premises deployment in training and development department in all organizations and majority of companies are also deploying technology-enabled learning which allows employees to record, display, and create innovative ideas in the company.

Within this market, media & entertainment is expected to remain largest

segment due to increasing consumption of digital content along with expansion of subscriber base online content-based publishers, and integration of new OTT services across existing subscription based streaming devices.

North America will remain the largest region during the forecast period due to growing investments in cloud adoption, increasing penetration of IoT devices, and rising social media, e-commerce, and other digital channels in the region.

## Features of the Digital Asset Management Market

**Market Size Estimates:** Digital asset management market size estimation in terms of value (\$B)

**Trend and Forecast Analysis:** Market trends (2017-2022) and forecast (2023-2028) by various segments and regions.

**Segmentation Analysis:** Digital asset management market size by various segments, such as by component, business function, deployment, organization size, end use industry, and region

**Regional Analysis:** Digital asset management market breakdown by North America, Europe, Asia Pacific, and the Rest of the World.

**Growth Opportunities:** Analysis on growth opportunities in different by component, business function, deployment, organization size, end use industry, and regions for the digital asset management market.

**Strategic Analysis:** This includes M&A, new product development, and competitive landscape for the digital asset management market.

**Analysis of competitive intensity of the industry based on Porter's Five Forces model.**

## FAQ

Q1. What is the digital asset management market size?

Answer: The global digital asset management market is expected to reach an estimated \$11.5 billion by 2028.

Q2. What is the growth forecast for digital asset management market?

Answer: The global digital asset management market is expected to grow with a CAGR of 15.3% from 2023 to 2028.

Q3. What are the major drivers influencing the growth of the digital asset management market?

Answer: The major drivers for this market are growing demand for smartphones, tablets, and social media, rising demand of collaborative workflow for marketing and sales activities, and increasing trend of cloud-based delivery options across the globe.

Q4. What are the major segments for digital asset management market?

Answer: The future of the global digital asset management market looks promising with opportunities in the retail & e-commerce, BFSI, manufacturing, IT & telecom, media & entertainment, government & public sector, travel & hospitality, and healthcare markets.

Q5. Who are the key digital asset management companies?

Answer: Some of the key digital asset management companies are as follows:

MediaBeacon

Adobe Systems

Cognizant

Open Text

Widen

Bynder

Brandfolder

BrandMaker

Censhare

Mediavalet

Wedia

Digizuite

Q6. Which digital asset management segment will be the largest in future?

Answer: Lucintel forecasts that on-premises will remain the larger segment over the forecast period due to rapid adoption of on-premises deployment in training and development department in all organizations and majority of companies are also deploying technology-enabled learning which allows employees to record, display, and create innovative ideas in the company.

Q7. In digital asset management market, which region is expected to be the largest in next 5 years?

Answer: North America will remain the largest region during the forecast period due to growing investments in cloud adoption, increasing penetration of IoT devices, and rising social media, e-commerce, and other digital channels in the region.

Q8. Do we receive customization in this report?

Answer: Yes, Lucintel provides 10% Customization Without any Additional Cost.

This report answers following 11 key questions

Q.1. What are some of the most promising, high-growth opportunities for the digital asset management market by component (solutions, services, consulting, integration and implementation, and training, support, and maintenance), business function (human resources, information technology, sales & marketing, and others), deployment (on-premises and cloud), organization size (large enterprises and SMEs), end use industry (retail & e-commerce, BFSI, manufacturing, IT & telecom, media & entertainment, government & public sector, travel & hospitality, healthcare, and others), and region

(North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity did occur in the last five years and how did they impact the industry?

For any questions related to digital asset management market or related to digital asset management companies, digital asset management market size, digital asset management market share, digital asset management analysis, digital asset management market growth, digital asset management market research, write Lucintel analyst at email: [helpdesk@lucintel.com](mailto:helpdesk@lucintel.com) we will be glad to get back to you soon.



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7.10: Mediavalet

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