

# Digital Experience Platform Market Report: Trends, Forecast and Competitive Analysis to 2030

<https://marketpublishers.com/r/DEEDED900FFAEN.html>

Date: July 2024

Pages: 150

Price: US\$ 4,850.00 (Single User License)

ID: DEEDED900FFAEN

## Abstracts

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### Digital Experience Platform Trends and Forecast

The future of the global digital experience platform market looks promising with opportunities in the BFSI, healthcare, IT & telecom, manufacturing, and retail markets. The global digital experience platform market is expected to reach an estimated \$15.5 billion by 2030 with a CAGR of 10.4% from 2024 to 2030. The major drivers for this market are growing focus on personalized user experiences, expanding technological developments in marketing instruments, as well as, the growing use of digital marketing tactics to connect with a wider audience.

A more than 150-page report is developed to help in your business decisions. Sample figures with some insights are shown below.

### Digital Experience Platform by Segment

The study includes a forecast for the global digital experience platform by component, deployment, application, end use, and region.

Digital Experience Platform Market by Component [Shipment Analysis by Value from 2018 to 2030]:

Platform

Services

Digital Experience Platform Market by Deployment [Shipment Analysis by Value from 2018 to 2030]:

On-Premise

Cloud

Digital Experience Platform Market by Application [Shipment Analysis by Value from 2018 to 2030]:

Business-To-Consumer

Business-To-Business

Others

Digital Experience Platform Market by End Use [Shipment Analysis by Value from 2018 to 2030]:

BFSI

Healthcare

IT & Telecom

Manufacturing

Retail

Others

Digital Experience Platform Market by Region [Shipment Analysis by Value from 2018 to 2030]:

North America

Europe

Asia Pacific

The Rest of the World

### List of Digital Experience Platform 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 experience platform companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the digital experience platform companies profiled in this report include-

Acquia

ADOBE

International Business Machines

Liferay

Microsoft

Open Text

Oracle

### Digital Experience Platform Market Insights

Lucintel forecasts that business-to-consumer will remain larger segment over the forecast period due to increasing rates of internet penetration, rising disposable income, the popularity of online shopping, and the widespread use of smartphones.

Within this market, retail will remain the largest segment due to increased preference for mobile apps for making decisions connected to purchases and other activities, as well as an increasing rate of internet penetration.

North America will remain the largest region over the forecast period due to increasing desire for cloud solutions to provide flexibility, cost-effectiveness, and business efficiency, particularly among SMEs in the area.

### Features of the Global Digital Experience Platform Market

**Market Size Estimates:** Digital experience platform market size estimation in terms of value (\$B).

**Trend and Forecast Analysis:** Market trends (2018 to 2023) and forecast (2024 to 2030) by various segments and regions.

**Segmentation Analysis:** Digital experience platform market size by component, deployment, application, end use, and region in terms of value (\$B).

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

**Growth Opportunities:** Analysis of growth opportunities in different component, deployment, application, end use, and regions for the digital experience platform market.

**Strategic Analysis:** This includes M&A, new product development, and competitive landscape of the digital experience platform market.

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

### FAQ

Q1. What is the digital experience platform market size?

Answer: The global digital experience platform market is expected to reach an estimated \$15.5 billion by 2030.

Q2. What is the growth forecast for digital experience platform market?

Answer: The global digital experience platform market is expected to grow with a CAGR of 10.4% from 2024 to 2030.

Q3. What are the major drivers influencing the growth of the digital experience platform market?

Answer: The major drivers for this market are growing focus on personalized user experiences, expanding technological developments in marketing instruments, as well as, the growing use of digital marketing tactics to connect with a wider audience.

Q4. What are the major segments for digital experience platform market?

Answer: The future of the global digital experience platform market looks promising with opportunities in the BFSI, healthcare, IT & telecom, manufacturing, and retail markets.

Q5. Who are the key digital experience platform market companies?

Answer: Some of the key digital experience platform companies are as follows:

Acquia

ADOBE

International Business Machines

Liferay

Microsoft

Open Text

Oracle

Q6. Which digital experience platform market segment will be the largest in future?

Answer: Lucintel forecasts that business-to-consumer will remain larger segment over

the forecast period due to increasing rates of internet penetration, rising disposable income, the popularity of online shopping, and the widespread use of smartphones.

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

Answer: North America will remain the largest region over the forecast period due to increasing desire for cloud solutions to provide flexibility, cost-effectiveness, and business efficiency, particularly among SMEs in the area.

Q.8 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 experience platform market by component (platform and services), deployment (on-premise and cloud), application (business-to-consumer, business-to-business, and others), end use (BFSI, healthcare, IT & telecom, manufacturing, retail, 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 has occurred in the last 5 years and what has its impact been on the industry?

For any questions related to Digital Experience Platform Market, Digital Experience Platform Market Size, Digital Experience Platform Market Growth, Digital Experience Platform Market Analysis, Digital Experience Platform Market Report, Digital Experience Platform Market Share, Digital Experience Platform Market Trends, Digital Experience Platform Market Forecast, Digital Experience Platform Companies, 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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