

2020-2025 Global Data Management Platforms Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

Data management platforms (DMPs) are central hubs that store and analyze all of a company's customer, audience, and marketing data. DMPs help companies make best use of the massive amounts of data they collect by analyzing data from multiple sources and presenting it in easily digestible ways.

This report elaborates the market size, market characteristics, and market growth of the Data Management Platforms industry, and breaks down according to the type, application, and consumption area of Data Management Platforms. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Data Management Platforms in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Data Management Platforms market covered in Chapter 13:
Hitachi Ltd.

Action Corporation

Informatica Corporation

MarkLogic Corporation

IBM Corporation

Compuware Corporation

CA Technologies, Inc.

Microsoft Corporation

InterSystems Corporation
Embarcadero Technologies, Inc
Oracle Corporation
SAP SE.
Cloudera, Inc.
BMC Software, Inc.

In Chapter 6, on the basis of types, the Data Management Platforms market from 2015 to 2025 is primarily split into:

First Party Data
Second Party Data
Third Party Data

In Chapter 7, on the basis of applications, the Data Management Platforms market from 2015 to 2025 covers:

Ad Agencies
Marketers
Publishers

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

United States
Europe
China
Japan
India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

North America (Covered in Chapter 8)
United States
Canada
Mexico
Europe (Covered in Chapter 9)
Germany
UK
France
Italy
Spain

Others

Asia-Pacific (Covered in Chapter 10)

China

Japan

India

South Korea

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 11)

Saudi Arabia

UAE

South Africa

Others

South America (Covered in Chapter 12)

Brazil

Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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