

# **Global Digital Asset Management Software in Retail Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery**

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## **Abstracts**

Digital Asset Management (DAM) is an application software that helps facilitate quick storage, retrieval and re utilization of digital assets significant to an enterprise. These digital assets comprise processed data files, engineering blueprints, web pages, white papers, text documents, videos, images, audio files etc. Key DAM enabling technologies include content infrastructure, processing complex media assets and edge network delivery.

Based on the Digital Asset Management Software in Retail market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Digital Asset Management Software in Retail market covered

in Chapter 5:

MediaBeacon, Inc.  
CELUM GmbH  
Oracle Corporation  
Canto, Inc.  
Cognizant Technology Solutions Corporation  
ADAM Software NV  
Extensis  
Adobe Systems Incorporated  
QBNK Company AB  
Widen Enterprises, Inc.  
Nuxeo  
OpenText Corp.  
North Plains Systems Corp.  
WebDAM

In Chapter 6, on the basis of types, the Digital Asset Management Software in Retail market from 2015 to 2025 is primarily split into:

Brand Asset Management Systems  
Library Asset Management Systems  
Production Asset Management Systems  
Others

In Chapter 7, on the basis of applications, the Digital Asset Management Software in Retail market from 2015 to 2025 covers:

Small and Medium retailers  
Large retailers

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)  
United States  
Canada  
Mexico  
Europe (Covered in Chapter 10)  
Germany  
UK  
France

Italy  
Spain  
Russia  
Others  
Asia-Pacific (Covered in Chapter 11)  
China  
Japan  
South Korea  
Australia  
India  
South America (Covered in Chapter 12)  
Brazil  
Argentina  
Columbia  
Middle East and Africa (Covered in Chapter 13)  
UAE  
Egypt  
South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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