

# **Innovation Management Market by Offering (Solution and Services), Function (Product Development, Business Processes), Application (Design Platforms, Marketing Platforms), Vertical (Telecom, BFSI, Retail & eCommerce) and Region - Global Forecast to 2028**

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## **Abstracts**

The global innovation management market size is projected to grow from USD 1.3 billion in 2023 to USD 2.1 billion by 2028, at a Compound Annual Growth Rate (CAGR) of 10.8%. Meeting evolving customer demands for personalized and innovative solutions is a potent driver propelling the growth of the innovation management market. In today's consumer-centric landscape, customers expect products and services tailored to their unique preferences and needs. Innovation management solutions are instrumental in this endeavor as they enable organizations to gather real-time customer insights through feedback mechanisms, data analytics, and market research. By leveraging these insights, businesses can precisely identify customer pain points and desires, allowing them to develop and refine products and services that align with these expectations.

“Based on function, the product development segment is expected to hold largest market share during the forecast period”

Product R&D activities are very useful to develop innovative and enhanced products for end users' satisfaction. The increased demand for new and innovative products across the globe from consumers has led to the development of new products by enterprises. These products cater to different requirements of consumers. Innovation management platforms enable employees, partners, and customers of different enterprises to exchange their ideas and innovations on different products or processes to help R&D teams to develop their products. Bringing innovative products in the market not only

leads to company growth but also enhances the brand image in the market.

“Based on vertical, the healthcare and life sciences segment is expected to register the fastest growth rate during the forecast period.”

The increasing prevalence of chronic diseases has created a pressing need for innovative healthcare solutions tailored to long-term patient care and monitoring. This demand has fueled the growth of the innovation management market within the healthcare sector, as organizations actively seek ways to develop and deploy cutting-edge solutions like remote patient monitoring devices and patient engagement platforms. As healthcare providers and technology companies collaborate to address these healthcare challenges, the innovation management market continues to expand, offering a fertile ground for the creation and implementation of transformative healthcare technologies, ultimately enhancing patient outcomes and driving market growth..

“US to grow at the highest growth rate for North America during the forecast period.”

The Innovation Management market in the US has been experiencing significant growth, driven by the country's strong emphasis on technology, entrepreneurship, and cross-industry innovation. Thriving tech hubs such as Silicon Valley and vibrant startup ecosystems, the US has become a global leader in driving technological advancements. The market's expansion is fuelled by factors such as substantial investments in research and development, the availability of venture capital, and a customer-centric approach to product development. Prominent players such as IdeaScale, Planview, and Salesforce Innovation Cloud offer platforms to facilitate idea generation, collaboration, and project management. Established companies such as 3M, Amazon, and Tesla showcase the integration of Innovation Management into various sectors, fostering disruptive breakthroughs and positioning the US as a hub for innovative solutions across industries.

#### Breakdown of primaries

The study contains insights from various industry experts, from solution vendors to Tier 1 companies. The break-up of the primaries is as follows:

By Company Type: Tier 1 – 35%, Tier 2 – 45%, and Tier 3 – 20%

By Designation: C-level –35%, D-level – 25%, and Others – 40%

By Region: North America – 30%, Europe – 30%, Asia Pacific – 25%, Middle East & Africa – 10%, and Latin America – 5%.

The major players in the innovation management market include Accenture (Ireland), Planview (US), Questel (France), insightsoftware (US), KPMG (Netherlands), EY(UK), Salesforce (US), Medallia (US), Deloitte (UK), Boston Consulting Group (US), Miro (US), Sopheon (US), SAP (Germany), Qmarkets (Israel), Brightidea (US), HYPE Innovation (Germany), Planbox (Canada), IdeaScale (US), InnovationCast(Portugal), Nosco(Denmark), Wazoku(UK), inno360(US), ITONICS(Germany), Rever(US), Induct(Norway), Sideways 6(UK), Yambla(US), Ideawake(US), LoopedIn(UK). These players have adopted various growth strategies, such as partnerships, agreements and collaborations, new product launches, enhancements, and acquisitions to expand their footprint in the innovation management market.

### Research Coverage

The market study covers the innovation management market size across different segments. It aims at estimating the market size and the growth potential across different segments, including offerings function, application, vertical and region. The study includes an in-depth competitive analysis of the leading market players, their company profiles, key observations related to product and business offerings, recent developments, and market strategies.

### Key Benefits of Buying the Report

The report will help the market leaders/new entrants with information on the closest approximations of the global innovation management market's revenue numbers and subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. Moreover, the report will provide insights for stakeholders to understand the market's pulse and provide them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Growing focus of enterprises on the development of new, innovative, and personalized products; expanding horizons with rapid technological progress; globalization's role in driving innovation management, restraints (resource

constraints, mindset of leaders toward traditional approaches ) opportunities (empowering innovation through strategic integration of technologies, emerging potential markets to provide high-growth opportunities, and challenges (security and privacy concerns over enterprise information, uncertainty of post innovation implementation outcomes influencing the growth of the innovation management market. Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the innovation management market. Market Development: Comprehensive information about lucrative markets – the report analyses the innovation management market across various regions. Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the innovation management market. Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players Accenture (Ireland), Planview(US), Questel (France), insightsoftware(US), SAP (Germany), KPMG (Netherlands), EY (UK), Salesforce (US), Medallia (US), Deloitte (UK), Boston Consulting Group (US), Miro (US), Sopheon (US), Qmarkets (Israel), Brightidea (US), HYPE Innovation (Germany), Planbox (Canada), IdeaScale (US), InnovationCast (Portugal), Nosco (Denmark), Wazoku (UK), inno360 (US), ITONICS (Germany), Rever (US), Induct (Norway), Sideways 6 (UK), Yambla (US), Ideawake (US), LoopedIn (UK).

## Contents

### 1 INTRODUCTION

#### 1.1 STUDY OBJECTIVES

#### 1.2 MARKET DEFINITION

#### 1.3 MARKET SCOPE

##### 1.3.1 MARKET SEGMENTATION

#### FIGURE 1 INNOVATION MANAGEMENT MARKET: MARKET SEGMENTATION

##### 1.3.2 REGIONS COVERED

##### 1.3.3 INCLUSIONS AND EXCLUSIONS

##### 1.3.4 YEARS CONSIDERED

#### 1.4 CURRENCY CONSIDERED

#### TABLE 1 USD EXCHANGE RATES, 2020–2022

#### 1.5 STAKEHOLDERS

#### 1.6 IMPACT OF RECESSION

#### 1.7 SUMMARY OF CHANGES

### 2 RESEARCH METHODOLOGY

#### 2.1 RESEARCH DATA

#### FIGURE 2 INNOVATION MANAGEMENT MARKET: RESEARCH DESIGN

##### 2.1.1 SECONDARY DATA

###### 2.1.1.1 Key data from secondary sources

##### 2.1.2 PRIMARY DATA

###### 2.1.2.1 Primary interviews with experts

###### 2.1.2.2 Breakdown of primary profiles

#### FIGURE 3 BREAKDOWN OF PRIMARY INTERVIEWS: BY COMPANY TYPE, DESIGNATION, AND REGION

###### 2.1.2.3 Key data from primary sources

###### 2.1.2.4 Key insights from industry experts

#### 2.2 MARKET SIZE ESTIMATION

##### 2.2.1 BOTTOM-UP APPROACH

#### FIGURE 4 BOTTOM-UP APPROACH

#### FIGURE 5 MARKET SIZE ESTIMATION USING BOTTOM-UP APPROACH

##### 2.2.2 INNOVATION MANAGEMENT MARKET ESTIMATION: SUPPLY-SIDE ANALYSIS

#### FIGURE 6 MARKET SIZE ESTIMATION METHODOLOGY – BOTTOM-UP APPROACH (SUPPLY SIDE): COLLECTIVE REVENUE OF INNOVATION

## MANAGEMENT VENDORS

### 2.2.3 TOP-DOWN APPROACH

#### FIGURE 7 TOP-DOWN APPROACH

### 2.2.4 INNOVATION MANAGEMENT MARKET ESTIMATION: DEMAND-SIDE ANALYSIS

#### FIGURE 8 MARKET SIZE ESTIMATION METHODOLOGY: DEMAND-SIDE ANALYSIS

## 2.3 DATA TRIANGULATION

#### FIGURE 9 MARKET BREAKUP AND DATA TRIANGULATION

## 2.4 MARKET FORECAST

#### TABLE 2 FACTOR ANALYSIS

## 2.5 RESEARCH ASSUMPTIONS

#### TABLE 3 RESEARCH ASSUMPTIONS

## 2.6 LIMITATIONS

## 2.7 RECESSION IMPACT ANALYSIS

## 3 EXECUTIVE SUMMARY

#### FIGURE 10 INNOVATION MANAGEMENT MARKET, 2023–2028 (USD MILLION)

#### FIGURE 11 INNOVATION MANAGEMENT MARKET, BY REGION, 2023

## 4 PREMIUM INSIGHTS

### 4.1 ATTRACTIVE OPPORTUNITIES FOR COMPANIES IN INNOVATION MANAGEMENT MARKET

#### FIGURE 12 INCREASING DEMAND FOR IDEA MANAGEMENT PLATFORMS AMONG ENTERPRISES TO DRIVE INNOVATION MANAGEMENT MARKET

### 4.2 INNOVATION MANAGEMENT MARKET: TOP GROWING SEGMENTS

#### FIGURE 13 TOP GROWING SEGMENTS IN MARKET IN 2023

### 4.3 INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE

#### FIGURE 14 CONSULTING SERVICES SEGMENT TO HOLD LARGEST MARKET SHARE IN 2023

### 4.4 INNOVATION MANAGEMENT MARKET, BY FUNCTION

#### FIGURE 15 BUSINESS PROCESSES SEGMENT TO WITNESS HIGHER GROWTH RATE IN 2023

### 4.5 INNOVATION MANAGEMENT MARKET, BY OFFERING

#### FIGURE 16 SERVICES SEGMENT TO HOLD LARGER MARKET SHARE IN 2023

### 4.6 INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL

#### FIGURE 17 PROJECT MANAGEMENT PLATFORMS SEGMENT TO HOLD LARGEST MARKET SHARE IN 2023

#### 4.7 INNOVATION MANAGEMENT MARKET, BY VERTICAL

FIGURE 18 IT & ITES SEGMENT TO LEAD MARKET IN 2023

#### 4.8 INNOVATION MANAGEMENT MARKET IN NORTH AMERICA, BY KEY VERTICAL AND COUNTRY

FIGURE 19 IT & ITES SEGMENT AND US TO HOLD LARGEST MARKET SHARES IN 2023

### **5 MARKET OVERVIEW AND INDUSTRY TRENDS**

#### 5.1 INTRODUCTION

#### 5.2 MARKET DYNAMICS

FIGURE 20 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES: INNOVATION MANAGEMENT MARKET

##### 5.2.1 DRIVERS

5.2.1.1 Growing focus on developing new, innovative, and personalized products

5.2.1.2 Rapid technological progress to accelerate innovation management

5.2.1.3 Interconnectedness of markets through globalization to aid in cross-cultural innovation

5.2.1.4 Increasing adoption of cloud-based innovation management solutions

##### 5.2.2 RESTRAINTS

5.2.2.1 Resource constraints

5.2.2.2 Inefficiency of enterprises to track reliable RoI

5.2.2.3 Mindset of leaders toward traditional approaches

##### 5.2.3 OPPORTUNITIES

5.2.3.1 Innovation empowerment through strategic integration of technologies

5.2.3.2 Emerging potential markets to provide high-growth opportunities

5.2.3.3 Rising adoption of innovation management solutions by SMEs

5.2.3.4 Innovation beyond traditional boundaries

##### 5.2.4 CHALLENGES

5.2.4.1 Security and privacy concerns over enterprise information

5.2.4.2 Uncertainty of post-innovation implementation outcomes

#### 5.3 INDUSTRY TRENDS

##### 5.3.1 BRIEF HISTORY OF INNOVATION MANAGEMENT

FIGURE 21 BRIEF HISTORY OF INNOVATION MANAGEMENT

5.3.1.1 1900–1940

5.3.1.2 1940–1970

5.3.1.3 1970–2000

5.3.1.4 2000–2010

##### 5.3.2 CASE STUDY ANALYSIS

5.3.2.1 Case study 1: Brightidea helped Merck cultivate ideas and enhance internal communities at scale

5.3.2.2 Case study 2: Brightidea delivered Nielsen flexible, customizable, and user-friendly platform

5.3.2.3 Case study 3: Viima facilitated Nihon L'Oréal's feedback collection and transformation of tacit knowledge

5.3.2.4 Case study 4: Planview's Ideate Innovation Program helped Polaris access diverse ideas, break down bureaucracies, and manage innovation effectively

### 5.3.3 ECOSYSTEM ANALYSIS

FIGURE 22 INNOVATION MANAGEMENT: ECOSYSTEM

TABLE 4 INNOVATION MANAGEMENT MARKET: ECOSYSTEM

5.3.3.1 Solution providers

5.3.3.2 Technology providers

5.3.3.3 Service providers

### 5.3.4 VALUE CHAIN ANALYSIS

FIGURE 23 INNOVATION MANAGEMENT MARKET: VALUE CHAIN ANALYSIS

5.3.4.1 Ideation

5.3.4.2 Development and prototyping

5.3.4.3 Testing

5.3.4.4 Implementation and commercialization

### 5.3.5 REGULATORY LANDSCAPE

5.3.5.1 Regulatory bodies, government agencies, and other organizations

TABLE 5 NORTH AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 6 EUROPE: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 7 ASIA PACIFIC: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 8 ROW: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

5.3.5.2 North America

5.3.5.2.1 US

5.3.5.2.2 Canada

5.3.5.3 Europe

5.3.5.3.1 UK

5.3.5.3.2 Germany

5.3.5.4 Asia Pacific

5.3.5.4.1 China

5.3.5.4.2 India



5.3.5.4.3 Japan

5.3.5.5 Middle East & Africa

5.3.5.5.1 UAE

5.3.5.5.2 South Africa

5.3.5.6 Latin America

5.3.5.6.1 Brazil

5.3.6 KEY CONFERENCES & EVENTS, 2023–2024

TABLE 9 DETAILED LIST OF CONFERENCES & EVENTS, 2023–2024

5.3.7 PRICING ANALYSIS

5.3.7.1 Average selling price of key players

TABLE 10 AVERAGE SELLING PRICE OF SUBSCRIPTION-BASED INNOVATION MANAGEMENT SERVICES

5.3.7.2 Average selling price trend

5.3.8 PORTER'S FIVE FORCES MODEL

TABLE 11 IMPACT OF EACH FORCE ON INNOVATION MANAGEMENT MARKET

5.3.8.1 Threat of new entrants

5.3.8.2 Threat of substitutes

5.3.8.3 Bargaining power of buyers

5.3.8.4 Bargaining power of suppliers

5.3.8.5 Intensity of competitive rivalry

5.3.9 TECHNOLOGY ANALYSIS

5.3.9.1 AI

5.3.9.2 ML

5.3.9.3 RPA

5.3.9.4 Blockchain

5.3.10 PATENT ANALYSIS

5.3.10.1 Methodology

5.3.10.2 Document type

TABLE 12 PATENTS FILED, 2021–2023

5.3.10.3 Innovation and patent applications

FIGURE 24 NUMBER OF PATENTS GRANTED ANNUALLY, 2021–2023

5.3.10.3.1 Top applicants

FIGURE 25 TOP TEN PATENT APPLICANTS WITH HIGHEST NUMBER OF PATENT APPLICATIONS, 2021–2023

TABLE 13 PATENTS GRANTED IN INNOVATION MANAGEMENT MARKET, 2021–2023

FIGURE 26 TRENDS AND DISRUPTIONS IMPACTING BUYERS/CLIENT'S BUSINESSES

5.3.11 KEY STAKEHOLDERS AND BUYING CRITERIA

#### 5.3.11.1 Key stakeholders in buying process

FIGURE 27 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE VERTICALS

TABLE 14 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE VERTICALS

#### 5.3.11.2 Buying criteria

FIGURE 28 KEY BUYING CRITERIA FOR TOP THREE VERTICALS

TABLE 15 KEY BUYING CRITERIA FOR TOP THREE VERTICALS

#### 5.3.12 BEST PRACTICES OF INNOVATION MANAGEMENT MARKET

#### 5.3.13 CURRENT AND EMERGING BUSINESS MODELS

##### 5.3.13.1 Subscription-based model

##### 5.3.13.2 Consulting services model

##### 5.3.13.3 Outcome-based model

##### 5.3.13.4 Open innovation model

#### 5.3.14 INNOVATION MANAGEMENT TOOLS, FRAMEWORKS, AND TECHNIQUES

#### 5.3.15 FUTURE LANDSCAPE OF INNOVATION MANAGEMENT MARKET

##### 5.3.15.1 Innovation management technology roadmap till 2030

###### 5.3.15.1.1 Short-term roadmap (2023–2025)

###### 5.3.15.1.2 Mid-term roadmap (2026–2028)

###### 5.3.15.1.3 Long-term roadmap (2029–2030)

## **6 INNOVATION MANAGEMENT MARKET, BY OFFERING**

### 6.1 INTRODUCTION

FIGURE 29 SOLUTIONS SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD

#### 6.1.1 OFFERING: INNOVATION MANAGEMENT MARKET DRIVERS

TABLE 16 INNOVATION MANAGEMENT MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 17 INNOVATION MANAGEMENT MARKET, BY OFFERING, 2023–2028 (USD MILLION)

### 6.2 SOLUTION

6.2.1 INNOVATION MANAGEMENT SOLUTIONS TO MAKE STRATEGIC AND TACTICAL DECISIONS TO STREAMLINE PRODUCT DEVELOPMENT

TABLE 18 SOLUTION: INNOVATION MANAGEMENT MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 19 SOLUTION: INNOVATION MANAGEMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

### 6.3 SERVICES

FIGURE 30 MANAGED SERVICES SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD

TABLE 20 SERVICES: INNOVATION MANAGEMENT MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 21 SERVICES: INNOVATION MANAGEMENT MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 22 SERVICES: INNOVATION MANAGEMENT MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 23 SERVICES: INNOVATION MANAGEMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

#### 6.3.1 PROFESSIONAL SERVICES

TABLE 24 PROFESSIONAL SERVICES: INNOVATION MANAGEMENT MARKET, BY TYPE, 2017–2022 (USD MILLION)

TABLE 25 PROFESSIONAL SERVICES: INNOVATION MANAGEMENT MARKET, BY TYPE, 2023–2028 (USD MILLION)

TABLE 26 PROFESSIONAL SERVICES: INNOVATION MANAGEMENT MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 27 PROFESSIONAL SERVICES: INNOVATION MANAGEMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

#### 6.3.2 CONSULTING

6.3.2.1 Consulting services to maximize information availability, increase business flexibility, and extract valuable insights from business data

TABLE 28 CONSULTING: INNOVATION MANAGEMENT MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 29 CONSULTING: INNOVATION MANAGEMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

#### 6.3.3 SYSTEM INTEGRATION

6.3.3.1 System integration services to implement and integrate innovation management solutions with existing IT infrastructure systems

TABLE 30 SYSTEM INTEGRATION: INNOVATION MANAGEMENT MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 31 SYSTEM INTEGRATION: INNOVATION MANAGEMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

#### 6.3.4 TRAINING, SUPPORT & MAINTENANCE

6.3.4.1 Training services to comprehend operation and implementation of innovation management solutions

TABLE 32 TRAINING, SUPPORT & MAINTENANCE: INNOVATION MANAGEMENT MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 33 TRAINING, SUPPORT & MAINTENANCE: INNOVATION MANAGEMENT

MARKET, BY REGION, 2023–2028 (USD MILLION)

### 6.3.5 MANAGED SERVICES

6.3.5.1 Managed services to enhance and optimize outsourced functions to drive efficiency and cost-effectiveness

TABLE 34 MANAGED SERVICES: INNOVATION MANAGEMENT MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 35 MANAGED SERVICES: INNOVATION MANAGEMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

## 7 INNOVATION MANAGEMENT MARKET, BY FUNCTION

### 7.1 INTRODUCTION

FIGURE 31 BUSINESS PROCESSES SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD

#### 7.1.1 FUNCTION: INNOVATION MANAGEMENT MARKET DRIVERS

TABLE 36 INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2017–2022 (USD MILLION)

TABLE 37 INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2023–2028 (USD MILLION)

### 7.2 PRODUCT DEVELOPMENT

7.2.1 GROWING NEED FOR NEW AND INNOVATIVE PRODUCTS WORLDWIDE TO FUEL DEMAND FOR PRODUCT DEVELOPMENT

TABLE 38 PRODUCT DEVELOPMENT: INNOVATION MANAGEMENT MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 39 PRODUCT DEVELOPMENT: INNOVATION MANAGEMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

### 7.3 BUSINESS PROCESSES

7.3.1 NEED TO STANDARDIZE AND IMPROVE PROCESSES AND REDUCE BOTH CAPITAL AND OPERATIONAL EXPENDITURE TO DRIVE MARKET

TABLE 40 BUSINESS PROCESSES: INNOVATION MANAGEMENT MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 41 BUSINESS PROCESSES: INNOVATION MANAGEMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

## 8 INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL

### 8.1 INTRODUCTION

FIGURE 32 PROJECT MANAGEMENT PLATFORMS SEGMENT TO HOLD LARGEST MARKET SIZE DURING FORECAST PERIOD

### 8.1.1 INNOVATION MANAGEMENT TOOL: INNOVATION MANAGEMENT MARKET DRIVERS

TABLE 42 INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2017–2022 (USD MILLION)

TABLE 43 INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2023–2028 (USD MILLION)

### 8.2 PROJECT MANAGEMENT PLATFORMS

8.2.1 PROJECT MANAGEMENT PLATFORMS TO HELP IN PROJECT SELECTION AND RESOURCE ALLOCATION

TABLE 44 PROJECT MANAGEMENT PLATFORMS: INNOVATION MANAGEMENT MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 45 PROJECT MANAGEMENT PLATFORMS: INNOVATION MANAGEMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

### 8.3 MARKETING PLATFORMS

8.3.1 MARKETING PLATFORMS TO HELP IN MARKET RESEARCH, ANALYZE TRENDS, AND INTEGRATE SALES CHANNELS

TABLE 46 MARKETING PLATFORMS: INNOVATION MANAGEMENT MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 47 MARKETING PLATFORMS: INNOVATION MANAGEMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

### 8.4 DESIGN PLATFORMS

8.4.1 DESIGN PLATFORMS TO GENERATE AND SOURCE IDEAS AND HELP IN PRIORITIZATION AND SELECTION

TABLE 48 DESIGN PLATFORMS: INNOVATION MANAGEMENT MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 49 DESIGN PLATFORMS: INNOVATION MANAGEMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

### 8.5 IDEA MANAGEMENT PLATFORMS

8.5.1 IDEA MANAGEMENT TECHNOLOGY TO COLLECT, EVALUATE, AND IMPLEMENT INNOVATIVE IDEAS

TABLE 50 IDEA MANAGEMENT PLATFORMS: INNOVATION MANAGEMENT MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 51 IDEA MANAGEMENT PLATFORMS: INNOVATION MANAGEMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

### 8.6 COLLECTIVE INTELLIGENCE & PREDICTION PLATFORMS

8.6.1 COLLECTIVE INTELLIGENCE & PREDICTION PLATFORMS TO HELP GATHER CROWDSOURCED IDEAS FROM VARIOUS SOURCES

TABLE 52 COLLECTIVE INTELLIGENCE & PREDICTION PLATFORMS: INNOVATION MANAGEMENT MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 53 COLLECTIVE INTELLIGENCE & PREDICTION PLATFORMS:  
INNOVATION MANAGEMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

#### 8.7 HUMAN RESOURCE PLATFORMS

8.7.1 HUMAN RESOURCES PLATFORMS TO NURTURE INNOVATIVE THINKING  
AND FACILITATE CONTINUOUS IMPROVEMENT

TABLE 54 HUMAN RESOURCE PLATFORMS: INNOVATION MANAGEMENT  
MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 55 HUMAN RESOURCE PLATFORMS: INNOVATION MANAGEMENT  
MARKET, BY REGION, 2023–2028 (USD MILLION)

#### 8.8 OTHER TOOLS

TABLE 56 OTHER TOOLS: INNOVATION MANAGEMENT MARKET, BY REGION,  
2017–2022 (USD MILLION)

TABLE 57 OTHER TOOLS: INNOVATION MANAGEMENT MARKET, BY REGION,  
2023–2028 (USD MILLION)

## 9 INNOVATION MANAGEMENT MARKET, BY VERTICAL

### 9.1 INTRODUCTION

FIGURE 33 HEALTHCARE & LIFE SCIENCES SEGMENT TO GROW AT HIGHEST  
CAGR DURING FORECAST PERIOD

#### 9.1.1 VERTICAL: INNOVATION MANAGEMENT MARKET DRIVERS

TABLE 58 INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2017–2022 (USD  
MILLION)

TABLE 59 INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2023–2028 (USD  
MILLION)

### 9.2 IT & ITES

9.2.1 INNOVATION MANAGEMENT TO DETECT THREAT AND OFFER INCIDENT  
RESPONSE IDEAS

#### 9.2.2 USE CASES

##### 9.2.2.1 Cybersecurity

##### 9.2.2.2 Remote work solutions

TABLE 60 IT & ITES: INNOVATION MANAGEMENT MARKET, BY REGION,  
2017–2022 (USD MILLION)

TABLE 61 IT & ITES: INNOVATION MANAGEMENT MARKET, BY REGION,  
2023–2028 (USD MILLION)

### 9.3 TELECOM

9.3.1 INNOVATION MANAGEMENT SOLUTIONS TO DRIVE IOT NETWORK  
EXPANSION FOR SEAMLESS CONNECTIVITY AND EFFICIENT DATA HANDLING

#### 9.3.2 USE CASES

9.3.2.1 IoT expansion

9.3.2.2 5G optimization

TABLE 62 TELECOM: INNOVATION MANAGEMENT MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 63 TELECOM: INNOVATION MANAGEMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

9.4 BFSI

9.4.1 INNOVATION MANAGEMENT TO DESIGN INNOVATIVE INSURANCE PRODUCTS AND HELP IDENTIFY EMERGING RISKS AND FRAUD PATTERNS

9.4.2 USE CASES

9.4.2.1 Insurance management

9.4.2.2 Fraud detection

TABLE 64 BFSI: INNOVATION MANAGEMENT MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 65 BFSI: INNOVATION MANAGEMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

9.5 HEALTHCARE & LIFE SCIENCES

9.5.1 INNOVATION MANAGEMENT SOLUTIONS TO EXPEDITE DRUG DISCOVERY BY GATHERING INSIGHTS FROM RESEARCH TEAMS

9.5.2 USE CASES

9.5.2.1 Drug discovery and development

9.5.2.2 Patient-centric care solutions

TABLE 66 HEALTHCARE & LIFE SCIENCES: INNOVATION MANAGEMENT MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 67 HEALTHCARE & LIFE SCIENCES: INNOVATION MANAGEMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

9.6 AEROSPACE & DEFENSE

9.6.1 INNOVATION MANAGEMENT TO ENHANCE AIRCRAFT DESIGN PROCESS AND COLLECT INSIGHTS FROM EXPERTS

9.6.2 USE CASES

9.6.2.1 Aircraft design and development

9.6.2.2 Defense technology developments

TABLE 68 AEROSPACE & DEFENSE: INNOVATION MANAGEMENT MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 69 AEROSPACE & DEFENSE: INNOVATION MANAGEMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

9.7 RETAIL & ECOMMERCE

9.7.1 INNOVATION MANAGEMENT TO HELP IN PAYMENT PROCESSING AND ENABLE RETAILERS TO EXPLORE FRESH SALES CHANNELS

## 9.7.2 USE CASES

### 9.7.2.1 Payment solutions

### 9.7.2.2 Alternative sales channels

TABLE 70 RETAIL & ECOMMERCE: INNOVATION MANAGEMENT MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 71 RETAIL & ECOMMERCE: INNOVATION MANAGEMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

## 9.8 ENERGY & UTILITIES

9.8.1 INNOVATION MANAGEMENT TO HELP SMOOTHLY INTEGRATE RENEWABLE ENERGY SOURCES INTO CURRENT ENERGY INFRASTRUCTURE

### 9.8.2 USE CASES

#### 9.8.2.1 Renewable energy integration

#### 9.8.2.2 Advanced metering infrastructure

TABLE 72 ENERGY & UTILITIES: INNOVATION MANAGEMENT MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 73 ENERGY & UTILITIES: INNOVATION MANAGEMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

## 9.9 MANUFACTURING

9.9.1 INNOVATION MANAGEMENT TO ENHANCE QUALITY CONTROL PROCESSES AND PRODUCT DESIGN & DEVELOPMENT

### 9.9.2 USE CASES

#### 9.9.2.1 Quality control

#### 9.9.2.2 Product design & development

TABLE 74 MANUFACTURING: INNOVATION MANAGEMENT MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 75 MANUFACTURING: INNOVATION MANAGEMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

## 9.10 TRANSPORTATION & LOGISTICS

9.10.1 INNOVATION MANAGEMENT TO FACILITATE DELIVERY SOLUTIONS AND ROUTE OPTIMIZATION

### 9.10.2 USE CASES

#### 9.10.2.1 Delivery solutions

#### 9.10.2.2 Route optimization

TABLE 76 TRANSPORTATION & LOGISTICS: INNOVATION MANAGEMENT MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 77 TRANSPORTATION & LOGISTICS: INNOVATION MANAGEMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

## 9.11 OTHER VERTICALS

### 9.11.1 USE CASES



9.11.1.1 eLearning platform enhancements

9.11.1.2 VR and AR experience

9.11.1.3 Crisis response and pandemic management

TABLE 78 OTHER VERTICALS: INNOVATION MANAGEMENT MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 79 OTHER VERTICALS: INNOVATION MANAGEMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

## **10 INNOVATION MANAGEMENT MARKET, BY REGION**

### 10.1 INTRODUCTION

TABLE 80 INNOVATION MANAGEMENT MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 81 INNOVATION MANAGEMENT MARKET, BY REGION, 2023–2028 (USD MILLION)

### 10.2 NORTH AMERICA

10.2.1 NORTH AMERICA: INNOVATION MANAGEMENT MARKET DRIVERS

10.2.2 NORTH AMERICA: RECESSION IMPACT

FIGURE 34 NORTH AMERICA: MARKET SNAPSHOT

TABLE 82 NORTH AMERICA: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 83 NORTH AMERICA: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 84 NORTH AMERICA: INNOVATION MANAGEMENT MARKET, BY SERVICE, 2017–2022 (USD MILLION)

TABLE 85 NORTH AMERICA: INNOVATION MANAGEMENT MARKET, BY SERVICE, 2023–2028 (USD MILLION)

TABLE 86 NORTH AMERICA: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2017–2022 (USD MILLION)

TABLE 87 NORTH AMERICA: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2023–2028 (USD MILLION)

TABLE 88 NORTH AMERICA: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2017–2022 (USD MILLION)

TABLE 89 NORTH AMERICA: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2023–2028 (USD MILLION)

TABLE 90 NORTH AMERICA: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2017–2022 (USD MILLION)

TABLE 91 NORTH AMERICA: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOLS, 2023–2028 (USD MILLION)

TABLE 92 NORTH AMERICA: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 93 NORTH AMERICA: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 94 NORTH AMERICA: INNOVATION MANAGEMENT MARKET, BY COUNTRY, 2017–2022 (USD MILLION)

TABLE 95 NORTH AMERICA: INNOVATION MANAGEMENT MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

### 10.2.3 US

10.2.3.1 Strong focus on technology and cross-industry innovation and presence of dynamic startup ecosystems to drive market

TABLE 96 US: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 97 US: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 98 US: INNOVATION MANAGEMENT MARKET, BY SERVICE, 2017–2022 (USD MILLION)

TABLE 99 US: INNOVATION MANAGEMENT MARKET, BY SERVICE, 2023–2028 (USD MILLION)

TABLE 100 US: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2017–2022 (USD MILLION)

TABLE 101 US: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2023–2028 (USD MILLION)

TABLE 102 US: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2017–2022 (USD MILLION)

TABLE 103 US: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2023–2028 (USD MILLION)

TABLE 104 US: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2017–2022 (USD MILLION)

TABLE 105 US: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2023–2028 (USD MILLION)

TABLE 106 US: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 107 US: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

### 10.2.4 CANADA

10.2.4.1 Presence of dynamic tech and research ecosystem and government initiatives to support startups to propel market

TABLE 108 CANADA: INNOVATION MANAGEMENT MARKET, BY OFFERING,

2017–2022 (USD MILLION)

TABLE 109 CANADA: INNOVATION MANAGEMENT MARKET, BY OFFERING,  
2023–2028 (USD MILLION)

TABLE 110 CANADA: INNOVATION MANAGEMENT MARKET, BY SERVICE,  
2017–2022 (USD MILLION)

TABLE 111 CANADA: INNOVATION MANAGEMENT MARKET, BY SERVICE,  
2023–2028 (USD MILLION)

TABLE 112 CANADA: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL  
SERVICE, 2017–2022 (USD MILLION)

TABLE 113 CANADA: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL  
SERVICE, 2023–2028 (USD MILLION)

TABLE 114 CANADA: INNOVATION MANAGEMENT MARKET, BY FUNCTION,  
2017–2022 (USD MILLION)

TABLE 115 CANADA: INNOVATION MANAGEMENT MARKET, BY FUNCTION,  
2023–2028 (USD MILLION)

TABLE 116 CANADA: INNOVATION MANAGEMENT MARKET, BY INNOVATION  
MANAGEMENT TOOL, 2017–2022 (USD MILLION)

TABLE 117 CANADA: INNOVATION MANAGEMENT MARKET, BY INNOVATION  
MANAGEMENT TOOL, 2023–2028 (USD MILLION)

TABLE 118 CANADA: INNOVATION MANAGEMENT MARKET, BY VERTICAL,  
2017–2022 (USD MILLION)

TABLE 119 CANADA: INNOVATION MANAGEMENT MARKET, BY VERTICAL,  
2023–2028 (USD MILLION)

## 10.3 EUROPE

### 10.3.1 EUROPE: INNOVATION MANAGEMENT MARKET DRIVERS

### 10.3.2 EUROPE: RECESSION IMPACT

TABLE 120 EUROPE: INNOVATION MANAGEMENT MARKET, BY OFFERING,  
2017–2022 (USD MILLION)

TABLE 121 EUROPE: INNOVATION MANAGEMENT MARKET, BY OFFERING,  
2023–2028 (USD MILLION)

TABLE 122 EUROPE: INNOVATION MANAGEMENT MARKET, BY SERVICE,  
2017–2022 (USD MILLION)

TABLE 123 EUROPE: INNOVATION MANAGEMENT MARKET, BY SERVICE,  
2023–2028 (USD MILLION)

TABLE 124 EUROPE: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL  
SERVICE, 2017–2022 (USD MILLION)

TABLE 125 EUROPE: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL  
SERVICE, 2023–2028 (USD MILLION)

TABLE 126 EUROPE: INNOVATION MANAGEMENT MARKET, BY FUNCTION,

2017–2022 (USD MILLION)

TABLE 127 EUROPE: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2023–2028 (USD MILLION)

TABLE 128 EUROPE: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2017–2022 (USD MILLION)

TABLE 129 EUROPE: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2023–2028 (USD MILLION)

TABLE 130 EUROPE: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 131 EUROPE: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 132 EUROPE: INNOVATION MANAGEMENT MARKET, BY COUNTRY, 2017–2022 (USD MILLION)

TABLE 133 EUROPE: INNOVATION MANAGEMENT MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

### 10.3.3 GERMANY

10.3.3.1 Rising opportunities in business analytics space and technological advancement to drive market

TABLE 134 GERMANY: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 135 GERMANY: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 136 GERMANY: INNOVATION MANAGEMENT MARKET, BY SERVICE, 2017–2022 (USD MILLION)

TABLE 137 GERMANY: INNOVATION MANAGEMENT MARKET, BY SERVICE, 2023–2028 (USD MILLION)

TABLE 138 GERMANY: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2017–2022 (USD MILLION)

TABLE 139 GERMANY: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2023–2028 (USD MILLION)

TABLE 140 GERMANY: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2017–2022 (USD MILLION)

TABLE 141 GERMANY: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2023–2028 (USD MILLION)

TABLE 142 GERMANY: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2017–2022 (USD MILLION)

TABLE 143 GERMANY: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2023–2028 (USD MILLION)

TABLE 144 GERMANY: INNOVATION MANAGEMENT MARKET, BY VERTICAL,

2017–2022 (USD MILLION)

TABLE 145 GERMANY: INNOVATION MANAGEMENT MARKET, BY VERTICAL,  
2023–2028 (USD MILLION)

10.3.4 UK

10.3.4.1 Need to create innovative products and improve business processes to drive market in UK

10.3.5 FRANCE

10.3.5.1 France's industrial sector to present extensive growth opportunities for innovation management

10.3.6 ITALY

10.3.6.1 Emergence of vibrant startup ecosystem and focus on R&D to fuel demand for innovation management

10.3.7 SPAIN

10.3.7.1 Rising adoption of innovative technologies to improve processes, customer experiences, and competitiveness to drive market

10.3.8 NORDICS

10.3.8.1 Nordic Smart Mobility and Connectivity initiative to explore advanced solutions for eco-friendly transportation

10.3.9 REST OF EUROPE

10.4 ASIA PACIFIC

10.4.1 ASIA PACIFIC: INNOVATION MANAGEMENT MARKET DRIVERS

10.4.2 ASIA PACIFIC: RECESSION IMPACT

FIGURE 35 ASIA PACIFIC: MARKET SNAPSHOT

TABLE 146 ASIA PACIFIC: INNOVATION MANAGEMENT MARKET, BY OFFERING,  
2017–2022 (USD MILLION)

TABLE 147 ASIA PACIFIC: INNOVATION MANAGEMENT MARKET, BY OFFERING,  
2023–2028 (USD MILLION)

TABLE 148 ASIA PACIFIC: INNOVATION MANAGEMENT MARKET, BY SERVICE,  
2017–2022 (USD MILLION)

TABLE 149 ASIA PACIFIC: INNOVATION MANAGEMENT MARKET, BY SERVICE,  
2023–2028 (USD MILLION)

TABLE 150 ASIA PACIFIC: INNOVATION MANAGEMENT MARKET, BY  
PROFESSIONAL SERVICE, 2017–2022 (USD MILLION)

TABLE 151 ASIA PACIFIC: INNOVATION MANAGEMENT MARKET, BY  
PROFESSIONAL SERVICE, 2023–2028 (USD MILLION)

TABLE 152 ASIA PACIFIC: INNOVATION MANAGEMENT MARKET, BY FUNCTION,  
2017–2022 (USD MILLION)

TABLE 153 ASIA PACIFIC: INNOVATION MANAGEMENT MARKET, BY FUNCTION,  
2023–2028 (USD MILLION)

TABLE 154 ASIA PACIFIC: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2017–2022 (USD MILLION)

TABLE 155 ASIA PACIFIC: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2023–2028 (USD MILLION)

TABLE 156 ASIA PACIFIC: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 157 ASIA PACIFIC: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 158 ASIA PACIFIC: INNOVATION MANAGEMENT MARKET, BY COUNTRY, 2017–2022 (USD MILLION)

TABLE 159 ASIA PACIFIC: INNOVATION MANAGEMENT MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

#### 10.4.3 CHINA

10.4.3.1 Rapid adoption of and investment in latest technologies to boost demand for innovation management in China

TABLE 160 CHINA: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 161 CHINA: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 162 CHINA: INNOVATION MANAGEMENT, BY SERVICE, 2017–2022 (USD MILLION)

TABLE 163 CHINA: INNOVATION MANAGEMENT, BY SERVICE, 2023–2028 (USD MILLION)

TABLE 164 CHINA: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2017–2022 (USD MILLION)

TABLE 165 CHINA: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2023–2028 (USD MILLION)

TABLE 166 CHINA: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2017–2022 (USD MILLION)

TABLE 167 CHINA: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2023–2028 (USD MILLION)

TABLE 168 CHINA: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2017–2022 (USD MILLION)

TABLE 169 CHINA: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2023–2028 (USD MILLION)

TABLE 170 CHINA: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 171 CHINA: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

#### 10.4.4 INDIA

10.4.4.1 Rising startup ecosystem, focus on digital transformation, and adoption of innovative technologies to propel market

#### 10.4.5 JAPAN

10.4.5.1 METI to support innovation through ASCA TechLab initiative to accelerate technological progress

#### 10.4.6 AUSTRALIA & NEW ZEALAND

10.4.6.1 Government initiatives to adopt innovation management solutions to drive market

#### 10.4.7 SOUTH KOREA

10.4.7.1 Presence of technical giants and expertise in mobile technology, electronics, and internet connectivity to propel market

#### 10.4.8 SOUTHEAST ASIA

10.4.8.1 Rising use of mobile technology, internet connectivity, and eCommerce to drive market

#### 10.4.9 REST OF ASIA PACIFIC

### 10.5 MIDDLE EAST & AFRICA

#### 10.5.1 MIDDLE EAST & AFRICA: INNOVATION MANAGEMENT MARKET DRIVERS

#### 10.5.2 MIDDLE EAST & AFRICA: RECESSION IMPACT

TABLE 172 MIDDLE EAST & AFRICA: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 173 MIDDLE EAST & AFRICA: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 174 MIDDLE EAST & AFRICA: INNOVATION MANAGEMENT MARKET, BY SERVICE, 2017–2022 (USD MILLION)

TABLE 175 MIDDLE EAST & AFRICA: INNOVATION MANAGEMENT MARKET, BY SERVICE, 2023–2028 (USD MILLION)

TABLE 176 MIDDLE EAST & AFRICA: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2017–2022 (USD MILLION)

TABLE 177 MIDDLE EAST & AFRICA: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2023–2028 (USD MILLION)

TABLE 178 MIDDLE EAST & AFRICA: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2017–2022 (USD MILLION)

TABLE 179 MIDDLE EAST & AFRICA: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2023–2028 (USD MILLION)

TABLE 180 MIDDLE EAST & AFRICA: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2017–2022 (USD MILLION)

TABLE 181 MIDDLE EAST & AFRICA: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2023–2028 (USD MILLION)

TABLE 182 MIDDLE EAST & AFRICA: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 183 MIDDLE EAST & AFRICA: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 184 MIDDLE EAST & AFRICA: INNOVATION MANAGEMENT MARKET, BY SUBREGION, 2017–2022 (USD MILLION)

TABLE 185 MIDDLE EAST & AFRICA: INNOVATION MANAGEMENT MARKET, BY SUBREGION, 2023–2028 (USD MILLION)

### 10.5.3 MIDDLE EAST

TABLE 186 MIDDLE EAST: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 187 MIDDLE EAST: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 188 MIDDLE EAST: INNOVATION MANAGEMENT MARKET, BY SERVICE, 2017–2022 (USD MILLION)

TABLE 189 MIDDLE EAST: INNOVATION MANAGEMENT MARKET, BY SERVICE, 2023–2028 (USD MILLION)

TABLE 190 MIDDLE EAST: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2017–2022 (USD MILLION)

TABLE 191 MIDDLE EAST: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2023–2028 (USD MILLION)

TABLE 192 MIDDLE EAST: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2017–2022 (USD MILLION)

TABLE 193 MIDDLE EAST: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2023–2028 (USD MILLION)

TABLE 194 MIDDLE EAST: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2017–2022 (USD MILLION)

TABLE 195 MIDDLE EAST: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2023–2028 (USD MILLION)

TABLE 196 MIDDLE EAST: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 197 MIDDLE EAST: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 198 MIDDLE EAST: INNOVATION MANAGEMENT MARKET, BY COUNTRY, 2017–2022 (USD MILLION)

TABLE 199 MIDDLE EAST: INNOVATION MANAGEMENT MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

#### 10.5.3.1 UAE

##### 10.5.3.1.1 Government initiatives to promote innovation and programs for



supporting startups and entrepreneurs to drive market

TABLE 200 UAE: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2017–2022  
(USD MILLION)

TABLE 201 UAE: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2023–2028  
(USD MILLION)

TABLE 202 UAE: INNOVATION MANAGEMENT MARKET, BY SERVICE, 2017–2022  
(USD MILLION)

TABLE 203 UAE: INNOVATION MANAGEMENT MARKET, BY SERVICE, 2023–2028  
(USD MILLION)

TABLE 204 UAE: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL  
SERVICE, 2017–2022 (USD MILLION)

TABLE 205 UAE: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL  
SERVICE, 2023–2028 (USD MILLION)

TABLE 206 UAE: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2017–2022  
(USD MILLION)

TABLE 207 UAE: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2023–2028  
(USD MILLION)

TABLE 208 UAE: INNOVATION MANAGEMENT MARKET, BY INNOVATION  
MANAGEMENT TOOL, 2017–2022 (USD MILLION)

TABLE 209 UAE: INNOVATION MANAGEMENT MARKET, BY INNOVATION  
MANAGEMENT TOOL, 2023–2028 (USD MILLION)

TABLE 210 UAE: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2017–2022  
(USD MILLION)

TABLE 211 UAE: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2023–2028  
(USD MILLION)

#### 10.5.3.2 KSA

10.5.3.2.1 Implementation of innovation centers and collaborations to fuel demand  
for innovation management

#### 10.5.3.3 Israel

10.5.3.3.1 Rising adoption of data-driven technologies to boost demand for  
innovation management solutions

#### 10.5.3.4 Rest of Middle East

#### 10.5.4 AFRICA

10.5.4.1 QSTP to provide technology-based startup funding, mentoring, and top-  
notch facilities

#### 10.6 LATIN AMERICA

##### 10.6.1 LATIN AMERICA: INNOVATION MANAGEMENT MARKET DRIVERS

##### 10.6.2 LATIN AMERICA: RECESSION IMPACT

TABLE 212 LATIN AMERICA: INNOVATION MANAGEMENT MARKET, BY

OFFERING, 2017–2022 (USD MILLION)

TABLE 213 LATIN AMERICA: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 214 LATIN AMERICA: INNOVATION MANAGEMENT MARKET, BY SERVICE, 2017–2022 (USD MILLION)

TABLE 215 LATIN AMERICA: INNOVATION MANAGEMENT MARKET, BY SERVICE, 2023–2028 (USD MILLION)

TABLE 216 LATIN AMERICA: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2017–2022 (USD MILLION)

TABLE 217 LATIN AMERICA: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2023–2028 (USD MILLION)

TABLE 218 LATIN AMERICA: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2017–2022 (USD MILLION)

TABLE 219 LATIN AMERICA: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2023–2028 (USD MILLION)

TABLE 220 LATIN AMERICA: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2017–2022 (USD MILLION)

TABLE 221 LATIN AMERICA: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2023–2028 (USD MILLION)

TABLE 222 LATIN AMERICA: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 223 LATIN AMERICA: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 224 LATIN AMERICA: INNOVATION MANAGEMENT MARKET, BY COUNTRY, 2017–2022 (USD MILLION)

TABLE 225 LATIN AMERICA: INNOVATION MANAGEMENT MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

### 10.6.3 BRAZIL

10.6.3.1 Increasing IT spending and investment in innovation management solutions to drive market

TABLE 226 BRAZIL: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2017–2022 (USD MILLION)

TABLE 227 BRAZIL: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 228 BRAZIL: INNOVATION MANAGEMENT MARKET, BY SERVICE, 2017–2022 (USD MILLION)

TABLE 229 BRAZIL: INNOVATION MANAGEMENT MARKET, BY SERVICE, 2023–2028 (USD MILLION)

TABLE 230 BRAZIL: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL

SERVICE, 2017–2022 (USD MILLION)

TABLE 231 BRAZIL: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2023–2028 (USD MILLION)

TABLE 232 BRAZIL: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2017–2022 (USD MILLION)

TABLE 233 BRAZIL: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2023–2028 (USD MILLION)

TABLE 234 BRAZIL: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2017–2022 (USD MILLION)

TABLE 235 BRAZIL: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2023–2028 (USD MILLION)

TABLE 236 BRAZIL: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 237 BRAZIL: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

#### 10.6.4 MEXICO

10.6.4.1 National Innovation Strategy to transform different sectors in Mexico leading to innovation revolution

#### 10.6.5 REST OF LATIN AMERICA

## 11 COMPETITIVE LANDSCAPE

### 11.1 INTRODUCTION

### 11.2 STRATEGIES ADOPTED BY KEY PLAYERS

TABLE 238 OVERVIEW OF STRATEGIES ADOPTED BY KEY PLAYERS

### 11.3 HISTORICAL REVENUE ANALYSIS

FIGURE 36 HISTORICAL REVENUE ANALYSIS OF KEY PLAYERS, 2020–2022 (USD MILLION)

### 11.4 MARKET SHARE ANALYSIS

TABLE 239 INNOVATION MANAGEMENT MARKET: INTENSITY OF COMPETITIVE RIVALRY

### 11.5 COMPANY EVALUATION MATRIX FOR KEY PLAYERS

#### 11.5.1 STARS

#### 11.5.2 EMERGING LEADERS

#### 11.5.3 PERVASIVE PLAYERS

#### 11.5.4 PARTICIPANTS

FIGURE 37 GLOBAL INNOVATION MANAGEMENT MARKET: COMPANY EVALUATION MATRIX FOR KEY PLAYERS, 2023

### 11.6 COMPANY FOOTPRINT

**TABLE 240 COMPANY OVERALL FOOTPRINT****11.7 COMPANY EVALUATION MATRIX FOR STARTUPS/SMES****11.7.1 PROGRESSIVE COMPANIES****11.7.2 RESPONSIVE COMPANIES****11.7.3 DYNAMIC COMPANIES****11.7.4 STARTING BLOCKS****FIGURE 38 GLOBAL INNOVATION MANAGEMENT MARKET: COMPANY EVALUATION MATRIX STARTUPS/SMES, 2023****11.8 COMPETITIVE BENCHMARKING****TABLE 241 DETAILED LIST OF STARTUPS/SMES****TABLE 242 COMPETITIVE BENCHMARKING OF STARTUPS/SMES****TABLE 243 COMPETITIVE BENCHMARKING OF KEY PLAYERS****11.9 COMPETITIVE SCENARIO AND TRENDS****11.9.1 PRODUCT LAUNCHES****TABLE 244 INNOVATION MANAGEMENT MARKET: PRODUCT LAUNCHES, AUGUST 2020–JULY 2023****11.9.2 DEALS****TABLE 245 INNOVATION MANAGEMENT MARKET: DEALS, JANUARY 2021–JULY 2023****11.9.3 OTHERS****TABLE 246 INNOVATION MANAGEMENT MARKET: OTHERS, SEPTEMBER 2019–JANUARY 2023****11.10 INNOVATION MANAGEMENT PRODUCT BENCHMARKING****11.10.1 PROMINENT INNOVATION MANAGEMENT SOLUTIONS****TABLE 247 COMPARATIVE ANALYSIS OF PROMINENT INNOVATION MANAGEMENT SOLUTIONS****11.10.1.1 Accenture myConcerto****11.10.1.2 Innosabi Idea****11.10.1.3 Deloitte Reimagine Platform****11.10.1.4 EY CogniStreamer****11.10.1.5 Medallia Employee Ideas****11.11 VALUATION AND FINANCIAL METRICS OF KEY INNOVATION MANAGEMENT VENDORS****FIGURE 39 VALUATION AND FINANCIAL METRICS OF KEY INNOVATION MANAGEMENT VENDORS****12 COMPANY PROFILES**

(Business Overview, Products/Solutions/Services Offered, Recent Developments, MnM

*Innovation Management Market by Offering (Solution and Services), Function (Product Development, Business Proc...*

view (Key strengths/Right to win, Strategic choices made, Weakness/competitive threats)\*

## 12.1 MAJOR PLAYERS

### 12.1.1 ACCENTURE

TABLE 248 ACCENTURE: COMPANY OVERVIEW

FIGURE 40 ACCENTURE: COMPANY SNAPSHOT

TABLE 249 ACCENTURE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 250 ACCENTURE: DEALS

### 12.1.2 PLANVIEW

TABLE 251 PLANVIEW: COMPANY OVERVIEW

TABLE 252 PLANVIEW: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 253 PLANVIEW: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 254 PLANVIEW: DEALS

### 12.1.3 SAP

TABLE 255 SAP: COMPANY OVERVIEW

FIGURE 41 SAP: COMPANY SNAPSHOT

TABLE 256 SAP: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 257 SAP: DEALS

### 12.1.4 QUESTEL

TABLE 258 QUESTEL: COMPANY OVERVIEW

TABLE 259 QUESTEL: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 260 QUESTEL: DEALS

### 12.1.5 INSIGHTSOFTWARE

TABLE 261 INSIGHTSOFTWARE: COMPANY OVERVIEW

TABLE 262 INSIGHTSOFTWARE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 263 INSIGHTSOFTWARE: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 264 INSIGHTSOFTWARE: DEALS

### 12.1.6 KPMG

TABLE 265 KPMG: COMPANY OVERVIEW

FIGURE 42 KPMG: COMPANY SNAPSHOT

TABLE 266 KPMG: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 267 KPMG: DEALS

### 12.1.7 DELOITTE

TABLE 268 DELOITTE: COMPANY OVERVIEW

FIGURE 43 DELOITTE: COMPANY SNAPSHOT

TABLE 269 DELOITTE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 270 DELOITTE: PRODUCT LAUNCHES AND ENHANCEMENTS

### 12.1.8 MIRO

TABLE 271 MIRO: COMPANY OVERVIEW

TABLE 272 MIRO: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 273 MIRO: PRODUCT LAUNCHES AND ENHANCEMENTS

TABLE 274 MIRO: OTHERS

12.1.9 SALESFORCE

TABLE 275 SALESFORCE: COMPANY OVERVIEW

FIGURE 44 SALESFORCE: COMPANY SNAPSHOT

TABLE 276 SALESFORCE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 277 SALESFORCE: DEALS

TABLE 278 SALESFORCE: OTHERS

12.1.10 EY

TABLE 279 EY: COMPANY OVERVIEW

FIGURE 45 EY: COMPANY SNAPSHOT

TABLE 280 EY: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 281 EY: DEALS

TABLE 282 EY: OTHERS

12.1.11 MEDALLIA

TABLE 283 MEDALLIA: COMPANY OVERVIEW

TABLE 284 MEDALLIA: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 285 MEDALLIA: PRODUCT LAUNCHES AND ENHANCEMENTS

12.1.12 BOSTON CONSULTING GROUP

TABLE 286 BOSTON CONSULTING GROUP: COMPANY OVERVIEW

FIGURE 46 BOSTON CONSULTING GROUP: COMPANY SNAPSHOT

TABLE 287 BOSTON CONSULTING GROUP: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 288 BOSTON CONSULTING GROUP: DEALS

TABLE 289 BOSTON CONSULTING GROUP: OTHERS

12.2 STARTUP/SMES

12.2.1 SOPHEON

12.2.2 QMARKETS

12.2.3 BRIGHTIDEA

12.2.4 HYPE INNOVATION

12.2.5 PLANBOX

12.2.6 IDEASCALE

12.2.7 INNOVATIONCAST

12.2.8 NOSCO

12.2.9 WAZOKU

12.2.10 INNO360

12.2.11 ITONICS

12.2.12 REVER

12.2.13 INDUCT

12.2.14 SIDEWAYS 6

12.2.15 YAMBLA

12.2.16 IDEAWAKE

12.2.17 LOOPEDIN

\*Details on Business Overview, Products/Solutions/Services Offered, Recent Developments, MnM view (Key strengths/Right to win, Strategic choices made, Weakness/competitive threats)\* might not be captured in case of unlisted companies.

## **13 ADJACENT/RELATED MARKETS**

13.1 INTRODUCTION

13.2 DECISION INTELLIGENCE MARKET

13.2.1 MARKET DEFINITION

13.2.2 MARKET OVERVIEW

13.2.3 DECISION INTELLIGENCE MARKET, BY COMPONENT

TABLE 290 DECISION INTELLIGENCE MARKET, BY COMPONENT, 2018–2021  
(USD MILLION)

TABLE 291 DECISION INTELLIGENCE MARKET, BY COMPONENT, 2022–2027  
(USD MILLION)

TABLE 292 SOLUTIONS: DECISION INTELLIGENCE MARKET, BY TYPE, 2018–2021  
(USD MILLION)

TABLE 293 SOLUTIONS: DECISION INTELLIGENCE MARKET, BY TYPE, 2022–2027  
(USD MILLION)

TABLE 294 SERVICES: DECISION INTELLIGENCE MARKET, BY TYPE, 2018–2021  
(USD MILLION)

TABLE 295 SERVICES: DECISION INTELLIGENCE MARKET, BY TYPE, 2022–2027  
(USD MILLION)

13.2.4 DECISION INTELLIGENCE MARKET, BY DEPLOYMENT MODE

TABLE 296 DECISION INTELLIGENCE MARKET, BY DEPLOYMENT MODE,  
2018–2021 (USD MILLION)

TABLE 297 DECISION INTELLIGENCE MARKET, BY DEPLOYMENT MODE,  
2022–2027 (USD MILLION)

13.2.5 DECISION INTELLIGENCE MARKET, BY ORGANIZATION SIZE

TABLE 298 DECISION INTELLIGENCE MARKET, BY ORGANIZATION SIZE,  
2018–2021 (USD MILLION)

TABLE 299 DECISION INTELLIGENCE MARKET, BY ORGANIZATION SIZE,  
2022–2027 (USD MILLION)

13.2.6 DECISION INTELLIGENCE MARKET, BY VERTICAL

TABLE 300 DECISION INTELLIGENCE MARKET, BY VERTICAL, 2018–2021 (USD MILLION)

TABLE 301 DECISION INTELLIGENCE MARKET, BY VERTICAL, 2022–2027 (USD MILLION)

### 13.2.7 DECISION INTELLIGENCE MARKET, BY REGION

TABLE 302 DECISION INTELLIGENCE MARKET, BY REGION, 2018–2021 (USD MILLION)

TABLE 303 DECISION INTELLIGENCE MARKET, BY REGION, 2022–2027 (USD MILLION)

## 13.3 DIGITAL ASSET MANAGEMENT MARKET

### 13.3.1 MARKET DEFINITION

### 13.3.2 MARKET OVERVIEW

### 13.3.3 DIGITAL ASSET MANAGEMENT MARKET, BY COMPONENT

TABLE 304 DIGITAL ASSET MANAGEMENT MARKET, BY COMPONENT, 2019–2022 (USD MILLION)

TABLE 305 DIGITAL ASSET MANAGEMENT MARKET, BY COMPONENT, 2023–2028 (USD MILLION)

### 13.3.4 DIGITAL ASSET MANAGEMENT MARKET, BY BUSINESS FUNCTION

TABLE 306 DIGITAL ASSET MANAGEMENT MARKET, BY BUSINESS FUNCTION, 2019–2022 (USD MILLION)

TABLE 307 DIGITAL ASSET MANAGEMENT MARKET, BY BUSINESS FUNCTION, 2023–2028 (USD MILLION)

### 13.3.5 DIGITAL ASSET MANAGEMENT MARKET, BY DEPLOYMENT TYPE

TABLE 308 DIGITAL ASSET MANAGEMENT MARKET, BY DEPLOYMENT TYPE, 2019–2022 (USD MILLION)

TABLE 309 DIGITAL ASSET MANAGEMENT MARKET, BY DEPLOYMENT TYPE, 2023–2028 (USD MILLION)

### 13.3.6 DIGITAL ASSET MANAGEMENT MARKET, BY ORGANIZATION SIZE

TABLE 310 DIGITAL ASSET MANAGEMENT MARKET, BY ORGANIZATION SIZE, 2019–2022 (USD MILLION)

TABLE 311 DIGITAL ASSET MANAGEMENT MARKET, BY ORGANIZATION SIZE, 2023–2028 (USD MILLION)

### 13.3.7 DIGITAL ASSET MANAGEMENT MARKET, BY VERTICAL

TABLE 312 DIGITAL ASSET MANAGEMENT MARKET, BY VERTICAL, 2019–2022 (USD MILLION)

TABLE 313 DIGITAL ASSET MANAGEMENT MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

### 13.3.8 DIGITAL ASSET MANAGEMENT MARKET, BY REGION

TABLE 314 DIGITAL ASSET MANAGEMENT MARKET, BY REGION, 2019–2022



(USD MILLION)

TABLE 315 DIGITAL ASSET MANAGEMENT MARKET, BY REGION, 2023–2028

(USD MILLION)

## **14 APPENDIX**

14.1 DISCUSSION GUIDE

14.2 KNOWLEDGESTORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

14.3 CUSTOMIZATION OPTIONS

14.4 RELATED REPORTS

14.5 AUTHOR DETAILS

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