

# **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).

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\*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.

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