

Web Content Management Market by Component, Solution (Standalone & Integrated), Application (Website Management, Social Media Management, Workflow Management), Deployment Mode, Vertical, and Region - Global Forecast to 2026

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Abstracts

The global WCM market size to grow from USD 6.9 billion in 2021 to USD 14.3 billion by 2026, at a Compound Annual Growth Rate (CAGR) of 15.7% during the forecast period. In hyper-competitive verticals, such as media and entertainment, retail and eCommerce, and IT and telecom, WCM plays a vital role in efficiently managing workflows, leading to publication on the web. Factors such as customers' shift toward video-based content across the Over-The-Top (OTT) space and the adoption of AR and VR to enable companies to modify website content drive the growth of the WCM market across the globe.

In a short time, the COVID-19 outbreak has affected markets and customer behaviors. It has had a substantial impact on economies and societies. COVID-19 impacts are foreseen to shift consumer demand to online channels. This may irreversibly change customer behavior as once people get into the habit of shopping online, it becomes a routine, and it is hard to get away from it easily, forcing companies to escalate their online presence. There was an immediate and widespread impact of COVID-19 on customer behavior across all industries. For instance, the education industry has been one of the most affected industries, especially when it comes to publishing and distributing content to students, and staff, and faculty members.

The services segment is expected to grow at a higher CAGR during the forecast period

The global WCM market is segmented on the basis of components into solutions and

services. Based on the solutions segment, the market is divided into standalone and integrated. The services segment is further divided into managed services and professional services. The services segment is expected to grow at a higher CAGR during the forecast period. This growth is attributed to the growing digitalization and increasing customer shift toward online purchases, which have made it difficult for companies to cope with the ever-increasing volumes of customer data and extract actionable real-time insights from the data during the pandemic.

The integrated solution segment is expected to hold a larger market size during the forecast period

On the basis of solution, the WCM market is segmented into standalone and integrated solution . The integrated solution segment is expected to hold a larger market share during the forecast period. The integrated WCM solution is offered as a part of a suite or platform, in which WCM is offered as a capability or feature. It is integrated with a single solution to provide various benefits to end users. These benefits include personalization, editing tools, document management, digital asset management, and record retention. Users can get multiple data protection capabilities out of a single solution.

Among verticals, the healthcare and life sciences segment to grow at the highest CAGR during the forecast period

The WCM market is segmented into the various verticals, particularly BFSI, IT and telecom, retail and eCommerce, healthcare and life sciences, government, travel and hospitality, media and entertainment, education, and others (transportation and logistics, energy and utilities, and manufacturing). Key factors favoring the growth of WCMs across these verticals include the rising technology advancements and the growing availability of industry-specific WCMs. Healthcare and life sciences vertical is expected to grow at the highest CAGR during the forecast period. The need to maintain patient records and improve patient care in real-time across different channels drives the adoption of WCM solutions and services. Moreover, demand for enhanced patient experiences and quality care for personalized treatments in real-time to drive the WCM market growth among healthcare and life sciences vertical.

North America to hold the largest market size during the forecast period

The WCM market has been segmented into five regions: North America, Europe, APAC, MEA, and Latin America. Among these regions, North America is projected to

hold the largest market size during the forecast period. North America is expected to be the largest contributor among all the regions for the adoption of WCMs. The top countries contributing to the WCM market growth include the US and Canada. Organizations in various countries of this region, especially in the US, have leveraged AI, Machine Learning (ML), and deep learning technologies as a part of their ongoing business process to stay ahead in the market. These countries have a well-established economy, which enables WCM vendors to invest in new technologies.

Breakdown of primaries

In-depth interviews were conducted with Chief Executive Officers (CEOs), innovation and technology directors, system integrators, and executives from various key organizations operating in the WCM market.

By Company: Tier I: 34%, Tier II: 43%, and Tier III: 23%

By Designation: C-Level Executives: 50%, Directors: 30%, and Others: 20%

By Region: North America: 25%, APAC: 30%, Europe: 30%, MEA: 10%, and Latin America: 5%

The report includes the study of key players offering WCM solutions and services. It profiles major vendors in the global WCM market. The major vendors in the global WCM market include Adobe (US), Microsoft (US), Oracle (US), OpenText (Canada), Progress (US), IBM (US), Upland Software (US), RWS (UK), HubSpot (US), HCL (India), e-Spirit (US), Sitecore (US), Kentico (Czech Republic), Frankly Media (US), Duda (US), Agility (Canada), GX Software (Netherlands), Solodev (US), Siteglide (UK), Amplience (England), Contentful (Germany), Contentstack (US), Storyblok (Austria), Broadcast (US), Webflow (US), Bynder (Netherlands), Docsie (Canada), GraphCMS (Germany), Pantheon (US), and Strapi (France).

Research Coverage

The market study covers the WCM market across segments. It aims at estimating the market size and the growth potential of this market across different segments, such as components, solutions, application, organization size, deployment mode, vertical, and regions. It includes an in-depth competitive analysis of the key players in the market, along with their company profiles, key observations related to product and business

offerings, recent developments, and key market strategies.

Key Benefits of Buying the Report

The report would provide the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall WCM market and its subsegments. It would help stakeholders understand the competitive landscape and gain more insights better to position their business and plan suitable go-to-market strategies. It also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

Contents

1 INTRODUCTION

1.1 INTRODUCTION TO COVID-19

1.2 COVID-19 HEALTH ASSESSMENT

FIGURE 1 COVID-19: GLOBAL PROPAGATION

FIGURE 2 COVID-19 PROPAGATION: SELECT COUNTRIES

1.3 COVID-19 ECONOMIC ASSESSMENT

FIGURE 3 REVISED GROSS DOMESTIC PRODUCT FORECASTS FOR
SELECT G20 COUNTRIES IN 2020

1.3.1 COVID-19 ECONOMIC IMPACT—SCENARIO ASSESSMENT

FIGURE 4 CRITERIA IMPACTING THE GLOBAL ECONOMY

FIGURE 5 SCENARIOS IN TERMS OF RECOVERY OF THE GLOBAL ECONOMY

1.4 OBJECTIVES OF THE STUDY

1.5 MARKET DEFINITION

1.5.1 INCLUSIONS AND EXCLUSIONS

1.6 MARKET SCOPE

1.6.1 MARKET SEGMENTATION

1.6.2 REGIONS COVERED

1.6.3 YEARS CONSIDERED FOR THE STUDY

1.7 CURRENCY CONSIDERED

TABLE 1 UNITED STATES DOLLAR EXCHANGE RATE, 2018–2020

1.8 STAKEHOLDERS

1.9 SUMMARY OF CHANGES

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

FIGURE 6 WEB CONTENT MANAGEMENT MARKET: RESEARCH DESIGN

2.1.1 SECONDARY DATA

2.1.2 PRIMARY DATA

TABLE 2 PRIMARY INTERVIEWS

2.1.2.1 Breakup of primary profiles

2.1.2.2 Key industry insights

2.2 MARKET BREAKUP AND DATA TRIANGULATION

FIGURE 7 DATA TRIANGULATION

2.3 MARKET SIZE ESTIMATION

FIGURE 8 WEB CONTENT MANAGEMENT MARKET: TOP-DOWN AND

BOTTOM-UP APPROACHES

2.3.1 TOP-DOWN APPROACH

2.3.2 BOTTOM-UP APPROACH

FIGURE 9 MARKET SIZE ESTIMATION METHODOLOGY - APPROACH 1 (SUPPLY-SIDE): REVENUE FROM SOLUTIONS/SERVICES OF THE WEB CONTENT MANAGEMENT MARKET

FIGURE 10 MARKET SIZE ESTIMATION METHODOLOGY - APPROACH 2, BOTTOM-UP (SUPPLY SIDE): COLLECTIVE REVENUE FROM ALL SOLUTIONS/SERVICES OF THE WEB CONTENT MANAGEMENT MARKET

FIGURE 11 MARKET SIZE ESTIMATION METHODOLOGY - APPROACH 3, BOTTOM-UP (SUPPLY SIDE): COLLECTIVE REVENUE FROM ALL SOLUTIONS/SERVICES OF THE WEB CONTENT MANAGEMENT MARKET

FIGURE 12 MARKET SIZE ESTIMATION METHODOLOGY - APPROACH 4, BOTTOM-UP (DEMAND SIDE): SHARE OF WEB CONTENT MANAGEMENT THROUGH OVERALL WEB CONTENT MANAGEMENT SPENDING

2.4 MARKET FORECAST

TABLE 3 FACTOR ANALYSIS

2.5 COMPANY EVALUATION MATRIX METHODOLOGY

FIGURE 13 COMPANY EVALUATION MATRIX: CRITERIA WEIGHTAGE

2.6 STARTUP/SME EVALUATION MATRIX METHODOLOGY

FIGURE 14 STARTUP/SME EVALUATION MATRIX: CRITERIA WEIGHTAGE

2.7 ASSUMPTIONS FOR THE STUDY

2.8 LIMITATIONS OF THE STUDY

2.9 IMPLICATIONS OF COVID-19 ON THE WEB CONTENT MANAGEMENT MARKET

FIGURE 15 QUARTERLY IMPACT OF COVID-19 DURING 2020–2021

3 EXECUTIVE SUMMARY

TABLE 4 GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE AND GROWTH RATE, 2016–2020 (USD MILLION, Y-O-Y%)

TABLE 5 GLOBAL WEB CONTENT MANAGEMENT MARKET SIZE AND GROWTH RATE, 2021–2026 (USD MILLION, Y-O-Y%)

FIGURE 16 SOLUTIONS SEGMENT TO HOLD A LARGER MARKET SIZE IN 2021

FIGURE 17 INTEGRATED SEGMENT TO HOLD A LARGER MARKET SHARE IN 2021

FIGURE 18 PROFESSIONAL SERVICES SEGMENT TO HOLD A LARGER MARKET SIZE IN 2021

FIGURE 19 SYSTEM INTEGRATION AND IMPLEMENTATION SEGMENT TO HOLD THE LARGEST MARKET SHARE IN 2021

FIGURE 20 WEBSITE MANAGEMENT SEGMENT TO HOLD THE LARGEST MARKET SIZE IN 2021

FIGURE 21 ON-PREMISES SEGMENT TO HOLD A LARGER MARKET SHARE IN 2021

FIGURE 22 LARGE ENTERPRISES SEGMENT TO HOLD A LARGER MARKET SIZE IN 2021

FIGURE 23 HEALTHCARE AND LIFE SCIENCE VERTICAL TO GROW AT HIGHEST CAGR IN 2021

FIGURE 24 NORTH AMERICA TO HOLD THE LARGEST MARKET SHARE AND ASIA PACIFIC TO GROW AT THE HIGHEST CAGR IN 2021

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE OPPORTUNITIES IN THE WEB CONTENT MANAGEMENT MARKET

FIGURE 25 CUSTOMERS' SHIFT TOWARD VIDEO-BASED CONTENT ACROSS THE OTT SPACE TO DRIVE THE GROWTH OF THE WEB CONTENT MANAGEMENT MARKET

4.2 WEB CONTENT MANAGEMENT MARKET: TOP THREE APPLICATIONS

FIGURE 26 SOCIAL MEDIA MANAGEMENT SEGMENT TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

4.3 NORTH AMERICAN WEB CONTENT MANAGEMENT MARKET: BY COMPONENT AND TOP THREE VERTICALS

FIGURE 27 SOLUTIONS SEGMENT AND MEDIA AND ENTERTAINMENT VERTICAL TO HOLD LARGE MARKET SHARES IN 2021

4.4 WEB CONTENT MANAGEMENT MARKET, BY REGION

FIGURE 28 NORTH AMERICA TO HOLD THE LARGEST MARKET SHARE IN 2021

5 MARKET OVERVIEW AND INDUSTRY TRENDS

5.1 INTRODUCTION

5.2 WEB CONTENT MANAGEMENT: EVOLUTION

FIGURE 29 EVOLUTION OF THE WEB CONTENT MANAGEMENT MARKET

5.3 WEB CONTENT MANAGEMENT MARKET: ARCHITECTURE

FIGURE 30 WEB CONTENT MANAGEMENT: ARCHITECTURE

5.4 MARKET DYNAMICS

FIGURE 31 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES: WEB CONTENT MANAGEMENT MARKET

5.4.1 DRIVERS

5.4.1.1 Customers' shift toward video-based content across the OTT space

5.4.1.2 Adoption of AR and VR to enable companies to
modify website content

5.4.2 RESTRAINTS

5.4.2.1 Interoperability issue due to data integration

5.4.3 OPPORTUNITIES

5.4.3.1 Increasing shift toward cloud-based SaaS content
management system

5.4.3.2 Exponential growth of smartphone users during COVID-19 led to the
proliferation of web content management solutions

5.4.4 CHALLENGES

5.4.4.1 Language transformation and localization of content

5.4.4.2 Migration of data into new formats from multiple systems

5.4.5 CUMULATIVE GROWTH ANALYSIS

5.5 WEB CONTENT MANAGEMENT MARKET: ECOSYSTEM

FIGURE 32 WEB CONTENT MANAGEMENT: ECOSYSTEM

5.6 CASE STUDY ANALYSIS

5.6.1 US CENSUS BUREAU USED ADOBE EXPERIENCE MANAGER TO
HANDLE EXTREMELY HEAVY TRAFFIC ON WEBSITE

5.6.2 DEPARTMENT OF CONSERVATION, NEW ZEALAND GAINED ABILITY TO
SEARCH AND SHARE DOCUMENTS THROUGH ORACLE CONTENT
MANAGEMENT CLOUD SERVICE

5.6.3 MITSUBISHI ELECTRIC POWER PRODUCTS DROVE NORTH AMERICAN
ENERGY, RAIL TRANSPORTATION, AND LARGE-SCALE VIDEO DISPLAY
MARKETS THROUGH AGILITY CMS

5.6.4 RED DESALUD UC CHRISTUS CREATED A SEAMLESS PATIENT
EXPERIENCE WITH PROGRESS SITEFINITY

5.6.5 BANG & OLUFSEN MADE SIGNIFICANT ECOMMERCE
GAINS WITH CONTENTFUL

5.6.6 XOS DIGITAL USED EVOQ CONTENT FOR COLLEGIATE SPORTS
WEBSITES, INCLUDING PAC-12 CONFERENCE, FOR CREATING AND OPERATING
CUSTOMERS' WEBSITE

5.6.7 CINEPLEX USED AGILITY CMS FOR BLAZING FAST MOVIE SEARCH

5.6.8 TELENOR PROGRAMMATICALLY UNIFIED CONTENT FROM SEVERAL APIS
TO DELIVER IMMERSIVE MEDIA EXPERIENCES WITH GRAPHCMS

5.6.9 MASTERCONTROL BOOSTED CONVERSION RATES OVER 57% WITH
PROGRESS SITEINFINITY

5.6.10 COLLIERS INTERNATIONAL DELIVERED CONTENT EXCELLENCE

ACROSS HUNDREDS OF GLOBAL OFFICES WITH BRANDCAST

5.7 WEB CONTENT MANAGEMENT MARKET: COVID-19 IMPACT

FIGURE 33 WEB CONTENT MANAGEMENT MARKET WITNESSED A MINIMAL SLOWDOWN IN GROWTH IN 2020

5.8 PATENT ANALYSIS

5.8.1 METHODOLOGY

5.8.2 DOCUMENT TYPE

TABLE 6 PATENTS FILED

5.8.3 INNOVATION AND PATENT APPLICATIONS

FIGURE 34 TOTAL NUMBER OF PATENTS GRANTED IN A YEAR, 2010-2021

5.8.3.1 Top applicants

FIGURE 35 TOP 10 COMPANIES WITH THE HIGHEST NUMBER OF PATENT APPLICATIONS, 2010-2021

TABLE 7 TOP EIGHT PATENT OWNERS (US) IN THE WEB CONTENT MANAGEMENT MARKET, 2010-2021

5.9 SUPPLY CHAIN ANALYSIS

FIGURE 36 SUPPLY CHAIN ANALYSIS: WEB CONTENT MANAGEMENT MARKET

5.10 TECHNOLOGY ANALYSIS

5.10.1 ARTIFICIAL INTELLIGENCE AND WEB CONTENT MANAGEMENT

5.10.2 CLOUD COMPUTING AND WEB CONTENT MANAGEMENT

5.10.3 INTERNET OF THINGS AND WEB CONTENT MANAGEMENT

5.11 PRICING MODEL ANALYSIS

TABLE 8 PRICING: WEB CONTENT MANAGEMENT

5.12 PORTER'S FIVE FORCES ANALYSIS

TABLE 9 IMPACT OF EACH FORCE ON THE WEB CONTENT MANAGEMENT MARKET

FIGURE 37 PORTER'S FIVE FORCES ANALYSIS

5.12.1 THREAT OF NEW ENTRANTS

5.12.2 THREAT OF SUBSTITUTES

5.12.3 BARGAINING POWER OF SUPPLIERS

5.12.4 BARGAINING POWER OF BUYERS

5.12.5 INTENSITY OF COMPETITIVE RIVALRY

5.13 SCENARIO

TABLE 10 CRITICAL FACTORS TO IMPACT THE GROWTH OF THE WEB CONTENT MANAGEMENT MARKET

6 WEB CONTENT MANAGEMENT MARKET, BY COMPONENT

6.1 INTRODUCTION

6.1.1 COMPONENTS: COVID-19 IMPACT

FIGURE 38 SERVICES SEGMENT TO REGISTER A HIGHER CAGR DURING THE FORECAST PERIOD

TABLE 11 WEB CONTENT MANAGEMENT MARKET SIZE, BY COMPONENT, 2016–2020 (USD MILLION)

TABLE 12 WEB CONTENT MANAGEMENT MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

6.2 SOLUTIONS

FIGURE 39 INTEGRATED SEGMENT TO REGISTER A HIGHER CAGR DURING THE FORECAST PERIOD

TABLE 13 SOLUTIONS: WEB CONTENT MANAGEMENT MARKET SIZE, BY TYPE, 2016–2020 (USD MILLION)

TABLE 14 SOLUTIONS: WEB CONTENT MANAGEMENT MARKET SIZE, BY TYPE, 2021–2026 (USD MILLION)

TABLE 15 SOLUTIONS: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 16 SOLUTIONS: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

6.2.1 STANDALONE

6.2.1.1 Growing concern of content teams about reducing linguistic barriers and content intelligence to drive the adoption of web content management standalone solution

TABLE 17 STANDALONE MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 18 STANDALONE MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

6.2.2 INTEGRATED

6.2.2.1 Need to create, manage, and optimize digital customer experiences to drive the adoption of web content management integrated solution

TABLE 19 INTEGRATED MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 20 INTEGRATED MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

6.3 SERVICES

FIGURE 40 MANAGED SERVICES SEGMENT TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

TABLE 21 SERVICES: WEB CONTENT MANAGEMENT MARKET SIZE, BY TYPE, 2016–2020 (USD MILLION)

TABLE 22 SERVICES: WEB CONTENT MANAGEMENT MARKET SIZE, BY TYPE, 2021–2026 (USD MILLION)

TABLE 23 SERVICES: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 24 SERVICES: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION,

2021–2026 (USD MILLION)

6.3.1 PROFESSIONAL SERVICES

FIGURE 41 CONSULTING SEGMENT TO REGISTER THE HIGHEST CAGR DURING THE FORECAST PERIOD

TABLE 25 PROFESSIONAL SERVICES: WEB CONTENT MANAGEMENT MARKET SIZE, BY TYPE, 2016–2020 (USD MILLION)

TABLE 26 PROFESSIONAL SERVICES: WEB CONTENT MANAGEMENT MARKET SIZE, BY TYPE, 2021–2026 (USD MILLION)

TABLE 27 PROFESSIONAL SERVICES: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 28 PROFESSIONAL SERVICES: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

6.3.1.1 Consulting

6.3.1.1.1 Consulting services enable companies to lower risks, reduce complexities, and increase ROI to deliver maximum product assurance

TABLE 29 CONSULTING MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 30 CONSULTING MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

6.3.1.2 Training, support, and maintenance

6.3.1.2.1 Training, support, and maintenance services help customers provide enhancements to solutions and assistance for solving solution-related issues

TABLE 31 TRAINING, SUPPORT, AND MAINTENANCE MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 32 TRAINING, SUPPORT, AND MAINTENANCE MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

6.3.1.3 System integration and implementation

6.3.1.3.1 Need to ensure minimum risks and cost optimization among companies to drive the demand for system integration and implementation services

TABLE 33 SYSTEM INTEGRATION AND IMPLEMENTATION MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 34 SYSTEM INTEGRATION AND IMPLEMENTATION MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

6.3.2 MANAGED SERVICES

6.3.2.1 Growing concern over lowering labor costs and eliminating the cost of hiring and training new IT staff driving companies to outsource managed services

TABLE 35 MANAGED SERVICES: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 36 MANAGED SERVICES: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

7 WEB CONTENT MANAGEMENT MARKET, BY ORGANIZATION SIZE

7.1 INTRODUCTION

7.1.1 ORGANIZATION SIZE: COVID-19 IMPACT

FIGURE 42 SMALL AND MEDIUM-SIZED ENTERPRISES SEGMENT TO REGISTER A HIGHER CAGR DURING THE FORECAST PERIOD

TABLE 37 WEB CONTENT MANAGEMENT MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 38 WEB CONTENT MANAGEMENT MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

7.2 LARGE ENTERPRISES

7.2.1 INCREASED COMPETITION AMONG LARGE ENTERPRISES TO TRACK AND IMPROVE DIGITAL EXPERIENCES DRIVES THE DEMAND FOR WEB CONTENT MANAGEMENT SOLUTIONS

TABLE 39 LARGE ENTERPRISES: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 40 LARGE ENTERPRISES: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

7.3 SMALL AND MEDIUM-SIZED ENTERPRISES

7.3.1 CONCERNS ABOUT THE DELIVERY OF OMNICHANNEL CUSTOMER EXPERIENCES DRIVES THE DEMAND FOR WEB CONTENT MANAGEMENT

TABLE 41 SMALL AND MEDIUM-SIZED ENTERPRISES: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 42 SMALL AND MEDIUM-SIZED ENTERPRISES: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

8 WEB CONTENT MANAGEMENT MARKET, BY DEPLOYMENT MODE

8.1 INTRODUCTION

8.1.1 DEPLOYMENT MODES: COVID-19 IMPACT

FIGURE 43 CLOUD SEGMENT TO REGISTER A HIGHER CAGR DURING THE FORECAST PERIOD

TABLE 43 WEB CONTENT MANAGEMENT MARKET SIZE, BY DEPLOYMENT MODE, 2016–2020 (USD MILLION)

TABLE 44 WEB CONTENT MANAGEMENT MARKET SIZE, BY DEPLOYMENT MODE, 2021–2026 (USD MILLION)

8.2 ON-PREMISES

8.2.1 ENHANCED CONTROL OVER CONTENT ACCESSIBILITY ACROSS THE NETWORK OF ON-PREMISES TO DRIVE THE ADOPTION OF WEB CONTENT

MANAGEMENT

TABLE 45 ON-PREMISES: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 46 ON-PREMISES: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

8.3 CLOUD

8.3.1 COST-EFFECTIVENESS, EASY ACCESS, AND SCALABILITY TO BOOST THE ADOPTION OF CLOUD WEB CONTENT MANAGEMENT SOLUTIONS

TABLE 47 CLOUD: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 48 CLOUD: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

9 WEB CONTENT MANAGEMENT MARKET, BY APPLICATION

9.1 INTRODUCTION

9.1.1 APPLICATIONS: COVID-19 IMPACT

FIGURE 44 WEBSITE MANAGEMENT SEGMENT TO RECORD THE LARGEST MARKET SIZE DURING THE FORECAST PERIOD

TABLE 49 WEB CONTENT MANAGEMENT MARKET SIZE, BY APPLICATION, 2016–2020 (USD MILLION)

TABLE 50 WEB CONTENT MANAGEMENT MARKET SIZE, BY APPLICATION, 2021–2026 (USD MILLION)

9.2 WEBSITE MANAGEMENT

9.2.1 GROWING CONCERN OVER BUILDING, LAUNCHING, AND MANAGING WEBSITES DRIVING THE ADOPTION OF WEBSITE MANAGEMENT

TABLE 51 WEBSITE MANAGEMENT: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 52 WEBSITE MANAGEMENT: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

9.3 WORKFLOW MANAGEMENT

9.3.1 GROWING CONCERN ABOUT UNDERSTANDING WORK PROCESSES FOR MAPPING OUT TASKS TO DETECT BOTTLENECKS, DELAYS, AND DESIGNS DRIVING THE ADOPTION OF WORKFLOW MANAGEMENT

TABLE 53 WORKFLOW MANAGEMENT: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 54 WORKFLOW MANAGEMENT: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

9.4 DOCUMENT MANAGEMENT

9.4.1 RISING FOCUS ON STORING, ACCESSING, MANAGING, CONTROLLING, AND TRACKING DIGITAL DOCUMENTS DRIVING THE DEMAND FOR DOCUMENT MANAGEMENT

TABLE 55 DOCUMENT MANAGEMENT: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 56 DOCUMENT MANAGEMENT: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

9.5 CONTENT SCHEDULING / DEPLOYMENT

9.5.1 INCREASING FOCUS ON SCHEDULING A LARGE AMOUNT OF CONTENT AND MAKING CONTENT APPROACH MORE INTEGRATED DRIVING THE DEMAND FOR CONTENT SCHEDULING

TABLE 57 CONTENT SCHEDULING / DEPLOYMENT: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 58 CONTENT SCHEDULING / DEPLOYMENT: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

9.6 ACCESS CONTROL

9.6.1 RISING CONCERN OVER MINIMIZING THE SECURITY RISK OF UNAUTHORIZED ACCESS TO PHYSICAL AND LOGICAL SYSTEMS DRIVING THE DEMAND FOR ACCESS CONTROL

TABLE 59 ACCESS CONTROL: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 60 ACCESS CONTROL: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

9.7 SOCIAL MEDIA MANAGEMENT

9.7.1 RISING USE OF INTERNET TECHNOLOGY AND INCREASING AVAILABILITY OF INTERNET SERVICES DRIVING THE ADOPTION OF SOCIAL MEDIA MANAGEMENT

TABLE 61 SOCIAL MEDIA MANAGEMENT: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 62 SOCIAL MEDIA MANAGEMENT: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

9.8 WORKFORCE OPTIMIZATION

9.8.1 GROWING NEED TO BALANCE CUSTOMER SATISFACTION AND ENHANCE WORK QUALITY DRIVING THE DEMAND FOR WORKFORCE OPTIMIZATION

TABLE 63 WORKFORCE OPTIMIZATION: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 64 WORKFORCE OPTIMIZATION: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

9.9 OTHER APPLICATIONS

TABLE 65 OTHER APPLICATIONS: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 66 OTHER APPLICATIONS: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

10 WEB CONTENT MANAGEMENT MARKET, BY VERTICAL

10.1 INTRODUCTION

10.1.1 VERTICALS: COVID-19 IMPACT

FIGURE 45 MEDIA AND ENTERTAINMENT VERTICAL TO HOLD THE LARGEST MARKET SIZE DURING THE FORECAST PERIOD

TABLE 67 WEB CONTENT MANAGEMENT MARKET SIZE, BY VERTICAL, 2016–2020 (USD MILLION)

TABLE 68 WEB CONTENT MANAGEMENT MARKET SIZE, BY VERTICAL, 2021–2026 (USD MILLION)

10.2 MEDIA AND ENTERTAINMENT

10.2.1 INCREASING CHALLENGE OF MEDIA AND ENTERTAINMENT COMPANIES TO MAINTAIN THE VOLUME AND VELOCITY OF CONTENT TO BOOST WEB CONTENT MANAGEMENT ADOPTION

TABLE 69 MEDIA AND ENTERTAINMENT: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 70 MEDIA AND ENTERTAINMENT: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

10.3 RETAIL AND ECOMMERCE

10.3.1 EVER-INCREASING CUSTOMER DATA BASED ON ONLINE PURCHASES, WEB CLICKS, SOCIAL MEDIA ACTIVITIES, AND SMART CONNECTED DEVICES TO BOOST THE ADOPTION OF WEB CONTENT MANAGEMENT

TABLE 71 RETAIL AND ECOMMERCE: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 72 RETAIL AND ECOMMERCE: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

10.4 IT AND TELECOM

10.4.1 RISING FOCUS OF TELECOM COMPANIES ON HANDLING VARIOUS ELECTRONIC INFORMATION CHANNELS DRIVING THE ADOPTION OF WEB CONTENT MANAGEMENT

TABLE 73 IT AND TELECOM: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 74 IT AND TELECOM: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

10.5 HEALTHCARE AND LIFE SCIENCES

10.5.1 DEMAND FOR ENHANCED PATIENT EXPERIENCES AND QUALITY CARE FOR PERSONALIZED TREATMENTS IN REAL-TIME TO DRIVE THE MARKET GROWTH

TABLE 75 HEALTHCARE AND LIFE SCIENCES: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 76 HEALTHCARE AND LIFE SCIENCES: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

10.6 BANKING, FINANCIAL SERVICES, AND INSURANCE

10.6.1 RISING USE OF MOBILE BANKING SERVICES DRIVING THE GROWTH OF WEB CONTENT MANAGEMENT SOLUTIONS AND SERVICES

TABLE 77 BANKING, FINANCIAL SERVICES, AND INSURANCE: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 78 BANKING, FINANCIAL SERVICES, AND INSURANCE: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

10.7 TRAVEL AND HOSPITALITY

10.7.1 GROWING NEED FOR SELLING THE RIGHT PRODUCT TO THE RIGHT CUSTOMER AND AT THE RIGHT MOMENT VIA THE RIGHT CHANNEL DRIVING THE ADOPTION OF WEB CONTENT MANAGEMENT

TABLE 79 TRAVEL AND HOSPITALITY: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 80 TRAVEL AND HOSPITALITY: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

10.8 GOVERNMENT

10.8.1 INCREASING NEED TO BUILD MODERN DIGITAL GOVERNMENT TO BOOST THE ADOPTION OF WEB CONTENT MANAGEMENT SOLUTIONS

TABLE 81 GOVERNMENT: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 82 GOVERNMENT: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

10.9 EDUCATION

10.9.1 GROWING FOCUS ON ONLINE EDUCATION DRIVING THE ADOPTION OF WEB CONTENT MANAGEMENT SOLUTIONS AND SERVICES

TABLE 83 EDUCATION: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 84 EDUCATION: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

10.10 OTHER VERTICALS

TABLE 85 OTHER VERTICALS: WEB CONTENT MANAGEMENT MARKET SIZE, BY

REGION, 2016–2020 (USD MILLION)

TABLE 86 OTHER VERTICALS: WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

11 WEB CONTENT MANAGEMENT MARKET, BY REGION

11.1 INTRODUCTION

FIGURE 46 INDIA TO REGISTER THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 47 ASIA PACIFIC TO WITNESS THE HIGHEST CAGR DURING THE FORECAST PERIOD

TABLE 87 WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2016–2020 (USD MILLION)

TABLE 88 WEB CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2021–2026 (USD MILLION)

11.2 NORTH AMERICA

11.2.1 NORTH AMERICA: COVID-19 IMPACT

11.2.2 NORTH AMERICA: REGULATIONS

11.2.2.1 Health Insurance Portability and Accountability Act of 1996

11.2.2.2 California Consumer Privacy Act

11.2.2.3 Gramm–Leach–Bliley Act

11.2.2.4 Health Information Technology for Economic and Clinical Health Act

11.2.2.5 Sarbanes Oxley Act

11.2.2.6 Federal Information Security Management Act

11.2.2.7 Payment Card Industry Data Security Standard

11.2.2.8 Federal Information Processing Standards

FIGURE 48 NORTH AMERICA: MARKET SNAPSHOT

TABLE 89 NORTH AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY COMPONENT, 2016–2020 (USD MILLION)

TABLE 90 NORTH AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 91 NORTH AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY SOLUTION, 2016–2020 (USD MILLION)

TABLE 92 NORTH AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY SOLUTION, 2021–2026 (USD MILLION)

TABLE 93 NORTH AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY SERVICE, 2016–2020 (USD MILLION)

TABLE 94 NORTH AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY SERVICE, 2021–2026 (USD MILLION)

TABLE 95 NORTH AMERICA: WEB CONTENT MANAGEMENT SIZE, BY PROFESSIONAL SERVICE, 2016–2020 (USD MILLION)

TABLE 96 NORTH AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY PROFESSIONAL SERVICE, 2021–2026 (USD MILLION)

TABLE 97 NORTH AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 98 NORTH AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

TABLE 99 NORTH AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY DEPLOYMENT MODE, 2016–2020 (USD MILLION)

TABLE 100 NORTH AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY DEPLOYMENT MODE, 2021–2026 (USD MILLION)

TABLE 101 NORTH AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY APPLICATION, 2016–2020 (USD MILLION)

TABLE 102 NORTH AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY APPLICATION, 2021–2026 (USD MILLION)

TABLE 103 NORTH AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY VERTICAL, 2016–2020 (USD MILLION)

TABLE 104 NORTH AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY VERTICAL, 2021–2026 (USD MILLION)

TABLE 105 NORTH AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 106 NORTH AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY COUNTRY, 2021–2026 (USD MILLION)

11.2.3 UNITED STATES

11.2.3.1 With the increasing customer expectations, companies demand web content management solutions to help users create, manage, and modify content on a website

11.2.4 CANADA

11.2.4.1 Increase in investments by the government in various digital initiatives to lead to an increase in social media management to drive the growth of the web content management solution in Canada

11.3 EUROPE

11.3.1 EUROPE: COVID-19 IMPACT

11.3.2 EUROPE: REGULATIONS

11.3.2.1 General Data Protection Regulation

11.3.2.2 European Committee for Standardization

11.3.2.3 European Technical Standards Institute

TABLE 107 EUROPE: WEB CONTENT MANAGEMENT MARKET SIZE, BY

COMPONENT, 2016–2020 (USD MILLION)

TABLE 108 EUROPE: WEB CONTENT MANAGEMENT MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 109 EUROPE: WEB CONTENT MANAGEMENT MARKET SIZE, BY SOLUTION, 2016–2020 (USD MILLION)

TABLE 110 EUROPE: WEB CONTENT MANAGEMENT MARKET SIZE, BY SOLUTION, 2021–2026 (USD MILLION)

TABLE 111 EUROPE: WEB CONTENT MANAGEMENT MARKET SIZE, BY SERVICE, 2016–2019 (USD MILLION)

TABLE 112 EUROPE: WEB CONTENT MANAGEMENT MARKET SIZE, BY SERVICE, 2021–2026 (USD MILLION)

TABLE 113 EUROPE: WEB CONTENT MANAGEMENT MARKET SIZE, BY PROFESSIONAL SERVICE, 2016–2020 (USD MILLION)

TABLE 114 EUROPE: WEB CONTENT MANAGEMENT MARKET SIZE, BY PROFESSIONAL SERVICE, 2021–2026 (USD MILLION)

TABLE 115 EUROPE: WEB CONTENT MANAGEMENT MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 116 EUROPE: WEB CONTENT MANAGEMENT MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

TABLE 117 EUROPE: WEB CONTENT MANAGEMENT MARKET SIZE, BY DEPLOYMENT MODE, 2016–2020 (USD MILLION)

TABLE 118 EUROPE: WEB CONTENT MANAGEMENT MARKET SIZE, BY DEPLOYMENT MODE, 2021–2026 (USD MILLION)

TABLE 119 EUROPE: WEB CONTENT MANAGEMENT MARKET SIZE, BY APPLICATION, 2016–2020 (USD MILLION)

TABLE 120 EUROPE: WEB CONTENT MANAGEMENT MARKET SIZE, BY APPLICATION, 2021–2026 (USD MILLION)

TABLE 121 EUROPE: WEB CONTENT MANAGEMENT MARKET SIZE, BY VERTICAL, 2016–2020 (USD MILLION)

TABLE 122 EUROPE: WEB CONTENT MANAGEMENT MARKET SIZE, BY VERTICAL, 2021–2026 (USD MILLION)

TABLE 123 EUROPE: WEB CONTENT MANAGEMENT MARKET SIZE, BY COUNTRY, 2016–2020 (USD MILLION)

TABLE 124 EUROPE: WEB CONTENT MANAGEMENT MARKET SIZE, BY COUNTRY, 2021–2026 (USD MILLION)

11.3.3 UNITED KINGDOM

11.3.3.1 Increase in the usage of online platforms to lead companies across the UK to display attractive content on websites to drive the adoption of web content management solutions and services

11.3.4 GERMANY

11.3.4.1 Increase in digital mobility and digital spending to drive the growth of the web content management market in Germany

11.3.5 FRANCE

11.3.5.1 Growing concern of French vendors about managing content and digital assets for websites due to the changing digital transformation to drive the demand for web content management solutions

11.3.6 REST OF EUROPE

11.4 ASIA PACIFIC

11.4.1 ASIA PACIFIC: COVID-19 IMPACT

11.4.2 ASIA PACIFIC: REGULATIONS

11.4.2.1 Privacy Commissioner for Personal Data

11.4.2.2 Act on the Protection of Personal Information

11.4.2.3 Critical Information Infrastructure

11.4.2.4 International Organization for Standardization 27001

11.4.2.5 Personal Data Protection Act

FIGURE 49 ASIA PACIFIC: MARKET SNAPSHOT

TABLE 125 ASIA PACIFIC: WEB CONTENT MANAGEMENT MARKET SIZE, BY COMPONENT, 2016–2020 (USD MILLION)

TABLE 126 ASIA PACIFIC: WEB CONTENT MANAGEMENT MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 127 ASIA PACIFIC: WEB CONTENT MANAGEMENT MARKET SIZE, BY SOLUTION, 2016–2020 (USD MILLION)

TABLE 128 ASIA PACIFIC: WEB CONTENT MANAGEMENT MARKET SIZE, BY SOLUTION, 2021–2026 (USD MILLION)

TABLE 129 ASIA PACIFIC: WEB CONTENT MANAGEMENT MARKET SIZE, BY SERVICE, 2016–2020 (USD MILLION)

TABLE 130 ASIA PACIFIC: WEB CONTENT MANAGEMENT MARKET SIZE, BY SERVICE, 2021–2026 (USD MILLION)

TABLE 131 ASIA PACIFIC: WEB CONTENT MANAGEMENT MARKET SIZE, BY PROFESSIONAL SERVICE, 2016–2020 (USD MILLION)

TABLE 132 ASIA PACIFIC: WEB CONTENT MANAGEMENT MARKET SIZE, BY PROFESSIONAL SERVICE, 2021–2026 (USD MILLION)

TABLE 133 ASIA PACIFIC: WEB CONTENT MANAGEMENT MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 134 ASIA PACIFIC: WEB CONTENT MANAGEMENT MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

TABLE 135 ASIA PACIFIC: WEB CONTENT MANAGEMENT MARKET SIZE, BY DEPLOYMENT MODE, 2016–2020 (USD MILLION)

TABLE 136 ASIA PACIFIC: WEB CONTENT MANAGEMENT MARKET SIZE, BY DEPLOYMENT MODE, 2021–2026 (USD MILLION)

TABLE 137 ASIA PACIFIC: WEB CONTENT MANAGEMENT MARKET SIZE, BY APPLICATION, 2016–2020 (USD MILLION)

TABLE 138 ASIA PACIFIC: WEB CONTENT MANAGEMENT MARKET SIZE, BY APPLICATION, 2021–2026 (USD MILLION)

TABLE 139 ASIA PACIFIC: WEB CONTENT MANAGEMENT MARKET SIZE, BY VERTICAL, 2016–2020 (USD MILLION)

TABLE 140 ASIA PACIFIC: WEB CONTENT MANAGEMENT MARKET SIZE, BY VERTICAL, 2021–2026 (USD MILLION)

TABLE 141 ASIA PACIFIC: WEB CONTENT MANAGEMENT MARKET SIZE, BY COUNTRY, 2016–2020 (USD MILLION)

TABLE 142 ASIA PACIFIC: WEB CONTENT MANAGEMENT MARKET SIZE, BY COUNTRY, 2021–2026 (USD MILLION)

11.4.3 CHINA

11.4.3.1 Growing concern of Chinese vendors over migrating their existing information in enterprises into a new format to enhance customer experience will drive the demand for web content management solution

11.4.4 JAPAN

11.4.4.1 Increasing usage of social media platforms in Japan to drive the adoption of web content management solutions to better enhance the customer experience through rich web content

11.4.5 INDIA

11.4.5.1 The growing concern of companies across India to have better content creation and maintenance of web pages for enhanced digital experience to boost the demand for web content management

11.4.6 REST OF ASIA PACIFIC

11.5 MIDDLE EAST AND AFRICA

11.5.1 MIDDLE EAST AND AFRICA: COVID-19 IMPACT

11.5.2 MIDDLE EAST AND AFRICA: REGULATIONS

11.5.2.1 Israeli Privacy Protection Regulations (Data Security), 5777-2017

11.5.2.2 Cloud Computing Framework

11.5.2.3 GDPR Applicability in the Kingdom of Saudi Arabia (KSA)

11.5.2.4 Protection of Personal Information Act

TABLE 143 MIDDLE EAST AND AFRICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY COMPONENT, 2016–2020 (USD MILLION)

TABLE 144 MIDDLE EAST AND AFRICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 145 MIDDLE EAST AND AFRICA: WEB CONTENT MANAGEMENT MARKET

SIZE, BY SOLUTION, 2016–2020 (USD MILLION)

TABLE 146 MIDDLE EAST AND AFRICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY SOLUTION, 2021–2026 (USD MILLION)

TABLE 147 MIDDLE EAST AND AFRICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY SERVICE, 2016–2020 (USD MILLION)

TABLE 148 MIDDLE EAST AND AFRICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY SERVICE, 2021–2026 (USD MILLION)

TABLE 149 MIDDLE EAST AND AFRICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY PROFESSIONAL SERVICE, 2016–2020 (USD MILLION)

TABLE 150 MIDDLE EAST AND AFRICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY PROFESSIONAL SERVICE, 2021–2026 (USD MILLION)

TABLE 151 MIDDLE EAST AND AFRICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 152 MIDDLE EAST AND AFRICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

TABLE 153 MIDDLE EAST AND AFRICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY DEPLOYMENT MODE, 2016–2020 (USD MILLION)

TABLE 154 MIDDLE EAST AND AFRICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY DEPLOYMENT MODE, 2021–2026 (USD MILLION)

TABLE 155 MIDDLE EAST AND AFRICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY APPLICATION, 2016–2020 (USD MILLION)

TABLE 156 MIDDLE EAST AND AFRICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY APPLICATION, 2021–2026 (USD MILLION)

TABLE 157 MIDDLE EAST AND AFRICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY VERTICAL, 2016–2020 (USD MILLION)

TABLE 158 MIDDLE EAST AND AFRICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY VERTICAL, 2021–2026 (USD MILLION)

TABLE 159 MIDDLE EAST AND AFRICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY COUNTRY, 2016–2020 (USD MILLION)

TABLE 160 MIDDLE EAST AND AFRICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY COUNTRY, 2021–2026 (USD MILLION)

11.5.3 KINGDOM OF SAUDI ARABIA

11.5.3.1 Growing need of companies across KSA to achieve industry-specific regulatory compliance, provide personalized customer experience, and improve content for websites to drive the demand for web content management solutions

11.5.4 UNITED ARAB EMIRATES

11.5.4.1 Increase in government support and digitalization and the adoption of technological advancements to drive the demand for web content management solutions across UAE

11.5.5 SOUTH AFRICA

11.5.5.1 Increasing awareness of web managers to establish a structured workflow and in-house process for publishing content on websites to drive the demand for web content management solution across South Africa

11.5.6 REST OF THE MIDDLE EAST AND AFRICA

11.6 LATIN AMERICA

11.6.1 LATIN AMERICA: COVID-19 IMPACT

11.6.2 LATIN AMERICA: REGULATIONS

11.6.2.1 Brazil Data Protection Law

11.6.2.2 Argentina Personal Data Protection Law No. 25.326

TABLE 161 LATIN AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY COMPONENT, 2016–2020 (USD MILLION)

TABLE 162 LATIN AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY COMPONENT, 2021–2026 (USD MILLION)

TABLE 163 LATIN AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY SOLUTION, 2016–2020 (USD MILLION)

TABLE 164 LATIN AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY SOLUTION, 2021–2026 (USD MILLION)

TABLE 165 LATIN AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY SERVICE, 2016–2020 (USD MILLION)

TABLE 166 LATIN AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY SERVICE, 2021–2026 (USD MILLION)

TABLE 167 LATIN AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY PROFESSIONAL SERVICE, 2016–2020 (USD MILLION)

TABLE 168 LATIN AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY PROFESSIONAL SERVICE, 2021–2026 (USD MILLION)

TABLE 169 LATIN AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY ORGANIZATION SIZE, 2016–2020 (USD MILLION)

TABLE 170 LATIN AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY ORGANIZATION SIZE, 2021–2026 (USD MILLION)

TABLE 171 LATIN AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY DEPLOYMENT MODE, 2016–2020 (USD MILLION)

TABLE 172 LATIN AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY DEPLOYMENT MODE, 2021–2026 (USD MILLION)

TABLE 173 LATIN AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY APPLICATION, 2016–2020 (USD MILLION)

TABLE 174 LATIN AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY APPLICATION, 2021–2026 (USD MILLION)

TABLE 175 LATIN AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY

VERTICAL, 2016–2020 (USD MILLION)

TABLE 176 LATIN AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY VERTICAL, 2021–2026 (USD MILLION)

TABLE 177 LATIN AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY COUNTRY, 2016–2020 (USD MILLION)

TABLE 178 LATIN AMERICA: WEB CONTENT MANAGEMENT MARKET SIZE, BY COUNTRY, 2021–2026 (USD MILLION)

11.6.3 BRAZIL

11.6.3.1 The evolution of social network adoption, smartphone penetration, and eCommerce to drive the need for real-time web content management solutions in Brazil

11.6.4 MEXICO

11.6.4.1 Need to display personalized content to enhance customer interactions and satisfaction to drive the web content management solutions in Mexico

11.6.5 REST OF LATIN AMERICA

12 COMPETITIVE LANDSCAPE

12.1 OVERVIEW

12.2 KEY PLAYER STRATEGIES

FIGURE 50 TOP 5 KEY PLAYER STRATEGIES

12.3 MARKET SHARE, 2020

FIGURE 51 ADOBE LED THE WEB CONTENT MANAGEMENT MARKET IN 2020

12.4 HISTORICAL REVENUE ANALYSIS OF KEY MARKET PLAYERS

FIGURE 52 REVENUE ANALYSIS OF KEY MARKET PLAYERS

12.5 COMPANY EVALUATION MATRIX DEFINITIONS AND METHODOLOGY

12.5.1 STAR

12.5.2 EMERGING LEADERS

12.5.3 PERVASIVE

12.5.4 PARTICIPANTS

FIGURE 53 WEB CONTENT MANAGEMENT MARKET (GLOBAL), COMPANY EVALUATION QUADRANT, 2020

12.6 STRENGTH OF PRODUCT PORTFOLIO

FIGURE 54 PRODUCT PORTFOLIO ANALYSIS OF TOP PLAYERS IN THE WEB CONTENT MANAGEMENT MARKET

12.7 BUSINESS STRATEGY EXCELLENCE

FIGURE 55 BUSINESS STRATEGY EXCELLENCE OF TOP PLAYERS IN THE WEB CONTENT MANAGEMENT MARKET

12.8 RANKING OF KEY MARKET PLAYERS IN THE WEB CONTENT MANAGEMENT MARKET, 2020

FIGURE 56 RANKING OF KEY PLAYERS, 2020**12.9 COMPANY (MAJOR PLAYERS) PRODUCT FOOTPRINT ANALYSIS****TABLE 179 COMPANY (MAJOR PLAYERS) PRODUCT FOOTPRINT****TABLE 180 COMPANY (MAJOR PLAYERS) VERTICAL FOOTPRINT – PART 1****TABLE 181 COMPANY (MAJOR PLAYERS) VERTICAL FOOTPRINT – PART 2****TABLE 182 COMPANY (MAJOR PLAYERS) REGION FOOTPRINT****12.10 STARTUP/SME EVALUATION MATRIX, 2020****12.10.1 PROGRESSIVE COMPANIES****12.10.2 RESPONSIVE COMPANIES****12.10.3 DYNAMIC COMPANIES****12.10.4 STARTING BLOCKS****FIGURE 57 WEB CONTENT MANAGEMENT MARKET (GLOBAL), STARTUP/SME EVALUATION QUADRANT, 2020****12.11 STRENGTH OF PRODUCT PORTFOLIO****FIGURE 58 PRODUCT PORTFOLIO ANALYSIS OF TOP STARTUPS IN THE WEB CONTENT MANAGEMENT MARKET****12.12 BUSINESS STRATEGY EXCELLENCE****FIGURE 59 BUSINESS STRATEGY EXCELLENCE OF TOP STARTUPS IN THE WEB CONTENT MANAGEMENT MARKET****12.13 COMPANY (STARTUPS/SMES) PRODUCT FOOTPRINT ANALYSIS****TABLE 183 COMPANY (STARTUPS/SMES) PRODUCT FOOTPRINT****TABLE 184 COMPANY (STARTUPS/SMES) VERTICAL FOOTPRINT – PART 1****TABLE 185 COMPANY (STARTUPS/SMES) VERTICAL FOOTPRINT – PART 2****TABLE 186 COMPANY (STARTUPS/SMES) REGION FOOTPRINT****12.14 COMPETITIVE SCENARIO****12.14.1 NEW SOLUTION LAUNCHES AND PRODUCT ENHANCEMENTS****TABLE 187 NEW SOLUTION LAUNCHES AND PRODUCT ENHANCEMENTS, 2018–2019****12.14.2 DEALS****TABLE 188 DEALS, 2019–2021****12.14.3 OTHERS****TABLE 189 OTHERS, 2019–2020****13 COMPANY PROFILES****13.1 INTRODUCTION**

(Business Overview, Solutions/Services Offered, Recent Developments, COVID-19 Developments, and MnM View)*

13.2 MAJOR PLAYERS

13.2.1 ADOBE

TABLE 190 ADOBE: BUSINESS OVERVIEW

FIGURE 60 ADOBE: FINANCIAL OVERVIEW

TABLE 191 ADOBE: SOLUTIONS/SERVICES OFFERED

TABLE 192 ADOBE: WEB CONTENT MANAGEMENT MARKET:
SOLUTION LAUNCHES AND ENHANCEMENTS

TABLE 193 ADOBE: WEB CONTENT MANAGEMENT MARKET: DEALS

13.2.2 MICROSOFT

TABLE 194 MICROSOFT: BUSINESS OVERVIEW

FIGURE 61 MICROSOFT: FINANCIAL OVERVIEW

TABLE 195 MICROSOFT: SOLUTIONS/SERVICES OFFERED

TABLE 196 MICROSOFT: WEB CONTENT MANAGEMENT MARKET:
SOLUTION LAUNCHES AND ENHANCEMENTS

TABLE 197 MICROSOFT: WEB CONTENT MANAGEMENT MARKET: DEALS

TABLE 198 MICROSOFT: WEB CONTENT MANAGEMENT MARKET: OTHERS

13.2.3 ORACLE

TABLE 199 ORACLE: BUSINESS OVERVIEW

FIGURE 62 ORACLE: COMPANY SNAPSHOT

TABLE 200 ORACLE: SOLUTIONS/SERVICES OFFERED

TABLE 201 ORACLE: WEB CONTENT MANAGEMENT MARKET:
SOLUTION LAUNCHES AND ENHANCEMENTS

TABLE 202 ORACLE: WEB CONTENT MANAGEMENT MARKET: DEALS

13.2.4 OPENTEXT

TABLE 203 OPENTEXT: BUSINESS OVERVIEW

FIGURE 63 OPENTEXT: FINANCIAL OVERVIEW

TABLE 204 OPENTEXT: SOLUTIONS/SERVICES OFFERED

TABLE 205 OPENTEXT: WEB CONTENT MANAGEMENT MARKET:
SOLUTION LAUNCHES AND ENHANCEMENTS

TABLE 206 OPENTEXT: WEB CONTENT MANAGEMENT MARKET: DEALS

TABLE 207 OPENTEXT: WEB CONTENT MANAGEMENT MARKET: OTHERS

13.2.5 RWS

TABLE 208 RWS: BUSINESS OVERVIEW

FIGURE 64 RWS: COMPANY SNAPSHOT

TABLE 209 RWS: SOLUTIONS/SERVICES OFFERED

TABLE 210 RWS: WEB CONTENT MANAGEMENT MARKET:
SOLUTION LAUNCHES AND ENHANCEMENTS

TABLE 211 RWS: WEB CONTENT MANAGEMENT MARKET: DEALS

13.2.6 PROGRESS

TABLE 212 PROGRESS: BUSINESS OVERVIEW

FIGURE 65 PROGRESS: COMPANY SNAPSHOT

TABLE 213 PROGRESS: SOLUTIONS/SERVICES OFFERED

TABLE 214 PROGRESS: WEB CONTENT MANAGEMENT MARKET:
SOLUTION LAUNCHES AND ENHANCEMENTS

TABLE 215 PROGRESS: WEB CONTENT MANAGEMENT MARKET: DEALS
13.2.7 UPLAND SOFTWARE

TABLE 216 UPLAND SOFTWARE: BUSINESS OVERVIEW

FIGURE 66 UPLAND SOFTWARE: COMPANY SNAPSHOT

TABLE 217 UPLAND SOFTWARE: SOLUTIONS/SERVICES OFFERED

TABLE 218 UPLAND SOFTWARE: WEB CONTENT MANAGEMENT MARKET:
DEALS

13.2.8 IBM

TABLE 219 IBM: BUSINESS OVERVIEW

FIGURE 67 IBM: FINANCIAL OVERVIEW

TABLE 220 IBM: SOLUTIONS/SERVICES OFFERED

TABLE 221 IBM: WEB CONTENT MANAGEMENT MARKET:
SOLUTION LAUNCHES AND ENHANCEMENTS

TABLE 222 IBM: WEB CONTENT MANAGEMENT MARKET: DEALS

TABLE 223 IBM: WEB CONTENT MANAGEMENT MARKET: OTHERS

13.2.9 HUBSPOT

TABLE 224 HUBSPOT: BUSINESS OVERVIEW

FIGURE 68 HUBSPOT: COMPANY SNAPSHOT

TABLE 225 HUBSPOT: SOLUTIONS/ SERVICES OFFERED

TABLE 226 HUBSPOT: WEB CONTENT MANAGEMENT MARKET:
SOLUTION LAUNCHES AND ENHANCEMENTS

TABLE 227 HUBSPOT: WEB CONTENT MANAGEMENT MARKET: DEALS

13.2.10 HCL

TABLE 228 HCL: BUSINESS OVERVIEW

FIGURE 69 HCL: COMPANY SNAPSHOT

TABLE 229 HCL: SOLUTIONS/ SERVICES OFFERED

TABLE 230 HCL: WEB CONTENT MANAGEMENT MARKET:
SOLUTION LAUNCHES AND ENHANCEMENTS

13.2.11 E-SPIRIT

13.2.12 SITECORE

13.2.13 KENTICO

13.2.14 FRANKLY MEDIA

13.2.15 DUDA

13.2.16 AGILITY

13.2.17 GX SOFTWARE

13.2.18 SOLODEV

13.2.19 SITEGLIDE

13.2.20 AMPLIANCE

13.3 STARTUP/SME PROFILES

13.3.1 CONTENTFUL

13.3.2 CONTENTSTACK

13.3.3 STORYBLOK

13.3.4 PANTHEON

13.3.5 BRANDCAST

13.3.6 WEBFLOW

13.3.7 BYNDER

13.3.8 DOCSIE

13.3.9 GRAPHCMS

13.3.10 STRAPI

* Business Overview, Solutions/Services Offered, Recent Developments, COVID-19 Developments, and MnM View might not be captured in case of unlisted companies.

14 ADJACENT AND RELATED MARKETS

14.1 INTRODUCTION

14.2 ENTERPRISE CONTENT MANAGEMENT MARKET - GLOBAL FORECAST TO 2025

14.2.1 MARKET DEFINITION

14.2.2 MARKET OVERVIEW

TABLE 231 GLOBAL ENTERPRISE CONTENT MANAGEMENT MARKET SIZE AND GROWTH RATE, 2018–2025 (USD MILLION, Y-O-Y%)

14.2.2.1 Enterprise content management market, by component

TABLE 232 ENTERPRISE CONTENT MANAGEMENT MARKET SIZE, BY COMPONENT, 2018–2025 (USD MILLION)

14.2.2.2 Enterprise content management market, by deployment mode

TABLE 233 ENTERPRISE CONTENT MANAGEMENT MARKET SIZE, BY DEPLOYMENT MODE, 2018–2025 (USD MILLION)

14.2.2.3 Enterprise content management market, by organization size

TABLE 234 ENTERPRISE CONTENT MANAGEMENT MARKET SIZE, BY ORGANIZATION SIZE, 2018–2025 (USD MILLION)

14.2.2.4 Enterprise content management market, by business function

TABLE 235 ENTERPRISE CONTENT MANAGEMENT MARKET SIZE, BY BUSINESS FUNCTION, 2018–2025 (USD MILLION)

14.2.2.5 Enterprise content management market, by vertical

TABLE 236 ENTERPRISE CONTENT MANAGEMENT MARKET SIZE, BY VERTICAL, 2018–2025 (USD MILLION)

14.2.2.6 Enterprise content management market, by region

TABLE 237 ENTERPRISE CONTENT MANAGEMENT MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

14.3 MOBILE APPS AND WEB ANALYTICS MARKET - GLOBAL FORECAST TO 2025

14.3.1 MARKET DEFINITION

14.3.2 MARKET OVERVIEW

TABLE 238 MOBILE APPS AND WEB ANALYTICS MARKET SIZE AND GROWTH RATE, 2015–2019 (USD MILLION, Y-O-Y%)

TABLE 239 MOBILE APPS AND WEB ANALYTICS MARKET SIZE AND GROWTH RATE, 2019–2025 (USD MILLION, Y-O-Y%)

14.3.2.1 Mobile apps and web analytics market, by component

TABLE 240 MOBILE APPS AND WEB ANALYTICS MARKET SIZE, BY COMPONENT, 2016–2019 (USD MILLION)

TABLE 241 MOBILE APPS AND WEB ANALYTICS MARKET SIZE, BY COMPONENT, 2019–2025 (USD MILLION)

14.3.2.2 Mobile apps and web analytics market, by application

TABLE 242 MOBILE APPS AND WEB ANALYTICS MARKET SIZE, BY APPLICATION, 2016–2019 (USD MILLION)

TABLE 243 MOBILE APPS AND WEB ANALYTICS MARKET SIZE, BY APPLICATION, 2019–2025 (USD MILLION)

14.3.2.3 Mobile apps and web analytics market, by deployment mode

TABLE 244 MOBILE APPS AND WEB ANALYTICS MARKET SIZE, BY DEPLOYMENT MODE, 2016–2019 (USD MILLION)

TABLE 245 MOBILE APPS AND WEB ANALYTICS MARKET SIZE, BY DEPLOYMENT MODE, 2019–2025 (USD MILLION)

14.3.2.4 Mobile apps and web analytics market, by organization size

TABLE 246 MOBILE APPS AND WEB ANALYTICS MARKET SIZE, BY ORGANIZATION SIZE, 2016–2019 (USD MILLION)

TABLE 247 MOBILE APPS AND WEB ANALYTICS MARKET SIZE, BY ORGANIZATION SIZE, 2019–2025 (USD MILLION)

14.3.2.5 Mobile apps and web analytics market, by industry vertical

TABLE 248 MOBILE APPS AND WEB ANALYTICS MARKET SIZE, BY INDUSTRY VERTICAL, 2016–2019 (USD MILLION)

TABLE 249 MOBILE APPS AND WEB ANALYTICS MARKET SIZE, BY INDUSTRY VERTICAL, 2019–2025 (USD MILLION)

14.3.2.6 Mobile apps and web analytics market, by region

TABLE 250 MOBILE APPS AND WEB ANALYTICS MARKET SIZE, BY REGION,

2016–2019 (USD MILLION)

TABLE 251 MOBILE APPS AND WEB ANALYTICS MARKET SIZE, BY REGION,
2019–2025 (USD MILLION)

15 APPENDIX

15.1 INDUSTRY EXPERTS

15.2 DISCUSSION GUIDE

15.3 KNOWLEDGE STORE: MARKET SAND MARKETS' SUBSCRIPTION PORTAL

15.4 AVAILABLE CUSTOMIZATIONS

15.5 RELATED REPORTS

15.6 AUTHOR DETAILS

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