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Consumer Goods (CPG) Marketing Software and Platforms Market, Global Outlook and Forecast 2022-2028

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Abstracts

This report contains market size and forecasts of Consumer Goods (CPG) Marketing Software and Platforms in Global, including the following market information:

Global Consumer Goods (CPG) Marketing Software and Platforms Market Revenue, 2017-2022, 2023-2028, ($ millions)

Global top five companies in 2021 (%)

The global Consumer Goods (CPG) Marketing Software and Platforms market was valued at million in 2021 and is projected to reach US$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at $ Million in 2021, While China is Forecast to Reach $ Million by 2028.

Web-based Solutions Segment to Reach $ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Consumer Goods (CPG) Marketing Software and Platforms include SAP, Microsoft, Adobe, Salesforce, Oracle, IBM, ServiceNow, Infor and JDA Software Group, Inc., etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Consumer Goods (CPG) Marketing Software and Platforms companies, and industry experts on this industry,

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involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Consumer Goods (CPG) Marketing Software and Platforms Market, by Type, 2017-2022, 2023-2028 ($ millions)

Global Consumer Goods (CPG) Marketing Software and Platforms Market Segment Percentages, by Type, 2021 (%)

Web-based Solutions

On-Premise

Mobile Solutions

Global Consumer Goods (CPG) Marketing Software and Platforms Market, by Application, 2017-2022, 2023-2028 ($ millions)

Global Consumer Goods (CPG) Marketing Software and Platforms Market Segment Percentages, by Application, 2021 (%)

CPG Manufacturers

CPG Distributors

Others

Global Consumer Goods (CPG) Marketing Software and Platforms Market, By Region and Country, 2017-2022, 2023-2028 ($ Millions)

Global Consumer Goods (CPG) Marketing Software and Platforms Market Segment Percentages, By Region and Country, 2021 (%)

North America

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- US
- Canada
- Mexico

Europe

- Germany
- France
- U.K.
- Italy
- Russia
- Nordic Countries
- Benelux
- Rest of Europe

Asia

- China
- Japan
- South Korea
- Southeast Asia
- India
- Rest of Asia

South America

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- Brazil
- Argentina
- Rest of South America

Middle East & Africa

- Turkey
- Israel
- Saudi Arabia
- UAE
- Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Consumer Goods (CPG) Marketing Software and Platforms revenues in global market, 2017-2022 (estimated), ($ millions)

Key companies Consumer Goods (CPG) Marketing Software and Platforms revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

- SAP
- Microsoft
- Adobe
- Salesforce

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Oracle

IBM

ServiceNow

Infor

JDA Software Group, Inc.

Workday

Siemens

Dassault Systemes

AFS Technologies

NetSuite

Epicor

Atlassian

Cisco Systems

Sage

Zoho Corp.

Intuit Inc.

LogMeIn

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