

Customer Journey Analytics Market - Global Outlook and Forecast 2022-2028

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Abstracts

In the component segment, the customer journey analytics software segment is expected to gain a larger market share during the forecast period. The demand for customer journey analytics software is rising, as organizations need a solution to monitor and analyze customer interactions to understand their feelings, emotions, and sentiments. Customer journey analytics vendors provide software that assist companies with the data collection and analysis for generating meaningful insights into customer sentiments, voice of the customer, and the volume of interactions. Customer journey analytics software analyze the data in different formats, such as video, images, text, or audio.

This report contains market size and forecasts of Customer Journey Analytics in Global, including the following market information:

Global Customer Journey Analytics Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Customer Journey Analytics market was valued at 6136.8 million in 2021 and is projected to reach US\$ 12620 million by 2028, at a CAGR of 10.9% during the forecast period.

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

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

The global key manufacturers of Customer Journey Analytics include Salesforce, IBM, Adobe Systems, Nice Systems, SAP, Verint Systems, Pointillist, Clickfox and Quadient, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Customer Journey Analytics companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Customer Journey Analytics Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Customer Journey Analytics Market Segment Percentages, by Type, 2021 (%)

Web

Social Media

Mobile

Email

Branch/Store

Call Center

Others (Surveys, Promotional Events, And Sales Representatives)

Global Customer Journey Analytics Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Customer Journey Analytics Market Segment Percentages, by Application, 2021 (%)

Customer Segmentation and Targeting

Customer Behavioral Analysis

Customer Churn Analysis

Campaign Management

Brand Management

Product Management

Others (Customer Loyalty and Process Management)

Global Customer Journey Analytics Market, By Region and Country, 2017-2022,
2023-2028 (\$ Millions)

Global Customer Journey Analytics Market Segment Percentages, By Region and
Country, 2021 (%)

North America

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

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 Customer Journey Analytics revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Customer Journey Analytics revenues share in global market, 2021 (%)

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

Salesforce

IBM

Adobe Systems

Nice Systems

SAP

Verint Systems

Pointillist

Clickfox

Quadient

Kitewheel

Servion

Callminer

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