

Marketing Resource Management Market - Global Outlook and Forecast 2022-2028

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Abstracts

With the rise in complexity of marketing activities, organizations are fortified to adopt Marketing Resource Management (MRM) solution for the realization of their marketing endeavors.

This report contains market size and forecasts of Marketing Resource Management in Global, including the following market information:

Global Marketing Resource Management Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Marketing Resource Management market was valued at 7065.8 million in 2021 and is projected to reach US\$ 15210 million by 2028, at a CAGR of 11.6% during the forecast period.

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

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

The global key manufacturers of Marketing Resource Management include Teradata, SAP, SAS Institute, Infor, Brandmaker, IBM, Microsoft, Adobe Systems and North Plains Systems and etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Marketing Resource Management 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 Marketing Resource Management Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Marketing Resource Management Market Segment Percentages, by Type, 2021 (%)

Cloud Deployment

Local Deployment

Global Marketing Resource Management Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Marketing Resource Management Market Segment Percentages, by Application, 2021 (%)

Large Enterprises

Medium-Sized and Small Enterprises

Financial Services

Media

Other

Global Marketing Resource Management Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Marketing Resource Management 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 Marketing Resource Management revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Marketing Resource Management revenues share in global market, 2021 (%)

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

Teradata

SAP

SAS Institute

Infor

Brandmaker

IBM

Microsoft

Adobe Systems

North Plains Systems

Workfront

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