

# Marketing Resource Management (MRM) Solutions Market, Global Outlook and Forecast 2022-2028

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## Abstracts

MRM solutions come in all shapes and sizes, and often overlap with other categories within the Enterprise Marketing Management umbrella, there isn't a one-size-fits-all solution as to which MRM to select. In fact, the answer is often to use MRM software in tandem with other tools.

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

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

Global top five companies in 2021 (%)

The global Marketing Resource Management (MRM) Solutions market was valued at 3214.8 million in 2021 and is projected to reach US\$ 5767.8 million by 2028, at a CAGR of 8.7% during the forecast period.

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

Planning and Spend Management Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Marketing Resource Management (MRM) Solutions include SAP, SAS, Aprimo, BrandMaker, Workfront, HCL Technologies, Oracle and Northplains, 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 (MRM) Solutions 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 (MRM) Solutions Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

Planning and Spend Management

Asset Management

Channel Marketing Management

Performance Management

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

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

Banking, Financial Services, and Insurance (BFSI)

Consumer Goods and Retail

Manufacturing

Information Technology (IT) and ITes (Information Technology Enabled Services)

Telecommunications

Healthcare and Life Sciences

Media and Entertainment

Travel and Hospitality

Education

Others

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

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

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

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

SAP

SAS

Aprimo

BrandMaker

Workfront

HCL Technologies

Oracle

Northplains

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