

Marketing SaaS Market, Global Outlook and Forecast 2022-2028

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Abstracts

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

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

Global top five companies in 2021 (%)

The global Marketing SaaS market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period 2022-2028.

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

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

The global key manufacturers of Marketing SaaS include Adobe Systems, Oracle, Salesforce, IBM, Act-On Software, Cision, Etrigue, GreenRope and Hatchback, 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 SaaS 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 SaaS Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

Public Cloud

Private Cloud

Hybrid Cloud

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

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

B2B

B2C

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

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

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

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

Adobe Systems

Oracle

Salesforce

IBM

Act-On Software

Cision

Etrigue

GreenRope

Hatchback

HubSpot

Infusionsoft

LeadSquared

Salesfusion

SAP

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