

Martech Market, Global Outlook and Forecast 2022-2028

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Abstracts

MarTech, also known as Marketing Technology, describes a range of software and tools that assist in achieving marketing goals or objectives. When a marketing team utilizes a grouping of marketing technologies, this is known as their marketing technology stack. MarTech has become a staple in digital marketing campaigns, but can also be used to optimize marketing efforts across any marketing channel.

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

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

Global top five companies in 2021 (%)

The global Martech 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.

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

The global key manufacturers of Martech include HubSpot, Treasure Data, Typeform, Crisp, Zoho Mail, SendPulse, SpyFu, Meet Edgar and PRNewswire, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

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

Global Martech Market Segment Percentages, by Type, 2021 (%)

Advertising & Promotion

Content & Experience

Social & Relationships

Commerce & Sales

Data

Management

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

Global Martech Market Segment Percentages, by Application, 2021 (%)

Large Enterprises

SME

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

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

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

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

HubSpot

Treasure Data

Typeform

Crisp

Zoho Mail

SendPulse

SpyFu

Meet Edgar

PRNewswire

Mavrck

6Sense Insights, Inc

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