

Configure Price and Quote (CPQ) Software market Outlook 2026-2034: Market Share, and Growth Analysis By Deployment (Cloud-based, On-premise), By End-User (IT and telecom, BFSI, Automobile, Retail, Others)

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Abstracts

The Configure Price and Quote (CPQ) Software market is valued at USD 6.17 billion in 2025 and is projected to grow at a CAGR of 17.7% to reach USD 35.64 billion by 2034.

Configure Price and Quote (CPQ) Software market

The CPQ software market delivers tools that help sales, partners, and digital channels configure complex products and services, price them accurately, and generate error-free quotes and contracts. Platforms combine product and rules modeling, constraint-based configuration, pricing and discount governance, approvals, guided selling, and proposal/contract generation with e-signature - extending to subscriptions, usage/metered pricing, and services bundling. Adoption spans manufacturing and industrial equipment, high-tech/SaaS, telecom, life sciences and MedTech, automotive and mobility, energy/utilities, and business services, with growth into B2B eCommerce and self-serve experiences. Architecturally, modern CPQ converges with CRM, ERP, PLM/commerce, and billing/mediation, while exposing APIs for headless commerce and partner portals. AI is shifting from “next-best-product” suggestions to rule authoring assists, price guidance, margin guardrails, and quote summarization, all under explainability and approval policies. Drivers include product complexity, margin pressure, variant proliferation, subscriptions and outcome-based offers, and the need to unify direct, partner, and digital channels. Buyers evaluate depth of product/rules modeling, price governance (deal desks, approvals, rebates), omnichannel experiences, performance at scale, and ease of administration by business users. Differentiation

centers on integration breadth with CRM/ERP and quote-to-cash, visual and 3D configuration, industrial-grade pricing engines, services and aftermarket attachment, and analytics that tie win rates and margin to selling behavior. As enterprises standardize on revenue platforms, CPQ is moving from a sales add-on to the commercial control plane - governing how offers are built, priced, approved, transacted, and renewed across the full customer lifecycle.

Configure Price and Quote (CPQ) Software market Key Insights

From CPQ to revenue platform. Leading buyers connect CPQ with billing, entitlement, and renewals so initial quotes seed subscriptions, usage, and service plans - shrinking handoffs and protecting expansion and renewal data quality.

Product and rules modeling is the moat. Constraint-based, attribute-driven, and variant BOM models handle complex assemblies and services. No-code rule designers let product ops ship updates without IT queues while preserving auditability.

Pricing governance under pressure. Deal desks use guardrails, approval matrices, and AI guidance to balance win rate with margin. Playbooks for rebates, partner discounts, and regional price lists reduce leakage and rogue concessions.

Omnichannel quoting becomes table stakes. The same rules and prices must power sellers, partners, and self-service commerce. Headless APIs and shared catalogs ensure consistency and eligibility across devices and channels.

Visual/3D and AR lift confidence. Visualization validates options, dimensions, and clearances; layout and compatibility checks reduce rework and returns - especially in industrial equipment, furniture, and custom packaging.

Services and aftermarket attachment. Bundling install, maintenance, spares, and SLAs at quote time raises lifetime value. CPQ ties serial numbers to entitlements and auto-seeds service contracts and parts lists.

SaaS and usage models complicate pricing. Tiered, volume, ramp, and hybrid metrics need robust engines and mediation links. CPQ must handle ramps, co-terms, proration, and mid-term changes without manual spreadsheets.

AI with guardrails, not magic. Models suggest configurations, prices, and cross-sells, draft proposals, and flag risk; human approvals, versioning, and reason codes maintain trust with finance, legal, and audit.

Admin UX determines agility. Business-owned catalogs, rule testing sandboxes, and deployment pipelines cut time-to-offer. Telemetry on rule conflicts and approval bottlenecks fuels continuous improvement.

Analytics close the loop. Dashboards trace discount patterns, cycle times, and attach rates by rep and partner; insights feed pricing strategy and training, aligning revenue ops with finance targets.

Configure Price and Quote (CPQ) Software market Regional Analysis

North America

Enterprises standardize on CRM-native or deeply integrated CPQ for complex manufacturing, SaaS, and telecom. Emphasis is on omnichannel parity, usage/subscription pricing, and robust approval workflows. Buyers expect tight integration to ERP for availability, tax, and cost, plus billing/mediation for quote-to-cash. Deal desks lean on AI price guidance with explainability; partners demand API-first portals and co-terminations for expansions.

Europe

Multi-country operations, languages, and tax/VAT rules drive strong localization and regulatory rigor. Industrial and MedTech buyers value variant BOM depth, 3D visualization, and PLM links; SaaS emphasizes subscription lifecycle and data privacy. Procurement favors open APIs, data residency options, and auditable pricing rules. Channel programs require rebate management, special pricing agreements, and distributor-friendly catalogs.

Asia-Pacific

High-growth manufacturing hubs and diversified conglomerates adopt CPQ for engineer-to-order, configure-to-order, and partner-led sales. Mobile-first seller tools and lightweight portals matter, as do local tax and currency handling. Cost-sensitive

segments prefer modular licensing with strong implementation partners. Telecom and cloud providers prioritize usage pricing, rapid product launches, and scalable performance across large catalogs.

Middle East & Africa

Mega-projects, energy, and industrial programs need CPQ tied to complex tenders, services, and long-term contracts. Sovereign hosting, Arabic/localized UX, and robust approvals are procurement gates. Distributors and EPCs rely on partner pricing and configurable BOMs with compliance and documentation packages; integration to ERP and project systems is decisive.

South & Central America

Economic variability elevates need for disciplined discounting, localized taxes/e-invoicing, and fast configuration for mid-market industrial and services firms. Channel-heavy go-to-market requires partner self-serve quoting with controlled pricing. Vendors win with regional SI networks, offline-capable tools, and straightforward admin for frequent price updates and promotions.

Configure Price and Quote (CPQ) Software market Segmentation

By Deployment

Cloud-based

On-premise

By End-User

IT and telecom

BFSI

Automobile

Retail

Others

Key Market players

Salesforce CPQ, Oracle CPQ, SAP CPQ, Conga (Apttus) CPQ, Tacton, Configure One (Revalize), Epicor CPQ (KBMax), Infor CPQ, Cincom CPQ, DealHub, PROS Smart CPQ, Vendavo CPQ, Experlogix, Zuora CPQ, Logik.io

Configure Price and Quote (CPQ) Software Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modelling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends. Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behaviour are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

Configure Price and Quote (CPQ) Software Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption. Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

Countries Covered

North America — Configure Price and Quote (CPQ) Software market data and outlook to 2034

United States

Canada

Mexico

Europe — Configure Price and Quote (CPQ) Software market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Configure Price and Quote (CPQ) Software market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Configure Price and Quote (CPQ) Software market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Configure Price and Quote (CPQ) Software market data and outlook to 2034

Brazil

Argentina

Chile

Peru

* We can include data and analysis of additional countries on demand.

Research Methodology

This study combines primary inputs from industry experts across the Configure Price and Quote (CPQ) Software value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

Key Questions Addressed

Configure Price and Quote (CPQ) Software market Outlook 2026-2034: Market Share, and Growth Analysis By Deploy...

What is the current and forecast market size of the Configure Price and Quote (CPQ) Software industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

Your Key Takeaways from the Configure Price and Quote (CPQ) Software Market Report

Global Configure Price and Quote (CPQ) Software market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Configure Price and Quote (CPQ) Software trade, costs, and supply chains

Configure Price and Quote (CPQ) Software market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Configure Price and Quote (CPQ) Software market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Configure Price and Quote (CPQ) Software market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Configure Price and Quote (CPQ) Software supply chain analysis

Configure Price and Quote (CPQ) Software trade analysis, Configure Price and Quote (CPQ) Software market price analysis, and Configure Price and Quote (CPQ) Software supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Configure Price and Quote (CPQ) Software market news and developments

Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

* The updated report will be delivered within 3 working days

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