

Customer Journey Mapping Software Market Outlook 2025-2034: Market Share, and Growth Analysis By Component (Software, Services, Consulting Services), By Organization Size (Small and Medium Enterprises, Large Enterprises), By Deployment, By End Users

<https://marketpublishers.com/r/CD85299BFBC2EN.html>

Date: October 2025

Pages: 160

Price: US\$ 3,950.00 (Single User License)

ID: CD85299BFBC2EN

Abstracts

The Customer Journey Mapping Software Market is valued at USD 13.6 billion in 2025 and is projected to grow at a CAGR of 19% to reach USD 65 billion by 2034. The customer journey mapping software market is a growing sector within the broader customer experience management landscape. These software solutions help businesses visually map and analyze the various touchpoints that customers encounter as they interact with a brand, from initial awareness to purchase and post-sale support. By providing a comprehensive overview of the customer journey, journey mapping tools enable organizations to identify pain points, streamline processes, and enhance overall customer satisfaction. As more companies recognize the importance of a customer-centric approach, the demand for journey mapping software continues to rise. The customer journey mapping software market is expected to see significant advancements in both functionality and adoption. Vendors are likely to introduce more intuitive interfaces and drag-and-drop design capabilities, making it easier for teams to create and update journey maps. Integrations with analytics platforms and CRM systems will enable real-time data flow, allowing businesses to identify changes in customer behavior and adjust strategies promptly. Additionally, as the use of omnichannel marketing grows, journey mapping software will increasingly support cross-channel insights, ensuring that businesses can deliver consistent and cohesive experiences across all customer interactions. The customer journey mapping software market is poised for continuous innovation. Emerging technologies such as artificial intelligence and machine learning will provide more accurate predictive insights, helping companies proactively address customer needs. The growing importance of privacy and

compliance will lead to enhanced security features and more transparent data handling practices. Furthermore, as augmented reality and virtual reality become integrated into customer experiences, journey mapping tools will evolve to accommodate these new touchpoints. These developments will solidify the role of journey mapping software as a critical asset for businesses aiming to stay competitive in an increasingly complex customer landscape.

Key Insights Customer Journey Mapping Software Market

Introduction of AI-driven insights and predictive analytics to anticipate customer behavior.

Increased integration with CRM and analytics platforms for real-time data updates.

Enhanced user-friendly interfaces and drag-and-drop functionality for faster mapping.

Support for omnichannel insights to ensure consistent customer experiences.

Emergence of journey mapping capabilities for AR and VR touchpoints.

Growing recognition of customer journey mapping as a key driver of customer satisfaction.

Rising demand for tools that help identify pain points and improve process efficiency.

Expansion of digital touchpoints requiring more sophisticated mapping solutions.

Advancements in data visualization and integration technologies enhancing software value.

Complexity of mapping multi-channel journeys with numerous touchpoints.

Ensuring data privacy and compliance while incorporating real-time customer data.

High initial costs and resource requirements for implementation and training.

Customer Journey Mapping Software Market Segmentation

By Component

Software

Services

Consulting Services

By Organization Size

Small and Medium Enterprises

Large Enterprises

By Deployment

On-Premise

Cloud-based

By End Users

BFSI

Retail And Consumer Goods

Media And Entertainment

Healthcare And Pharmaceutical

Automotive

IT And Telecommunication

Travel And Hospitality

Education

Other End Users

Key Companies Analysed

Smapply GmbH

Touchpoint Technologies LLC

UXPressia Inc.

Adobe Inc.

TandemSeven Inc.

Contentsquare SAS

Glassbox Digital UK Ltd.

CleverTap Inc.

MoEngage Inc.

Lucid Holdings LLC

WebEngage Marketing Cloud Solutions Private Limited

Salesforce. com Inc.

Custellencia LLC

Gliffy Inc.

Canvas GFX Inc.

Fresko Inc.

Whatfix Inc.

Cemantica Labs Private Limited

Pipedrive Inc.

SurveySparrow Inc.

The Rocket Science Group LLC

RealtimeBoard Inc.

Smartsupp s. r. o.

Hotjar Limited

Mixpanel Inc.

FullStory Inc.

UserZoom Technologies Inc.

UserTesting Inc.

Qualtrics LLC

Medallia Inc.

Clarabridge Inc.

Customer Journey Mapping Software Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, 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 behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

Customer Journey Mapping 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 — Customer Journey Mapping Software market data and outlook to 2034

United States

Canada

Mexico

Europe — Customer Journey Mapping Software market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Customer Journey Mapping Software market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Customer Journey Mapping Software market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Customer Journey Mapping 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 Customer Journey Mapping 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

What is the current and forecast market size of the Customer Journey Mapping 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 Customer Journey Mapping Software Market Report

Global Customer Journey Mapping Software market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Customer Journey Mapping Software trade, costs, and supply chains

Customer Journey Mapping Software market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Customer Journey Mapping Software market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Customer Journey Mapping Software market trends, drivers, restraints, and opportunities

Porter’s Five Forces analysis, technological developments, and Customer Journey Mapping Software supply chain analysis

Customer Journey Mapping Software trade analysis, Customer Journey Mapping Software market price analysis, and Customer Journey Mapping Software supply/demand dynamics

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

Latest Customer Journey Mapping 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*

Contents

1. TABLE OF CONTENTS

- 1.1 List of Tables
- 1.2 List of Figures

2. GLOBAL CUSTOMER JOURNEY MAPPING SOFTWARE MARKET SUMMARY, 2025

- 2.1 Customer Journey Mapping Software Industry Overview
 - 2.1.1 Global Customer Journey Mapping Software Market Revenues (In US\$ billion)
- 2.2 Customer Journey Mapping Software Market Scope
- 2.3 Research Methodology

3. CUSTOMER JOURNEY MAPPING SOFTWARE MARKET INSIGHTS, 2024-2034

- 3.1 Customer Journey Mapping Software Market Drivers
- 3.2 Customer Journey Mapping Software Market Restraints
- 3.3 Customer Journey Mapping Software Market Opportunities
- 3.4 Customer Journey Mapping Software Market Challenges
- 3.5 Tariff Impact on Global Customer Journey Mapping Software Supply Chain Patterns

4. CUSTOMER JOURNEY MAPPING SOFTWARE MARKET ANALYTICS

- 4.1 Customer Journey Mapping Software Market Size and Share, Key Products, 2025 Vs 2034
- 4.2 Customer Journey Mapping Software Market Size and Share, Dominant Applications, 2025 Vs 2034
- 4.3 Customer Journey Mapping Software Market Size and Share, Leading End Uses, 2025 Vs 2034
- 4.4 Customer Journey Mapping Software Market Size and Share, High Growth Countries, 2025 Vs 2034
- 4.5 Five Forces Analysis for Global Customer Journey Mapping Software Market
 - 4.5.1 Customer Journey Mapping Software Industry Attractiveness Index, 2025
 - 4.5.2 Customer Journey Mapping Software Supplier Intelligence
 - 4.5.3 Customer Journey Mapping Software Buyer Intelligence
 - 4.5.4 Customer Journey Mapping Software Competition Intelligence
 - 4.5.5 Customer Journey Mapping Software Product Alternatives and Substitutes

Intelligence

4.5.6 Customer Journey Mapping Software Market Entry Intelligence

5. GLOBAL CUSTOMER JOURNEY MAPPING SOFTWARE MARKET STATISTICS – INDUSTRY REVENUE, MARKET SHARE, GROWTH TRENDS AND FORECAST BY SEGMENTS, TO 2034

5.1 World Customer Journey Mapping Software Market Size, Potential and Growth Outlook, 2024- 2034 (\$ billion)

5.1 Global Customer Journey Mapping Software Sales Outlook and CAGR Growth By Component, 2024- 2034 (\$ billion)

5.2 Global Customer Journey Mapping Software Sales Outlook and CAGR Growth By Organization Size, 2024- 2034 (\$ billion)

5.3 Global Customer Journey Mapping Software Sales Outlook and CAGR Growth By Deployment, 2024- 2034 (\$ billion)

5.4 Global Customer Journey Mapping Software Sales Outlook and CAGR Growth By End Users, 2024- 2034 (\$ billion)

5.5 Global Customer Journey Mapping Software Market Sales Outlook and Growth by Region, 2024- 2034 (\$ billion)

6. ASIA PACIFIC CUSTOMER JOURNEY MAPPING SOFTWARE INDUSTRY STATISTICS – MARKET SIZE, SHARE, COMPETITION AND OUTLOOK

6.1 Asia Pacific Customer Journey Mapping Software Market Insights, 2025

6.2 Asia Pacific Customer Journey Mapping Software Market Revenue Forecast By Component, 2024- 2034 (USD billion)

6.3 Asia Pacific Customer Journey Mapping Software Market Revenue Forecast By Organization Size, 2024- 2034 (USD billion)

6.4 Asia Pacific Customer Journey Mapping Software Market Revenue Forecast By Deployment, 2024- 2034 (USD billion)

6.5 Asia Pacific Customer Journey Mapping Software Market Revenue Forecast By End Users, 2024- 2034 (USD billion)

6.6 Asia Pacific Customer Journey Mapping Software Market Revenue Forecast by Country, 2024- 2034 (USD billion)

6.6.1 China Customer Journey Mapping Software Market Size, Opportunities, Growth 2024- 2034

6.6.2 India Customer Journey Mapping Software Market Size, Opportunities, Growth 2024- 2034

6.6.3 Japan Customer Journey Mapping Software Market Size, Opportunities, Growth

2024- 2034

6.6.4 Australia Customer Journey Mapping Software Market Size, Opportunities, Growth 2024- 2034

7. EUROPE CUSTOMER JOURNEY MAPPING SOFTWARE MARKET DATA, PENETRATION, AND BUSINESS PROSPECTS TO 2034

7.1 Europe Customer Journey Mapping Software Market Key Findings, 2025

7.2 Europe Customer Journey Mapping Software Market Size and Percentage Breakdown By Component, 2024- 2034 (USD billion)

7.3 Europe Customer Journey Mapping Software Market Size and Percentage Breakdown By Organization Size, 2024- 2034 (USD billion)

7.4 Europe Customer Journey Mapping Software Market Size and Percentage Breakdown By Deployment, 2024- 2034 (USD billion)

7.5 Europe Customer Journey Mapping Software Market Size and Percentage Breakdown By End Users, 2024- 2034 (USD billion)

7.6 Europe Customer Journey Mapping Software Market Size and Percentage Breakdown by Country, 2024- 2034 (USD billion)

7.6.1 Germany Customer Journey Mapping Software Market Size, Trends, Growth Outlook to 2034

7.6.2 United Kingdom Customer Journey Mapping Software Market Size, Trends, Growth Outlook to 2034

7.6.2 France Customer Journey Mapping Software Market Size, Trends, Growth Outlook to 2034

7.6.2 Italy Customer Journey Mapping Software Market Size, Trends, Growth Outlook to 2034

7.6.2 Spain Customer Journey Mapping Software Market Size, Trends, Growth Outlook to 2034

8. NORTH AMERICA CUSTOMER JOURNEY MAPPING SOFTWARE MARKET SIZE, GROWTH TRENDS, AND FUTURE PROSPECTS TO 2034

8.1 North America Snapshot, 2025

8.2 North America Customer Journey Mapping Software Market Analysis and Outlook By Component, 2024- 2034 (\$ billion)

8.3 North America Customer Journey Mapping Software Market Analysis and Outlook By Organization Size, 2024- 2034 (\$ billion)

8.4 North America Customer Journey Mapping Software Market Analysis and Outlook By Deployment, 2024- 2034 (\$ billion)

8.5 North America Customer Journey Mapping Software Market Analysis and Outlook By End Users, 2024- 2034 (\$ billion)

8.6 North America Customer Journey Mapping Software Market Analysis and Outlook by Country, 2024- 2034 (\$ billion)

8.6.1 United States Customer Journey Mapping Software Market Size, Share, Growth Trends and Forecast, 2024- 2034

8.6.1 Canada Customer Journey Mapping Software Market Size, Share, Growth Trends and Forecast, 2024- 2034

8.6.1 Mexico Customer Journey Mapping Software Market Size, Share, Growth Trends and Forecast, 2024- 2034

9. SOUTH AND CENTRAL AMERICA CUSTOMER JOURNEY MAPPING SOFTWARE MARKET DRIVERS, CHALLENGES, AND FUTURE PROSPECTS

9.1 Latin America Customer Journey Mapping Software Market Data, 2025

9.2 Latin America Customer Journey Mapping Software Market Future By Component, 2024- 2034 (\$ billion)

9.3 Latin America Customer Journey Mapping Software Market Future By Organization Size, 2024- 2034 (\$ billion)

9.4 Latin America Customer Journey Mapping Software Market Future By Deployment, 2024- 2034 (\$ billion)

9.5 Latin America Customer Journey Mapping Software Market Future By End Users, 2024- 2034 (\$ billion)

9.6 Latin America Customer Journey Mapping Software Market Future by Country, 2024- 2034 (\$ billion)

9.6.1 Brazil Customer Journey Mapping Software Market Size, Share and Opportunities to 2034

9.6.2 Argentina Customer Journey Mapping Software Market Size, Share and Opportunities to 2034

10. MIDDLE EAST AFRICA CUSTOMER JOURNEY MAPPING SOFTWARE MARKET OUTLOOK AND GROWTH PROSPECTS

10.1 Middle East Africa Overview, 2025

10.2 Middle East Africa Customer Journey Mapping Software Market Statistics By Component, 2024- 2034 (USD billion)

10.3 Middle East Africa Customer Journey Mapping Software Market Statistics By Organization Size, 2024- 2034 (USD billion)

10.4 Middle East Africa Customer Journey Mapping Software Market Statistics By

Deployment, 2024- 2034 (USD billion)

10.5 Middle East Africa Customer Journey Mapping Software Market Statistics By Deployment, 2024- 2034 (USD billion)

10.6 Middle East Africa Customer Journey Mapping Software Market Statistics by Country, 2024- 2034 (USD billion)

10.6.1 Middle East Customer Journey Mapping Software Market Value, Trends, Growth Forecasts to 2034

10.6.2 Africa Customer Journey Mapping Software Market Value, Trends, Growth Forecasts to 2034

11. CUSTOMER JOURNEY MAPPING SOFTWARE MARKET STRUCTURE AND COMPETITIVE LANDSCAPE

11.1 Key Companies in Customer Journey Mapping Software Industry

11.2 Customer Journey Mapping Software Business Overview

11.3 Customer Journey Mapping Software Product Portfolio Analysis

11.4 Financial Analysis

11.5 SWOT Analysis

12 APPENDIX

12.1 Global Customer Journey Mapping Software Market Volume (Tons)

12.1 Global Customer Journey Mapping Software Trade and Price Analysis

12.2 Customer Journey Mapping Software Parent Market and Other Relevant Analysis

12.3 Publisher Expertise

12.2 Customer Journey Mapping Software Industry Report Sources and Methodology

I would like to order

Product name: Customer Journey Mapping Software Market Outlook 2025-2034: Market Share, and Growth Analysis By Component (Software, Services, Consulting Services), By Organization Size (Small and Medium Enterprises, Large Enterprises), By Deployment, By End Users

Product link: <https://marketpublishers.com/r/CD85299BFBC2EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CD85299BFBC2EN.html>