

MemberPress Market Forecasts to 2032 – Global Analysis By Core Offering Type (Standalone Membership Sites, Online Course Platforms, Community & Forum Sites, Digital Product Sales and Other Core Offering Types), Pricing Model, Integration Type, Use Case, End User and By Geography

<https://marketpublishers.com/r/MDA85A634118EN.html>

Date: October 2025

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: MDA85A634118EN

Abstracts

According to Statistics MRC, the Global MemberPress Market is accounted for \$84.8 billion in 2025 and is expected to reach \$213.7 billion by 2032 growing at a CAGR of 14.1% during the forecast period. MemberPress is a premium WordPress plugin designed for creating and managing membership sites. It enables users to restrict content, sell digital products or subscriptions, and automate access control based on membership levels. With built-in integrations for payment gateways, learning management systems, and email marketing tools, MemberPress supports recurring billing, coupons, and detailed reporting. Its intuitive interface and robust rule-based access system make it ideal for businesses, educators, and creators seeking to monetize content or build gated communities efficiently.

Market Dynamics:

Driver:

Growth in subscription-based business models

As creators and small businesses seek predictable revenue streams, platforms that support gated access and recurring billing have gained prominence. MemberPress offers a robust solution for managing memberships, automating renewals, and

integrating with payment gateways. The plugin's compatibility with WordPress further accelerates its uptake among non-technical users. This trend is reinforced by the growing demand for tools that simplify content monetization while offering flexibility in pricing and access control.

Restraint:

Limited scalability for enterprise-level deployments

The plugin's reliance on WordPress can limit performance and customization when deployed across large, complex ecosystems. Enterprises often require advanced analytics, multi-site management, and deeper integration with proprietary systems—features that may not be natively supported. Additionally, scaling user access and managing thousands of members can strain server resources, prompting some organizations to seek headless or custom-built alternatives. These limitations may hinder MemberPress's penetration into high-volume corporate environments.

Opportunity:

AI-powered analytics and personalization, enabling smarter member segmentation

Personalization features such as dynamic content delivery and automated segmentation can improve conversion rates and user satisfaction. These capabilities are increasingly sought after by creators and educators aiming to tailor experiences based on member interactions. By integrating AI-driven analytics, the platform can offer predictive insights into member behavior, churn risk, and content preferences. As AI adoption grows across SaaS platforms, MemberPress has the opportunity to evolve into a smarter, data-informed membership solution.

Threat:

Competition from all-in-one platforms

The rise of comprehensive platforms like Kajabi, Teachable, and Mighty Networks poses a significant threat to MemberPress's market share. These solutions offer built-in course delivery, community features, CRM tools, and analytics reducing the need for multiple plugins or third-party integrations. Users seeking simplicity and centralized management may opt for these alternatives over WordPress-based setups. Additionally, aggressive pricing strategies and feature parity among competitors could lead to user

migration. To remain competitive, MemberPress must continue innovating while streamlining its onboarding and integration processes.

Covid-19 Impact:

The COVID-19 pandemic accelerated the shift toward digital platforms, benefiting tools like MemberPress that support remote engagement and monetization. As physical events and in-person learning declined, creators and educators turned to online membership models to maintain continuity. MemberPress enabled users to launch gated communities, deliver virtual courses, and manage subscriptions with minimal technical overhead. The surge in remote work and online education created lasting demand for scalable, secure membership solutions.

The standalone membership sites segment is expected to be the largest during the forecast period

The standalone membership sites segment is expected to account for the largest market share during the forecast period due to its popularity among creators, consultants, and educators seeking full control over branding and content access. Standalone sites allow users to build independent portals without relying on third-party platforms, offering flexibility in design and monetization. MemberPress's rule-based access system and integration with Stripe and PayPal support this model effectively. The segment's growth is further fueled by the rise of micro-entrepreneurs and niche communities launching subscription-based services.

The CRM integration segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the CRM integration segment is predicted to witness the highest growth rate as personalization becomes central to member engagement, platforms that connect with CRMs like ActiveCampaign, HubSpot, and Salesforce are gaining traction. MemberPress's compatibility with these tools enables targeted communication, behavior-based automation, and lifecycle marketing. This segment is driven by the need for data-driven decision-making and streamlined member management across multiple touchpoints which drives the market growth.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market

share owing to the region's expanding digital infrastructure, rising adoption of WordPress, and growing creator base contribute to this dominance. Countries such as India, Indonesia, and Vietnam are witnessing a surge in online education, coaching, and content monetization. Localized pricing models, multilingual support, and mobile-first design are expected to further accelerate adoption in this region.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR driven by a mature creator economy, strong digital literacy, and widespread use of subscription-based platforms. The region's emphasis on data privacy, automation, and user experience makes it a prime market for advanced membership tools. MemberPress's integration with U.S.-based services and payment systems enhances its appeal among consultants, educators, and small businesses seeking scalable solutions.

Key players in the market

Some of the key players in MemberPress Market include Caseproof, LLC, Restrict Content Pro (RCP), WishList Member, Paid Memberships Pro, aMember Pro, LearnDash, LifterLMS, WooCommerce, SureCart, BuddyBoss, Stripe, Bluehost, PayPal, ActiveCampaign, SkillCrush, and Salesforce Ben.

Key Developments:

In October 2025, SureCart v3.15 introduced product page video support and smarter upsell behaviors. These features improve shopper experience and conversion rates. The update reflects SureCart's push toward richer media integration.

In October 2025, LifterLMS Blocks v2.6.2 was released with improved UI and spam protection. The update enhances course creation and security for WordPress LMS users. It's part of the broader LifterLMS 9.0 rollout.

In September 2025, LearnDash announced a new product roadmap and customer-focused department under StellarWP. The update introduced the LearnDash Developer's Club and expanded leadership structure. It signals a shift toward community-driven innovation.

Core Offering Types Covered:

Standalone Membership Sites

Online Course Platforms

Community & Forum Sites

Digital Product Sales

Other Core Offering Types

Pricing Models Covered:

Basic Tier Users

Plus Tier Users

Pro Tier Users

Integration Types Covered:

LMS Integration

CRM Integration

Payment Gateway Integration

Other Integration Types

Use Cases Covered:

Subscription Management

Course Monetization

Content Restriction

Affiliate Management

Community Building

Other Use Cases

End Users Covered:

Solopreneurs & Coaches

Educational Institutions

Digital Publishers

Nonprofits & Associations

SaaS & Tech Communities

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 End User Analysis
- 3.7 Emerging Markets
- 3.8 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL MEMBERPRESS MARKET, BY CORE OFFERING TYPE

- 5.1 Introduction
- 5.2 Standalone Membership Sites
- 5.3 Online Course Platforms
- 5.4 Community & Forum Sites
- 5.5 Digital Product Sales
- 5.6 Other Core Offering Types

6 GLOBAL MEMBERPRESS MARKET, BY PRICING MODEL

- 6.1 Introduction
- 6.2 Basic Tier Users
- 6.3 Plus Tier Users
- 6.4 Pro Tier Users

7 GLOBAL MEMBERPRESS MARKET, BY INTEGRATION TYPE

- 7.1 Introduction
- 7.2 LMS Integration
- 7.3 CRM Integration
- 7.4 Payment Gateway Integration
- 7.5 Other Integration Types

8 GLOBAL MEMBERPRESS MARKET, BY USE CASE

- 8.1 Introduction
- 8.2 Subscription Management
- 8.3 Course Monetization
- 8.4 Content Restriction
- 8.5 Affiliate Management
- 8.6 Community Building
- 8.7 Other Use Cases

9 GLOBAL MEMBERPRESS MARKET, BY END USER

- 9.1 Introduction
- 9.2 Solopreneurs & Coaches
- 9.3 Educational Institutions
- 9.4 Digital Publishers

- 9.5 Nonprofits & Associations
- 9.6 SaaS & Tech Communities
- 9.7 Other End Users

10 GLOBAL MEMBERPRESS MARKET, BY GEOGRAPHY

- 10.1 Introduction
- 10.2 North America
 - 10.2.1 US
 - 10.2.2 Canada
 - 10.2.3 Mexico
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.2 UK
 - 10.3.3 Italy
 - 10.3.4 France
 - 10.3.5 Spain
 - 10.3.6 Rest of Europe
- 10.4 Asia Pacific
 - 10.4.1 Japan
 - 10.4.2 China
 - 10.4.3 India
 - 10.4.4 Australia
 - 10.4.5 New Zealand
 - 10.4.6 South Korea
 - 10.4.7 Rest of Asia Pacific
- 10.5 South America
 - 10.5.1 Argentina
 - 10.5.2 Brazil
 - 10.5.3 Chile
 - 10.5.4 Rest of South America
- 10.6 Middle East & Africa
 - 10.6.1 Saudi Arabia
 - 10.6.2 UAE
 - 10.6.3 Qatar
 - 10.6.4 South Africa
 - 10.6.5 Rest of Middle East & Africa

11 KEY DEVELOPMENTS

- 11.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 11.2 Acquisitions & Mergers
- 11.3 New Product Launch
- 11.4 Expansions
- 11.5 Other Key Strategies

12 COMPANY PROFILING

- 12.1 Caseproof, LLC
- 12.2 Restrict Content Pro (RCP)
- 12.3 WishList Member
- 12.4 Paid Memberships Pro
- 12.5 aMember Pro
- 12.6 LearnDash
- 12.7 LifterLMS
- 12.8 WooCommerce
- 12.9 SureCart
- 12.10 BuddyBoss
- 12.11 Stripe
- 12.12 Bluehost
- 12.13 PayPal
- 12.14 ActiveCampaign
- 12.15 SkillCrush
- 12.16 Salesforce Ben

List Of Tables

LIST OF TABLES

- Table 1 Global MemberPress Market Outlook, By Region (2024-2032) (\$MN)
- Table 2 Global MemberPress Market Outlook, By Core Offering Type (2024-2032) (\$MN)
- Table 3 Global MemberPress Market Outlook, By Standalone Membership Sites (2024-2032) (\$MN)
- Table 4 Global MemberPress Market Outlook, By Online Course Platforms (2024-2032) (\$MN)
- Table 5 Global MemberPress Market Outlook, By Community & Forum Sites (2024-2032) (\$MN)
- Table 6 Global MemberPress Market Outlook, By Digital Product Sales (2024-2032) (\$MN)
- Table 7 Global MemberPress Market Outlook, By Other Core Offering Types (2024-2032) (\$MN)
- Table 8 Global MemberPress Market Outlook, By Pricing Model (2024-2032) (\$MN)
- Table 9 Global MemberPress Market Outlook, By Basic Tier Users (2024-2032) (\$MN)
- Table 10 Global MemberPress Market Outlook, By Plus Tier Users (2024-2032) (\$MN)
- Table 11 Global MemberPress Market Outlook, By Pro Tier Users (2024-2032) (\$MN)
- Table 12 Global MemberPress Market Outlook, By Integration Type (2024-2032) (\$MN)
- Table 13 Global MemberPress Market Outlook, By LMS Integration (2024-2032) (\$MN)
- Table 14 Global MemberPress Market Outlook, By CRM Integration (2024-2032) (\$MN)
- Table 15 Global MemberPress Market Outlook, By Payment Gateway Integration (2024-2032) (\$MN)
- Table 16 Global MemberPress Market Outlook, By Other Integration Types (2024-2032) (\$MN)
- Table 17 Global MemberPress Market Outlook, By Use Case (2024-2032) (\$MN)
- Table 18 Global MemberPress Market Outlook, By Subscription Management (2024-2032) (\$MN)
- Table 19 Global MemberPress Market Outlook, By Course Monetization (2024-2032) (\$MN)
- Table 20 Global MemberPress Market Outlook, By Content Restriction (2024-2032) (\$MN)
- Table 21 Global MemberPress Market Outlook, By Affiliate Management (2024-2032) (\$MN)
- Table 22 Global MemberPress Market Outlook, By Community Building (2024-2032) (\$MN)

Table 23 Global MemberPress Market Outlook, By Other Use Cases (2024-2032) (\$MN)

Table 24 Global MemberPress Market Outlook, By End User (2024-2032) (\$MN)

Table 25 Global MemberPress Market Outlook, By Solopreneurs & Coaches (2024-2032) (\$MN)

Table 26 Global MemberPress Market Outlook, By Educational Institutions (2024-2032) (\$MN)

Table 27 Global MemberPress Market Outlook, By Digital Publishers (2024-2032) (\$MN)

Table 28 Global MemberPress Market Outlook, By Nonprofits & Associations (2024-2032) (\$MN)

Table 29 Global MemberPress Market Outlook, By SaaS & Tech Communities (2024-2032) (\$MN)

Table 30 Global MemberPress Market Outlook, By Other End Users (2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

I would like to order

Product name: MemberPress Market Forecasts to 2032 – Global Analysis By Core Offering Type (Standalone Membership Sites, Online Course Platforms, Community & Forum Sites, Digital Product Sales and Other Core Offering Types), Pricing Model, Integration Type, Use Case, End User and By Geography

Product link: <https://marketpublishers.com/r/MDA85A634118EN.html>

Price: US\$ 4,150.00 (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/MDA85A634118EN.html>