

Web Scraping Software Market - Global Industry Size, Share, Trends, Opportunity, and Forecast Segmented By Type (General-Purpose Web Crawlers, Incremental Web Crawlers and Deep Web Crawlers), By Deployment Mode (Cloud-Based and On-Premises), By End-User (BFSI, Retail & E-Commerce, Real Estate, Government, Healthcare and Others), By Region & Competition, & Competition 2021-2031F

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Abstracts

The Global Web Scraping Software Market is projected to expand from USD 1081.96 Million in 2025 to USD 2586.03 Million by 2031, registering a 15.63% CAGR. This software includes automated tools engineered to collect unstructured internet data and transform it into structured formats suitable for analysis. Growth in this sector is largely fueled by the rising need for alternative data in financial investment strategies and the requirement for real-time competitive price tracking within the online retail industry. Companies are increasingly depending on these solutions to gather public information for market intelligence and to populate data-heavy analytics platforms, which supports operational efficiency by eliminating the need for manual data entry.

Nevertheless, the industry encounters substantial hurdles due to strengthening defensive technologies and legal regulations designed to safeguard user privacy and deter fraud. Lawful data extraction efforts are frequently obstructed by complex blocking systems activated by widespread malicious activities. As reported by the Global Anti-Scam Alliance, scams resulted in global losses exceeding \$1.03 trillion in 2024, prompting businesses to enforce rigorous digital defenses that unintentionally hinder legitimate web scraping activities.

Market Driver

The escalating need for extensive structured data to train Artificial Intelligence and Machine Learning models acts as a major driver for market expansion. Enterprises and developers are increasingly utilizing scraping software to gather the varied datasets necessary for improving Large Language Models and generative systems. This demand is intensified by the limited availability of high-quality public information essential for development. Epoch AI's June 2024 analysis, 'Will we run out of data?', predicts that the supply of high-quality public language data may run out between 2026 and 2032, driving organizations to ramp up their extraction efforts immediately. Consequently, the infrastructure for web automation has grown substantially; Thales reported in 2024 that automated bots represented 49.6% of all internet traffic the previous year, highlighting the vital importance of automated data collection in the digital economy.

Additionally, the rapid growth of the e-commerce industry reinforces the dependence on scraping tools for dynamic pricing intelligence and market surveillance. Online merchants employ these solutions to monitor competitor prices, inventory levels, and consumer sentiment in real-time, facilitating immediate adjustments to preserve profit margins. The importance of timely and accurate data is heightened by the massive scale of digital commerce. In its October 2024 '2024 Holiday Shopping Forecast', Adobe projects U.S. online sales to hit \$240.8 billion, establishing a high-pressure environment where algorithmic pricing strategies based on scraped data are crucial for business survival. This competitive landscape ensures that web scraping software remains a core component of commercial strategy, regardless of the defensive barriers erected by target websites.

Market Challenge

A major obstacle obstructing the Global Web Scraping Software Market is the swift increase in aggressive defensive technologies and legal constraints aimed at securing digital assets. Because websites are implementing rigorous protocols to safeguard user privacy and prevent data theft, legitimate scraping tools are often obstructed by advanced countermeasures like IP blacklisting, CAPTCHA mechanisms, and behavioral analysis. Since these defenses frequently cannot differentiate between authorized extraction activities and malicious bots, software vendors are forced to continually create expensive evasion techniques. This situation substantially raises operational costs and compromises the reliability of collected data, causing potential clients to hesitate before investing in scraping solutions that cannot assure consistent access to

essential information.

This increasingly restrictive environment is a direct reaction to rising digital crime, compelling businesses to strengthen their online defenses. The Merchant Risk Council reported in 2024 that over 60 percent of merchants experienced a rise in fraud-related misuse, requiring the broad adoption of tighter automated filtering systems. This surge in defensive measures unintentionally curtails the scraping market's growth by placing public data behind inaccessible barriers. As the process of retrieving information becomes more technically challenging and costly, the market encounters reduced profit margins for software providers and slower adoption rates.

Market Trends

The incorporation of AI for Adaptive Data Extraction is transforming the market by reducing the maintenance burden associated with frequent alterations in website architecture. In contrast to traditional scrapers that depend on static code selectors, self-healing algorithms employ machine learning and computer vision to dynamically analyze page layouts, enabling extraction processes to automatically adjust to front-end changes. This technological progression greatly improves data reliability and operational efficiency for large-scale collection initiatives. As stated in Zyte's '2025 Web Scraping Industry Report' from January 2025, the use of AI-powered autonomous extraction technologies facilitated the delivery of structured e-commerce data three times faster than older manual scripting techniques, highlighting the significant efficiency improvements offered by adaptive systems.

Concurrently, the rise of No-Code and Low-Code Scraping Tools is democratizing access to web intelligence, broadening the user base to include those outside of specialized engineering groups. These platforms reduce technical barriers by providing pre-configured extraction templates and visual point-and-click interfaces, allowing business analysts and non-technical personnel to independently manage data collection workflows. This increased accessibility is fueling a swift rise in the adoption of automated data tools across various industries. According to Apify's 'State of Web Scraping Report 2025' from January 2025, the platform experienced a 142% growth in monthly active users over the previous year, a spike driven by the escalating demand for accessible, cloud-based automation solutions among a growing professional audience.

Key Market Players

Octopus Data Inc.

Web Spiders Group

Mozenda, Inc.

Zyte Group Limited

Ficstar Software Inc

QL2 Software, LLC

Diggernaut, LLC

UiPath Inc.

Diffbot Technologies Corp.

Hashwave Technologies Inc.

Report Scope

In this report, the Global Web Scraping Software Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Web Scraping Software Market, By Type

General-Purpose Web Crawlers

Incremental Web Crawlers

Deep Web Crawlers

Web Scraping Software Market, By Deployment Mode

Cloud-Based

On-Premises

Web Scraping Software Market, By End-User

BFSI

Retail & E-Commerce

Real Estate

Government

Healthcare

Others

Web Scraping Software Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Web Scraping Software Market.

Available Customizations:

Global Web Scraping Software Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

4. VOICE OF CUSTOMER

5. GLOBAL WEB SCRAPING SOFTWARE MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Type (General-Purpose Web Crawlers, Incremental Web Crawlers, Deep Web Crawlers)
 - 5.2.2. By Deployment Mode (Cloud-Based, On-Premises)
 - 5.2.3. By End-User (BFSI, Retail & E-Commerce, Real Estate, Government,

Healthcare, Others)

5.2.4. By Region

5.2.5. By Company (2025)

5.3. Market Map

6. NORTH AMERICA WEB SCRAPING SOFTWARE MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Type

6.2.2. By Deployment Mode

6.2.3. By End-User

6.2.4. By Country

6.3. North America: Country Analysis

6.3.1. United States Web Scraping Software Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Type

6.3.1.2.2. By Deployment Mode

6.3.1.2.3. By End-User

6.3.2. Canada Web Scraping Software Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Type

6.3.2.2.2. By Deployment Mode

6.3.2.2.3. By End-User

6.3.3. Mexico Web Scraping Software Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Type

6.3.3.2.2. By Deployment Mode

6.3.3.2.3. By End-User

7. EUROPE WEB SCRAPING SOFTWARE MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Type
 - 7.2.2. By Deployment Mode
 - 7.2.3. By End-User
 - 7.2.4. By Country
- 7.3. Europe: Country Analysis
 - 7.3.1. Germany Web Scraping Software Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Type
 - 7.3.1.2.2. By Deployment Mode
 - 7.3.1.2.3. By End-User
 - 7.3.2. France Web Scraping Software Market Outlook
 - 7.3.2.1. Market Size & Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Type
 - 7.3.2.2.2. By Deployment Mode
 - 7.3.2.2.3. By End-User
 - 7.3.3. United Kingdom Web Scraping Software Market Outlook
 - 7.3.3.1. Market Size & Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Type
 - 7.3.3.2.2. By Deployment Mode
 - 7.3.3.2.3. By End-User
 - 7.3.4. Italy Web Scraping Software Market Outlook
 - 7.3.4.1. Market Size & Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Type
 - 7.3.4.2.2. By Deployment Mode
 - 7.3.4.2.3. By End-User
 - 7.3.5. Spain Web Scraping Software Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value

- 7.3.5.2. Market Share & Forecast
 - 7.3.5.2.1. By Type
 - 7.3.5.2.2. By Deployment Mode
 - 7.3.5.2.3. By End-User

8. ASIA PACIFIC WEB SCRAPING SOFTWARE MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Type
 - 8.2.2. By Deployment Mode
 - 8.2.3. By End-User
 - 8.2.4. By Country
- 8.3. Asia Pacific: Country Analysis
 - 8.3.1. China Web Scraping Software Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Type
 - 8.3.1.2.2. By Deployment Mode
 - 8.3.1.2.3. By End-User
 - 8.3.2. India Web Scraping Software Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Type
 - 8.3.2.2.2. By Deployment Mode
 - 8.3.2.2.3. By End-User
 - 8.3.3. Japan Web Scraping Software Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Type
 - 8.3.3.2.2. By Deployment Mode
 - 8.3.3.2.3. By End-User
 - 8.3.4. South Korea Web Scraping Software Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value

8.3.4.2. Market Share & Forecast

8.3.4.2.1. By Type

8.3.4.2.2. By Deployment Mode

8.3.4.2.3. By End-User

8.3.5. Australia Web Scraping Software Market Outlook

8.3.5.1. Market Size & Forecast

8.3.5.1.1. By Value

8.3.5.2. Market Share & Forecast

8.3.5.2.1. By Type

8.3.5.2.2. By Deployment Mode

8.3.5.2.3. By End-User

9. MIDDLE EAST & AFRICA WEB SCRAPING SOFTWARE MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Type

9.2.2. By Deployment Mode

9.2.3. By End-User

9.2.4. By Country

9.3. Middle East & Africa: Country Analysis

9.3.1. Saudi Arabia Web Scraping Software Market Outlook

9.3.1.1. Market Size & Forecast

9.3.1.1.1. By Value

9.3.1.2. Market Share & Forecast

9.3.1.2.1. By Type

9.3.1.2.2. By Deployment Mode

9.3.1.2.3. By End-User

9.3.2. UAE Web Scraping Software Market Outlook

9.3.2.1. Market Size & Forecast

9.3.2.1.1. By Value

9.3.2.2. Market Share & Forecast

9.3.2.2.1. By Type

9.3.2.2.2. By Deployment Mode

9.3.2.2.3. By End-User

9.3.3. South Africa Web Scraping Software Market Outlook

9.3.3.1. Market Size & Forecast

9.3.3.1.1. By Value

9.3.3.2. Market Share & Forecast

9.3.3.2.1. By Type

9.3.3.2.2. By Deployment Mode

9.3.3.2.3. By End-User

10. SOUTH AMERICA WEB SCRAPING SOFTWARE MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Type

10.2.2. By Deployment Mode

10.2.3. By End-User

10.2.4. By Country

10.3. South America: Country Analysis

10.3.1. Brazil Web Scraping Software Market Outlook

10.3.1.1. Market Size & Forecast

10.3.1.1.1. By Value

10.3.1.2. Market Share & Forecast

10.3.1.2.1. By Type

10.3.1.2.2. By Deployment Mode

10.3.1.2.3. By End-User

10.3.2. Colombia Web Scraping Software Market Outlook

10.3.2.1. Market Size & Forecast

10.3.2.1.1. By Value

10.3.2.2. Market Share & Forecast

10.3.2.2.1. By Type

10.3.2.2.2. By Deployment Mode

10.3.2.2.3. By End-User

10.3.3. Argentina Web Scraping Software Market Outlook

10.3.3.1. Market Size & Forecast

10.3.3.1.1. By Value

10.3.3.2. Market Share & Forecast

10.3.3.2.1. By Type

10.3.3.2.2. By Deployment Mode

10.3.3.2.3. By End-User

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

13. GLOBAL WEB SCRAPING SOFTWARE MARKET: SWOT ANALYSIS

14. PORTER'S FIVE FORCES ANALYSIS

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants
- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

- 15.1. Octopus Data Inc.
 - 15.1.1. Business Overview
 - 15.1.2. Products & Services
 - 15.1.3. Recent Developments
 - 15.1.4. Key Personnel
 - 15.1.5. SWOT Analysis
- 15.2. Web Spiders Group
- 15.3. Mozenda, Inc.
- 15.4. Zyte Group Limited
- 15.5. Ficstar Software Inc
- 15.6. QL2 Software, LLC
- 15.7. Diggernaut, LLC
- 15.8. UiPath Inc.
- 15.9. Diffbot Technologies Corp.
- 15.10. Hashwave Technologies Inc.

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

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