

# Europe Help Desk and Ticketing Software Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

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## Abstracts

The Europe help desk and ticketing software market is projected to grow significantly, reaching approximately US\$ 2,178.45 million by 2031, up from US\$ 1,028.75 million in 2023, reflecting a compound annual growth rate (CAGR) of 9.8% during this period.

## Executive Summary and Market Analysis

The European help desk and ticketing software market is categorized into several regions, including Germany, France, Spain, Switzerland, Italy, the UK, Russia, and the Rest of Europe. The European IP Helpdesk plays a vital role in supporting small and medium-sized enterprises (SMEs) and research teams engaged in cross-border operations and EU-funded research. It provides a variety of resources, a helpline for direct intellectual property (IP) support, and training sessions, all aimed at enhancing IP management from awareness to strategic utilization.

Retail stands out as the largest industrial sector in Europe, with Germany being the continent's most advanced economy. The country boasts around 597 retailers, including major players like Schwarz, Aldi, Metro Cash & Carry, Edeka, Rewe, and MediaMarkt. The retail market in Germany is primarily driven by fashion, clothing, and consumer electronics, followed by furniture and other categories. Help desk and ticketing software is essential in retail for managing customer inquiries, from submission to resolution, and is also integrated into e-commerce platforms to optimize support processes. The increasing number of retailers in Europe presents significant growth opportunities for the help desk and ticketing software market.

## Market Segmentation Analysis

The analysis of the Europe help desk and ticketing software market is based on several key segments:

1. **Component:** The market is divided into software and services, with software holding a larger market share in 2023.
2. **Industry Vertical:** Segmented into retail, government, manufacturing, healthcare, hospitality, IT and telecom, and others, the IT and telecom sector accounted for the largest share in 2023.
3. **Deployment:** The market is categorized into cloud-based and on-premises solutions, with cloud-based options dominating in 2023.
4. **Organization Size:** The market is divided into small & medium enterprises and large enterprises, with large enterprises holding a significant share in 2023.

## Market Outlook

Businesses that prioritize customer accessibility and service quality are more likely to attract new customers while retaining existing ones. Efficient customer service enhances client relationships, and an omnichannel support system—managed through chat, email, phone, social media, and other platforms—effectively addresses a wide range of customer needs. With the rise of digitalization, customers can reach businesses through multiple channels. An omnichannel help desk and ticketing software solution integrates these various channels into a single platform, allowing support teams to manage inquiries from one interface. This integration ensures a seamless transition between channels and maintains the context of each interaction, leading to quicker and more personalized responses that enhance customer satisfaction. Consequently, businesses across various sectors, including retail, e-commerce, manufacturing, and government, are increasingly adopting omnichannel help desk and ticketing software. Key providers in this space include Freshworks Inc., Ameyo, and HappyFox Inc.

## Country Insights

The Europe help desk and ticketing software market includes key countries such as Germany, the UK, France, Italy, Russia, Spain, Switzerland, and others. The UK held the largest market share in 2023, driven by a surge in startups and the expansion of international enterprises and SMEs. The UK's proactive approach to adopting digital technologies across various industries has significantly contributed to the growth of the help desk and ticketing software market. As of December 2022, the UK tech industry reached a market value of US\$ 1.0 trillion, surpassing that of Germany and France.

## **Company Profiles**

Prominent players in the Europe help desk and ticketing software market include Zendesk Inc., Genesys, Zoho Corp Pvt Ltd, Freshworks Inc., TEXT S A, SolarWinds Worldwide LLC, Atlassian Corp, SysAid, Salesforce Inc., ServiceNow Inc., and many others. These companies are pursuing various strategies, including expansion, product innovation, and mergers and acquisitions, to enhance their offerings and increase market share.

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