

Middle East & Africa Artwork Management Software Market Forecast to 2030 - Regional Analysis - by Deployment (Cloud and On-Premise) and Application (Life Sciences, Retail, Manufacturing, and Others)

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Abstracts

The Middle East & Africa artwork management software market was valued at US\$ 33.84 million in 2022 and is expected to reach US\$ 58.47 million by 2030; it is estimated to grow at a CAGR of 7.1% from 2022 to 2030.

Adoption of Cloud-based Artwork Management Platform Fuels Middle East & Africa Artwork Management Software Market

With an increase in business activities in pharmaceutical, food & beverages, consumer goods, logistics, and life science industries across the globe, the adoption of advanced artwork management software is gaining the attention of major end users. It has been observed that more than 75% of enterprises are planning to foster their digital transformation with an aim to achieve business recovery, considering the setback in 2020. The enterprises are adopting cost-effective and collaborative solutions to accomplish their pre-determined digital goals. For instance, penetration of free and cloud-based platforms such as Artwork Flow is expected to gain high momentum across the industries. The cloud-based platform assists teams in tracking, collaborating, and managing artwork effectively. Artwork Flow enables the end user to automate the management approval workflow process for business and release complete transparency. Similarly, Karomi Inc. provides ManageArtwork, which is a cloud-based packaging and artwork lifecycle management system. The system connects processes and individuals across customers, internal departments, agencies, suppliers, and vendors to avail the products into the market while fulfilling regulatory compliance. The system fulfills the company's packaging and artwork requirements, delivering supply chain agility and compliance. Further, by migrating manual artwork proofing and approval to online mode, the consumer-packaged goods enterprise can receive

enormous benefits, such as rapid artwork approvals and product launches and reduced internal & external costs. Thus, such benefits are expected to boost the adoption of cloud-based artwork management software among various enterprises, which is likely to create market opportunities for the key players to launch advanced products in the coming years.

Middle East & Africa Artwork Management Software Market Overview

The Middle East & Africa artwork management software market is categorized into South Africa, the UAE, Saudi Arabia, and the Rest of the Middle East & Africa. The Middle East has a well-established manufacturing sector, which is mainly attributed to governments' efforts to encourage the expansion of this sector. In 2020, the UAE Ministry of Economy invested a total of US\$ 1.06 billion in new industrial facilities. The sector contributes over 10% to the non-oil GDP of Abu Dhabi. The UAE is the most advanced country in this region, and the government is focusing on leveraging a range of technologically advanced solutions to boost the overall manufacturing infrastructure of the country. According to the UAE's Department of Economic Development, the manufacturing sector records ~80% of the country's non-oil trade; it is projected as the second-largest contributor to the UAE's economy. The primary subsectors of the manufacturing industry are processed food & beverages, publishing & printing, pearls, electrical machinery & equipment, chemicals & chemical products, plastics & rubber, minerals & mineral products, and precious stones & metals. Moreover, the government of Dubai is planning to set up a manufacturing plant in the city. In 2021, the manufacturing industry contributed 8.9% to Dubai's GDP, which is expected to create lucrative opportunities for the art management software market in the region during 2022-2030.

The pharmaceutical industry in the UAE is experiencing growth owing to government support through incentive schemes for encouraging domestic production; a brand-friendly environment and rising healthcare needs are also influencing the growth of this industry. Growing investment in the pharma industry increases the adoption of artwork management software among consumers. For instance, the government of Saudi Arabia and MoHAP (Ministry of Health and Prevention) of the UAE set a Vision 2030 for accelerated approval of medicines in the Gulf Cooperation Council. This attracted massive investments by multinational pharmaceutical companies. The growing investment in new drug or medicine development supports the Middle East & Africa artwork management software market. Moreover, several new pharmaceutical plants are being launched in the country. Further, Dubai has emerged as one of the largest industrial centers for attracting new manufacturers. Major manufacturing industries in Dubai include rubber, plastics, food & beverages, printing & publishing, base metals, chemicals, metals, and electrical equipment & machinery.

Several countries in Africa are attracting large FDIs in their manufacturing sector. The

growth of this sector is anticipated to propel the demand for advanced solutions for package designing and artwork processes. In addition to the growing acceptance of emerging technologies, the manufacturing industries in the MEA are also witnessing a surge in the adoption of advanced technological solutions for automating several processes. Thus, the abovementioned factors are expected to bolster the growth of the Middle East & Africa artwork management software market across the MEA in the coming years.

Middle East & Africa Artwork Management Software Market Revenue and Forecast to 2030 (US\$ Million)

Middle East & Africa Artwork Management Software Market Segmentation

The Middle East & Africa artwork management software market is segmented based on deployment, application, and country.

Based on deployment, the Middle East & Africa artwork management software market is bifurcated into cloud and on-premise. The cloud segment held a larger share in 2022.

By application, the Middle East & Africa artwork management software market is segmented into life sciences, retail, manufacturing, and others. The life sciences segment held the largest share in 2022.

Based on country, the Middle East & Africa artwork management software market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The UAE dominated the Middle East & Africa artwork management software market in 2022.

Freyr LLC, Pharmaceutical Design BV (Twona), TEKLYNX CORPORATION SAS, and Dassault Systèmes SE are some of the leading companies operating in the Middle East & Africa artwork management software market.

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