

Marketing Automation Software Market Size, Share, and Outlook, 2025 Report- By Application (Campaign Management, Email Marketing, In-bound Marketing, Lead Management, Mobile Application, Social Media Marketing, Others), By Organization Size (Small and Medium Enterprise, Large Enterprise), By Deployment (Cloud-based, On-premise), By End-User (Entertainment & Media, Financial Services, Government, Healthcare, Manufacturing, Retail, Others), 2018-2032

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Abstracts

Marketing Automation Software Market Outlook

The Marketing Automation Software Market size is expected to register a growth rate of 15.4% during the forecast period from \$7.18 Billion in 2025 to \$19.6 Billion in 2032. The Marketing Automation Software market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Marketing Automation Software segments across 22 countries from 2021 to 2032. Key segments in the report include By Application (Campaign Management, Email Marketing, In-bound Marketing, Lead Management, Mobile Application, Social Media Marketing, Others), By Organization Size (Small and Medium Enterprise, Large Enterprise), By Deployment (Cloud-based, On-premise), By End-User (Entertainment &

Media, Financial Services, Government, Healthcare, Manufacturing, Retail, Others). Over 70 tables and charts showcase findings from our latest survey report on Marketing Automation Software markets.

Marketing Automation Software Market Insights, 2025

The marketing automation software market is witnessing significant expansion as businesses increasingly rely on AI-driven customer engagement tools to optimize lead generation, campaign management, and customer relationship management. Companies such as HubSpot, Salesforce, and Marketo (Adobe) are at the forefront of innovation, integrating machine learning for personalized content delivery and predictive analytics. The rise of omnichannel marketing has propelled demand for automation platforms capable of synchronizing email, social media, and SMS campaigns in real-time. Additionally, privacy regulations such as GDPR and CCPA are shaping data management strategies, prompting marketers to invest in consent-based automation tools. The integration of chatbots and AI-powered assistants into automation workflows is further enhancing user engagement, reducing manual workload, and increasing conversion rates. As competition intensifies, businesses are prioritizing automation platforms with advanced analytics, real-time customer insights, and seamless CRM integration to drive marketing efficiency.

Five Trends that will define global Marketing Automation Software market in 2025 and Beyond

A closer look at the multi-million market for Marketing Automation Software identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Marketing Automation Software companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future. The impact of tariffs by the US administration also significantly impact the profitability of Marketing Automation Software vendors.

What are the biggest opportunities for growth in the Marketing Automation Software industry?

The Marketing Automation Software sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2032. On the other hand, recent macroeconomic developments including rising inflation

and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Marketing Automation Software Market Segment Insights

The Marketing Automation Software industry presents strong offers across categories. The analytical report offers forecasts of Marketing Automation Software industry performance across segments and countries. Key segments in the industry include%li%By Application (Campaign Management, Email Marketing, In-bound Marketing, Lead Management, Mobile Application, Social Media Marketing, Others), By Organization Size (Small and Medium Enterprise, Large Enterprise), By Deployment (Cloud-based, On-premise), By End-User (Entertainment & Media, Financial Services, Government, Healthcare, Manufacturing, Retail, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Marketing Automation Software market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Marketing Automation Software industry ecosystem. It assists decision-makers in evaluating global Marketing Automation Software market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Marketing Automation Software industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios%li%low growth, reference case, and high growth cases.

Asia Pacific Marketing Automation Software Market Analysis%li%A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with over 4.5 billion population, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Marketing Automation Software Industry 2025%li%Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Marketing Automation Software with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Marketing Automation Software market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Marketing Automation Software market Insights%li%Vendors are exploring new opportunities within the US Marketing Automation Software industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Marketing Automation Software companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Marketing Automation Software market.

Latin American Marketing Automation Software market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic

economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported in Q1 -2025 and the prospects remain strong for rest of 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Marketing Automation Software Markets%li%New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Marketing Automation Software markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Marketing Automation Software markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape%li%How Marketing Automation Software companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Act-On Software, Adobe Systems, Cognizant Technology Solutions (CTS), Eloqua, ETrigue, GreenRope, HubSpot, IBM, Infusionsoft, Marketo, Oracle, Salesforce.com, SALESmanago, SAP, SAS Institute.

Marketing Automation Software Market Segmentation

By Application

Campaign Management

Email Marketing

In-bound Marketing

Lead Management

Mobile Application

Social Media Marketing

Others

By Organization Size

Small and Medium Enterprise

Large Enterprise

By Deployment

Cloud-based

On-premise

By End-User

Entertainment & Media

Financial Services

Government

Healthcare

Manufacturing

Retail

Others

Leading Companies

Act-On Software

Adobe Systems

Cognizant Technology Solutions (CTS)

Eloqua

ETrigue

GreenRope

HubSpot

IBM

Infusionsoft

Marketo

Oracle

Salesforce.com

SALESmanago

SAP

SAS Institute

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

Contents

1. TABLE OF CONTENTS

List of Figures and Tables

2. EXECUTIVE SUMMARY

2.1 Key Highlights

2.1.1 Marketing Automation Software Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Marketing Automation Software Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

3. RESEARCH METHODOLOGY

3.1 Primary Research Surveys

3.2 Secondary Data Sources

3.3 Data Triangulation

3.4 Forecast Methodology

3.5 Assumptions and Limitations

4. INTRODUCTION TO GLOBAL MARKETING AUTOMATION SOFTWARE MARKET IN 2025

4.1 Industry Panorama

4.2 Leading Companies Profiled in the Study

4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

4.5 Regional Analysis

4.6 Porter's Five Force Analysis

4.6.1 Intensity of Competitive Rivalry

4.6.2 Threat of New Entrants

4.6.3 Threat of Substitutes

4.6.4 Bargaining Power of Buyers

4.6.5 Bargaining Power of Suppliers

4.7 Marketing Automation Software Industry Value Chain Analysis

4.7.1 Stage of Value Chain

4.7.2 Key Activities of Companies

4.7.3 Companies Included in Each Stage

4.7.4 Key Insights

5. MARKETING AUTOMATION SOFTWARE MARKET OUTLOOK TO 2032

5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032

5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032

5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032

By Application

Campaign Management

Email Marketing

In-bound Marketing

Lead Management

Mobile Application

Social Media Marketing

Others

By Organization Size

Small and Medium Enterprise

Large Enterprise

By Deployment

Cloud-based

On-premise

By End-User

Entertainment & Media

Financial Services

Government

Healthcare

Manufacturing

Retail

Others

6. GLOBAL MARKETING AUTOMATION SOFTWARE MARKET OUTLOOK ACROSS GROWTH SCENARIOS

- 6.1 Low Growth Scenario**
- 6.2 Base/Reference Case**
- 6.3 High Growth Scenario**

6. NORTH AMERICA MARKETING AUTOMATION SOFTWARE MARKET SIZE OUTLOOK

- 6.1 Key Market Statistics, 2024**
- 6.2 North America Marketing Automation Software Market Trends and Growth Opportunities**
 - 6.2.1 North America Marketing Automation Software Market Outlook by Type**
 - 6.2.2 North America Marketing Automation Software Market Outlook by Application**
- 6.3 North America Marketing Automation Software Market Outlook by Country**
 - 6.3.1 The US Marketing Automation Software Market Outlook, 2021- 2032**
 - 6.3.2 Canada Marketing Automation Software Market Outlook, 2021- 2032**
 - 6.3.3 Mexico Marketing Automation Software Market Outlook, 2021- 2032**

7. EUROPE MARKETING AUTOMATION SOFTWARE MARKET SIZE OUTLOOK

- 7.1 Key Market Statistics, 2024**
- 7.2 Europe Marketing Automation Software Market Trends and Growth Opportunities**
 - 7.2.1 Europe Marketing Automation Software Market Outlook by Type**
 - 7.2.2 Europe Marketing Automation Software Market Outlook by Application**
- 7.3 Europe Marketing Automation Software Market Outlook by Country**
 - 7.3.2 Germany Marketing Automation Software Market Outlook, 2021- 2032**
 - 7.3.3 France Marketing Automation Software Market Outlook, 2021- 2032**
 - 7.3.4 The UK Marketing Automation Software Market Outlook, 2021- 2032**
 - 7.3.5 Spain Marketing Automation Software Market Outlook, 2021- 2032**
 - 7.3.6 Italy Marketing Automation Software Market Outlook, 2021- 2032**
 - 7.3.7 Russia Marketing Automation Software Market Outlook, 2021- 2032**
 - 7.3.8 Rest of Europe Marketing Automation Software Market Outlook, 2021- 2032**

8. ASIA PACIFIC MARKETING AUTOMATION SOFTWARE MARKET SIZE

OUTLOOK

8.1 Key Market Statistics, 2024

8.2 Asia Pacific Marketing Automation Software Market Trends and Growth Opportunities

8.2.1 Asia Pacific Marketing Automation Software Market Outlook by Type

8.2.2 Asia Pacific Marketing Automation Software Market Outlook by Application

8.3 Asia Pacific Marketing Automation Software Market Outlook by Country

8.3.1 China Marketing Automation Software Market Outlook, 2021- 2032

8.3.2 India Marketing Automation Software Market Outlook, 2021- 2032

8.3.3 Japan Marketing Automation Software Market Outlook, 2021- 2032

8.3.4 South Korea Marketing Automation Software Market Outlook, 2021- 2032

8.3.5 Australia Marketing Automation Software Market Outlook, 2021- 2032

8.3.6 South East Asia Marketing Automation Software Market Outlook, 2021- 2032

8.3.7 Rest of Asia Pacific Marketing Automation Software Market Outlook, 2021- 2032

9. SOUTH AMERICA MARKETING AUTOMATION SOFTWARE MARKET SIZE OUTLOOK

9.1 Key Market Statistics, 2024

9.2 South America Marketing Automation Software Market Trends and Growth Opportunities

9.2.1 South America Marketing Automation Software Market Outlook by Type

9.2.2 South America Marketing Automation Software Market Outlook by Application

9.3 South America Marketing Automation Software Market Outlook by Country

9.3.1 Brazil Marketing Automation Software Market Outlook, 2021- 2032

9.3.2 Argentina Marketing Automation Software Market Outlook, 2021- 2032

9.3.3 Rest of South and Central America Marketing Automation Software Market Outlook, 2021- 2032

10. MIDDLE EAST AND AFRICA MARKETING AUTOMATION SOFTWARE MARKET SIZE OUTLOOK

10.1 Key Market Statistics, 2024

10.2 Middle East and Africa Marketing Automation Software Market Trends and Growth Opportunities

10.2.1 Middle East and Africa Marketing Automation Software Market Outlook by Type

10.2.2 Middle East and Africa Marketing Automation Software Market Outlook by Application

10.3 Middle East and Africa Marketing Automation Software Market Outlook by Country

10.3.1 Saudi Arabia Marketing Automation Software Market Outlook, 2021- 2032

10.3.2 The UAE Marketing Automation Software Market Outlook, 2021- 2032

10.3.3 Rest of Middle East Marketing Automation Software Market Outlook, 2021- 2032

10.3.4 South Africa Marketing Automation Software Market Outlook, 2021- 2032

10.3.5 Egypt Marketing Automation Software Market Outlook, 2021- 2032

10.3.6 Rest of Africa Marketing Automation Software Market Outlook, 2021- 2032

11. COMPANY PROFILES

11.1 Leading 10 Companies

Act-On Software

Adobe Systems

Cognizant Technology Solutions (CTS)

Eloqua

ETrigue

GreenRope

HubSpot

IBM

Infusionsoft

Marketo

Oracle

Salesforce.com

SALESmanago

SAP

SAS Institute

11.2 Overview

11.3 Products and Services

11.4 SWOT Profile

12. APPENDIX

12.1 Subscription Options

12.2 Customization Options

12.3 Publisher Details

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