Saudi Arabia CRM Software Market, By Deployment (On-Premises, Cloud), By Enterprise (Large Enterprise, SMEs), By Application (Marketing and Sales Automation, Customer Management, Lead Generation & Customer Retention, Others), By Vertical (BFSI, Manufacturing, IT & Telecom, Retail & Consumer Goods, Healthcare), By Region, Competition Forecast & Opportunities, 2027

Market Report | 2022-09-01 | 78 pages | TechSci Research

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Report description:

Saudi Arabia CRM software market is projected to grow at a significant CAGR during the forecast period, 2023-2027. The market growth can be attributed to the growing dependency on online bases services for customer influence and the rapidly expanding business environment in the country. Besides, the increasing influence of artificial intelligence and the Internet of Things to understand consumer behavior and demands is driving the growth of the Saudi Arabia CRM software market during the forecast period. Post-pandemic, the online customer care services have significantly expanded with the surge in adoption of advanced technological software, which is supporting their market growth.
Customer Relationship Management (CRM) software is cutting-edge software used to manage businesses internally and facilitate customer relationship processes. The software's job is to help companies grow by increasing their productivity, improving contact management, and enhancing sales management, among other things. The program also functions as ERP-implemented service that controls the workflows and stock for clients, coworkers, suppliers, etc. The value of CRM software has increased in existing firms through services like tracking customer complaints, service difficulties, managing marketing campaigns, and finding sales possibilities.
CRM software offers excellent potential for future cost savings over corporate software. One of the main positive elements driving the demand for CRM is the added benefits of the software that aid in expanding enterprises, attracting more customers, improving sales, etc. Rising demand for automated engagement with customers, employees, service providers, and product suppliers into and out of the respective businesses is supporting the growth of the Saudi Arabia CRM software market during the forecast period.

Businesses have proliferated on web platforms during the pandemic and following the relaxation of the lockdown that had been imposed. Aggressive online advertising trends, widespread IoT adoption, and advancements in artificial intelligence are contributing to the growth of the Saudi Arabia CRM software market during the forecast period.

The Saudi Arabia CRM software market is segmented on the basis of deployment, enterprise, application, vertical, competitional landscape, and regional distribution. Based on deployment, the market is divided into on-premises and cloud. The cloud CRM segment is expected to become more popular, owing to the increasing adoption of smartphones and smart mobile devices.

Major players operating in the Saudi Arabia CRM software market are Salesforce EMEA, Microsoft Arabia, Sage Middle East, SugarCRM MEA, Oracle Saudi Arabia, SAP Saudi Arabia, Absolute Solutions, Zoho Saudi, IBM Saudi Arabia, Odoo Tec, among others.

Years considered for this report:
Historical Years: 2017-2020
Base Year: 2021
Estimated Year: 2022
Forecast Period: 2023-2027
Objective of the Study:
-	To analyze the historical growth in the market size of the Saudi Arabia CRM software market from 2023 to 2027.
-	To estimate and forecast the market size of Saudi Arabia CRM software market from 2023 to 2027 and growth rate until 2027.
-	To classify and forecast the Saudi Arabia CRM software market based on deployment, enterprise, application, vertical, region, and company.
-	To identify the dominant region or segment in the Saudi Arabia CRM software market.
-	To identify drivers and challenges for the Saudi Arabia CRM software market.
-	To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in the Saudi Arabia CRM software market.
-	To identify and analyze the profiles of leading players operating in the Saudi Arabia CRM software market.
-	To identify key sustainable strategies adopted by market players in Saudi Arabia CRM software market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the country. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers who could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distribution channels and presence of all major players across the country.

TechSci Research calculated the market size of the Saudi Arabia CRM software market using a top-down approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these products and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:
-	Market research and consulting firms
-	Government bodies such as regulating authorities and policy makers
-	Organizations, forums, and alliances

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as product manufacturers, suppliers and partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:
In this report, Saudi Arabia CRM software market has been segmented into following categories, in addition to the industry trends which have also been detailed below:
-	Saudi Arabia CRM Software Market, By Deployment:

o On-Premises
o Cloud
- Saudi Arabia CRM Software Market, By Enterprise:
o Large Enterprise
o SMEs
- Saudi Arabia CRM Software Market, By Application:
o Marketing and Sales Automation
o Customer Management
o Lead Generation & Customer Retention
o Others
- Saudi Arabia CRM Software Market, By Vertical:
o BFSI
o Manufacturing
o IT & Telecom
o Retail & Consumer Goods
o Healthcare
- Saudi Arabia CRM Software Market, By Region:
o Northern & Central Region
o Eastern Region
o Southern Region
o Western Region
Competitive Landscape
Company Profiles: Detailed analysis of the major companies present in Saudi Arabia CRM software market.
Available Customizations:
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).

Table of Contents:

(Note: The companies list can be customized based on the client requirements.)

Saudi Arabia CRM Software Market, By Deployment (On-Premises, Cloud), By Enterprise (Large Enterprise, SMEs), By Application (Marketing and Sales Automation, Customer Management, Lead Generation & Customer Retention, Others), By Vertical (BFSI, Manufacturing, IT & Telecom, Retail & Consumer Goods, Healthcare), By Region, Competition Forecast & Opportunities, 2027

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