

## **North America Customer Relationship Management Market Forecast 2023-2032**

Market Report | 2023-08-11 | 148 pages | Inkwood Research

### **AVAILABLE LICENSES:**

- Single User Price \$1600.00
- Global Site License \$2200.00

### **Report description:**

#### **KEY FINDINGS**

The North America customer relationship management market growth is anticipated to progress at a CAGR of 13.58% during the forecast period, 2023-2032. The presence of prominent companies like Adobe, Oracle Corporation, and Microsoft Corporation drives growth prospects.

#### **MARKET INSIGHTS**

Canada and the United States are assessed for the North America customer relationship management market growth evaluation. Canada stands as a prominent global economy, closely resembling the United States in terms of its market-driven economic structure, production methodologies, and elevated quality of living. The country's economic upswing reached its pinnacle in 2018, following a protracted phase of sluggish expansion. This surge is underpinned by the fusion of Customer Relationship Management (CRM) solutions with social media platforms, enabling seamless customer engagement across social channels. A multitude of vendors are positioning their offerings as social CRMs, spotlighting attributes like psychographic and demographic profiling, as well as sentiment analysis, as core components of CRM suites. Consequently, traditional static CRM communications are being displaced by dynamic activities such as online collaboration, creative exchange, feedback dissemination, and media sharing.

The trajectory of the Canadian CRM software market points towards consistent expansion during the projected timeline. The uptake of CRM software is gaining momentum across diverse industries, driven by the evolving landscape of software functionalities and features.

#### **COMPETITIVE INSIGHTS**

Some of the leading companies in the market are Microsoft Corporation, Salesforce Inc, Oracle Corporation, etc.

Our report offerings include:

- Explore key findings of the overall market
- Strategic breakdown of market dynamics (Drivers, Restraints, Opportunities, Challenges)
- Market forecasts for a minimum of 9 years, along with 3 years of historical data for all segments, sub-segments, and regions
- Market Segmentation caters to a thorough assessment of key segments with their market estimations
- Geographical Analysis: Assessments of the mentioned regions and country-level segments with their market share
- Key analytics: Porter's Five Forces Analysis, Vendor Landscape, Opportunity Matrix, Key Buying Criteria, etc.
- Competitive landscape is the theoretical explanation of the key companies based on factors, market share, etc.

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- Company profiling: A detailed company overview, product/services offered, SCOT analysis, and recent strategic developments

## **Table of Contents:**

### TABLE OF CONTENTS

#### 1. RESEARCH SCOPE & METHODOLOGY

##### 1.1. STUDY OBJECTIVES

##### 1.2. METHODOLOGY

##### 1.3. ASSUMPTIONS & LIMITATIONS

#### 2. EXECUTIVE SUMMARY

##### 2.1. MARKET SIZE & ESTIMATES

##### 2.2. MARKET OVERVIEW

##### 2.3. SCOPE OF STUDY

##### 2.4. CRISIS SCENARIO ANALYSIS

##### 2.5. MAJOR MARKET FINDINGS

###### 2.5.1. INCREASING PREFERENCE FOR CLOUD BASED CRM

###### 2.5.2. INDUSTRY-SPECIFIC CRM SYSTEMS ARE GAINING MOMENTUM

###### 2.5.3. GROWING SCOPE FOR CRM ANALYTICS

#### 3. MARKET DYNAMICS

##### 3.1. KEY DRIVERS

###### 3.1.1. CRM'S KEY ROLE IN CUSTOMER RETENTION

###### 3.1.2. INCREASED DEMAND FOR MARKETING AUTOMATION

###### 3.1.3. CRM'S CRITICAL ROLE IN SUCCESSFUL DIGITAL TRANSFORMATION

##### 3.2. KEY RESTRAINTS

###### 3.2.1. SECURITY CONCERNS AFFECTING CRM DATABASE

###### 3.2.2. HIGH COSTS OF CRM SOFTWARE

#### 4. KEY ANALYTICS

##### 4.1. KEY TECHNOLOGY TRENDS

##### 4.2. PORTER'S FIVE FORCES ANALYSIS

###### 4.2.1. BUYERS POWER

###### 4.2.2. SUPPLIERS POWER

###### 4.2.3. SUBSTITUTION

###### 4.2.4. NEW ENTRANTS

###### 4.2.5. INDUSTRY RIVALRY

##### 4.3. GROWTH PROSPECT MAPPING

##### 4.4. MARKET CONCENTRATION ANALYSIS

##### 4.5. KEY BUYING CRITERIA

###### 4.5.1. FUNCTIONALITY

###### 4.5.2. USER EXPERIENCE

###### 4.5.3. INTEGRATION CAPABILITIES

###### 4.5.4. COST

#### 5. MARKET BY DEPLOYMENT

##### 5.1. CLOUD

##### 5.2. ON-PREMISE

#### 6. MARKET BY ORGANIZATION SIZE

##### 6.1. LARGE ORGANIZATION

##### 6.2. SMALL AND MEDIUM-SIZED ORGANIZATION

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- 7. MARKET BY END-USER
  - 7.1. IT & TELECOM
  - 7.2. RETAIL
  - 7.3. BFSI
  - 7.4. HEALTHCARE
  - 7.5. TRANSPORTATION AND LOGISTICS
  - 7.6. OTHER END-USERS
- 8. MARKET BY APPLICATION
  - 8.1. LEAD GENERATION
  - 8.2. CUSTOMER EXPERIENCE MANAGEMENT
  - 8.3. CRM ANALYTICS
  - 8.4. SALES AND MARKETING
  - 8.5. CUSTOMER SUPPORT
  - 8.6. OTHER APPLICATIONS
- 9. GEOGRAPHICAL ANALYSIS
  - 9.1. NORTH AMERICA
    - 9.1.1. MARKET SIZE & ESTIMATES
    - 9.1.2. NORTH AMERICA CUSTOMER RELATIONSHIP MANAGEMENT MARKET DRIVERS
    - 9.1.3. NORTH AMERICA CUSTOMER RELATIONSHIP MANAGEMENT MARKET CHALLENGES
    - 9.1.4. KEY PLAYERS IN NORTH AMERICA CUSTOMER RELATIONSHIP MANAGEMENT MARKET
    - 9.1.5. COUNTRY ANALYSIS
      - 9.1.5.1. UNITED STATES
        - 9.1.5.1.1. UNITED STATES CUSTOMER RELATIONSHIP MANAGEMENT MARKET SIZE & OPPORTUNITIES
      - 9.1.5.2. CANADA
        - 9.1.5.2.1. CANADA CUSTOMER RELATIONSHIP MANAGEMENT MARKET SIZE & OPPORTUNITIES
- 10. COMPETITIVE LANDSCAPE
  - 10.1. KEY STRATEGIC DEVELOPMENTS
    - 10.1.1. MERGERS & ACQUISITIONS
    - 10.1.2. PRODUCT LAUNCHES & DEVELOPMENTS
    - 10.1.3. PARTNERSHIPS & AGREEMENTS
    - 10.1.4. BUSINESS EXPANSIONS & DIVESTITURES
  - 10.2. COMPANY PROFILES
    - 10.2.1. ADOBE INC
      - 10.2.1.1. COMPANY OVERVIEW
      - 10.2.1.2. PRODUCTS / SERVICES LIST
      - 10.2.1.3. STRENGTHS & CHALLENGES
    - 10.2.2. FRESHWORKS
      - 10.2.2.1. COMPANY OVERVIEW
      - 10.2.2.2. PRODUCTS / SERVICES LIST
      - 10.2.2.3. STRENGTHS & CHALLENGES
    - 10.2.3. HUBSPOT
      - 10.2.3.1. COMPANY OVERVIEW
      - 10.2.3.2. PRODUCTS / SERVICES LIST
      - 10.2.3.3. STRENGTHS & CHALLENGES
    - 10.2.4. INFOR
      - 10.2.4.1. COMPANY OVERVIEW
      - 10.2.4.2. PRODUCTS / SERVICES LIST

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- 10.2.4.3. STRENGTHS & CHALLENGES
- 10.2.5. INSIGHTLY INC
  - 10.2.5.1. COMPANY OVERVIEW
  - 10.2.5.2. PRODUCTS / SERVICES LIST
- 10.2.6. MICROSOFT CORPORATION
  - 10.2.6.1. COMPANY OVERVIEW
  - 10.2.6.2. PRODUCTS / SERVICES LIST
  - 10.2.6.3. STRENGTHS & CHALLENGES
- 10.2.7. ORACLE CORPORATION
  - 10.2.7.1. COMPANY OVERVIEW
  - 10.2.7.2. PRODUCTS / SERVICES LIST
  - 10.2.7.3. STRENGTHS & CHALLENGES
- 10.2.8. PEGASYSTEMS INC
  - 10.2.8.1. COMPANY OVERVIEW
  - 10.2.8.2. PRODUCTS / SERVICES LIST
- 10.2.9. PIPEDRIVE
  - 10.2.9.1. COMPANY OVERVIEW
  - 10.2.9.2. PRODUCTS / SERVICES LIST
- 10.2.10. SALESFORCE INC
  - 10.2.10.1. COMPANY OVERVIEW
  - 10.2.10.2. PRODUCTS / SERVICES LIST
  - 10.2.10.3. STRENGTHS & CHALLENGES
- 10.2.11. SAP SE
  - 10.2.11.1. COMPANY OVERVIEW
  - 10.2.11.2. PRODUCTS / SERVICES LIST
  - 10.2.11.3. STRENGTHS & CHALLENGES
- 10.2.12. SUGARCRM
  - 10.2.12.1. COMPANY OVERVIEW
  - 10.2.12.2. PRODUCTS / SERVICES LIST
- 10.2.13. THE SAGE GROUP PLC
  - 10.2.13.1. COMPANY OVERVIEW
  - 10.2.13.2. PRODUCTS / SERVICES LIST
  - 10.2.13.3. STRENGTHS & CHALLENGES
- 10.2.14. ZENDESK
  - 10.2.14.1. COMPANY OVERVIEW
  - 10.2.14.2. PRODUCTS / SERVICES LIST
  - 10.2.14.3. STRENGTHS & CHALLENGES
- 10.2.15. ZOHOCORPORATION
  - 10.2.15.1. COMPANY OVERVIEW
  - 10.2.15.2. PRODUCTS / SERVICES LIST
  - 10.2.15.3. STRENGTHS & CHALLENGES

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