

United Kingdom Customer Relationship Management Market Forecast 2023-2030

Market Report | 2023-08-11 | 118 pages | Inkwood Research

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Report description:

KEY FINDINGS

The United Kingdom customer relationship management market is set to register at a CAGR of 12.82% during the forecast period, 2023-2030. The presence of key companies and the growing adoption of mobile CRM propel growth opportunities.

MARKET INSIGHTS

In the United Kingdom, significant emphasis has been placed on big data and big data analytics, primarily centered around customer intelligence enhancement and optimizing supply chain management throughout the years. Also, more than 72% of emerging enterprises in this region are strategically preparing to integrate cloud computing into their operations within the upcoming three-year span. Notably, a considerable proportion of cloud computing investments within the UK are channeled into pivotal sectors such as BFSI, healthcare, and retail.

The progression of the Second Payment Services Directive (PSD2) is instrumental in stimulating the emergence of pioneering fintech services and fostering heightened competition within the payments market, a realm significantly reliant on cloud infrastructure. Within the realm of PSD2 compliance, an efficacious technical avenue involves the utilization of application programming interfaces (APIs) to establish seamless connections between the operational systems of account-holding institutions and third-party entities. In the United Kingdom, the conceptualization of a new 'open banking' system hinges substantially on the implementation of standardized APIs, underscoring the foundational vision.

COMPETITIVE INSIGHTS

Some of the leading companies in the market are Adobe Inc, HubSpot, The Sage Group plc, 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.
- Company profiling: A detailed company overview, product/services offered, SCOT analysis, and recent strategic developments

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