

Innovation Management Market by Offering (Solution and Services), Function (Product Development, Business Processes), Application (Design Platforms, Marketing Platforms), Vertical (Telecom, BFSI, Retail & eCommerce) and Region - Global Forecast to 2028

Market Report | 2023-09-20 | 266 pages | MarketsandMarkets

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Report description:

The global innovation management market size is projected to grow from USD 1.3 billion in 2023 to USD 2.1 billion by 2028, at a Compound Annual Growth Rate (CAGR) of 10.8%. Meeting evolving customer demands for personalized and innovative solutions is a potent driver propelling the growth of the innovation management market. In today's consumer-centric landscape, customers expect products and services tailored to their unique preferences and needs. Innovation management solutions are instrumental in this endeavor as they enable organizations to gather real-time customer insights through feedback mechanisms, data analytics, and market research. By leveraging these insights, businesses can precisely identify customer pain points and desires, allowing them to develop and refine products and services that align with these expectations.

"Based on function, the product development segment is expected to hold largest market share during the forecast period" Product R&D activities are very useful to develop innovative and enhanced products for end users' satisfaction. The increased demand for new and innovative products across the globe from consumers has led to the development of new products by enterprises. These products cater to different requirements of consumers. Innovation management platforms enable employees, partners, and customers of different enterprises to exchange their ideas and innovations on different products or processes to help R&D teams to develop their products. Bringing innovative products in the market not only leads to company growth but also enhances the brand image in the market.

"Based on vertical, the healthcare and life sciences segment is expected to register the fastest growth rate during the forecast period."

The increasing prevalence of chronic diseases has created a pressing need for innovative healthcare solutions tailored to

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long-term patient care and monitoring. This demand has fueled the growth of the innovation management market within the healthcare sector, as organizations actively seek ways to develop and deploy cutting-edge solutions like remote patient monitoring devices and patient engagement platforms. As healthcare providers and technology companies collaborate to address these healthcare challenges, the innovation management market continues to expand, offering a fertile ground for the creation and implementation of transformative healthcare technologies, ultimately enhancing patient outcomes and driving market growth..

"US to grow at the highest growth rate for North America during the forecast period."

The Innovation Management market in the US has been experiencing significant growth, driven by the country's strong emphasis on technology, entrepreneurship, and cross-industry innovation. Thriving tech hubs such as Silicon Valley and vibrant startup ecosystems, the US has become a global leader in driving technological advancements. The market's expansion is fuelled by factors such as substantial investments in research and development, the availability of venture capital, and a customer-centric approach to product development. Prominent players such as IdeaScale, Planview, and Salesforce Innovation Cloud offer platforms to facilitate idea generation, collaboration, and project management. Established companies such as 3M, Amazon, and Tesla showcase the integration of Innovation Management into various sectors, fostering disruptive breakthroughs and positioning the US as a hub for innovative solutions across industries.

Breakdown of primaries

The study contains insights from various industry experts, from solution vendors to Tier 1 companies. The break-up of the primaries is as follows:

-□By Company Type: Tier 1 - 35%, Tier 2 - 45%, and Tier 3 - 20%

-□By Designation: C-level -35%, D-level - 25%, and Others - 40%

-□By Region: North America - 30%, Europe - 30%, Asia Pacific - 25%, Middle East & Africa - 10%, and Latin America - 5%.

The major players in the innovation management market include Accenture (Ireland), Planview (US), Questel (France), insightsoftware (US), KPMG (Netherlands), EY(UK), Salesforce (US), Medallia (US), Deloitte (UK), Boston Consulting Group (US), Miro (US), Sopheon (US), SAP (Germany), Qmarkets (Israel), Brightidea (US), HYPE Innovation (Germany), Planbox (Canada), IdeaScale (US), InnovationCast(Portugal), Nosco(Denmark), Wazoku(UK), inno360(US), ITONICS(Germany), Rever(US), Induct(Norway), Sideways 6(UK), Yambla(US), Ideawake(US), LoopedIn(UK). These players have adopted various growth strategies, such as partnerships, agreements and collaborations, new product launches, enhancements, and acquisitions to expand their footprint in the innovation management market.

Research Coverage

The market study covers the innovation management market size across different segments. It aims at estimating the market size and the growth potential across different segments, including offerings function, application, vertical and region. The study includes an in-depth competitive analysis of the leading market players, their company profiles, key observations related to product and business offerings, recent developments, and market strategies.

Key Benefits of Buying the Report

The report will help the market leaders/new entrants with information on the closest approximations of the global innovation management market's revenue numbers and subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. Moreover, the report will provide insights for stakeholders to understand the market's pulse and provide them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Growing focus of enterprises on the development of new, innovative, and personalized products; expanding horizons with rapid technological progress; globalization's role in driving innovation management, restraints (resource

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constraints, mindset of leaders toward traditional approaches) opportunities (empowering innovation through strategic integration of technologies, emerging potential markets to provide high-growth opportunities, and challenges (security and privacy concerns over enterprise information, uncertainty of post innovation implementation outcomes influencing the growth of the innovation management market. Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the innovation management market. Market Development: Comprehensive information about lucrative markets - the report analyses the innovation management market across various regions. Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the innovation management market. Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players Accenture (Ireland), Planview(US), Questel (France), insightsoftware(US), SAP (Germany), KPMG (Netherlands), EY (UK), Salesforce (US), Medallia (US), Deloitte (UK), Boston Consulting Group (US), Miro (US), Sopheon (US), Qmarkets (Israel), Brightidea (US), HYPE Innovation (Germany), Planbox (Canada), IdeaScale (US), InnovationCast (Portugal), Nosco (Denmark), Wazoku (UK), inno360 (US), ITONICS (Germany), Rever (US), Induct (Norway), Sideways 6 (UK), Yambla (US), Ideawake (US), LoopedIn (UK).

Table of Contents:

1	INTRODUCTION	45
1.1	STUDY OBJECTIVES	45
1.2	MARKET DEFINITION	45
1.3	MARKET SCOPE	46
1.3.1	MARKET SEGMENTATION	46
FIGURE 1	INNOVATION MANAGEMENT MARKET: MARKET SEGMENTATION	46
1.3.2	REGIONS COVERED	47
1.3.3	INCLUSIONS AND EXCLUSIONS	47
1.3.4	YEARS CONSIDERED	48
1.4	CURRENCY CONSIDERED	48
TABLE 1	USD EXCHANGE RATES, 2020-2022	48
1.5	STAKEHOLDERS	49
1.6	IMPACT OF RECESSION	49
1.7	SUMMARY OF CHANGES	49
2	RESEARCH METHODOLOGY	50
2.1	RESEARCH DATA	50
FIGURE 2	INNOVATION MANAGEMENT MARKET: RESEARCH DESIGN	50
2.1.1	SECONDARY DATA	51
2.1.1.1	Key data from secondary sources	51
2.1.2	PRIMARY DATA	51
2.1.2.1	Primary interviews with experts	52
2.1.2.2	Breakdown of primary profiles	52
FIGURE 3	BREAKDOWN OF PRIMARY INTERVIEWS: BY COMPANY TYPE, DESIGNATION, AND REGION	52
2.1.2.3	Key data from primary sources	53
2.1.2.4	Key insights from industry experts	53
2.2	MARKET SIZE ESTIMATION	54
2.2.1	BOTTOM-UP APPROACH	54
FIGURE 4	BOTTOM-UP APPROACH	54
FIGURE 5	MARKET SIZE ESTIMATION USING BOTTOM-UP APPROACH	54
2.2.2	INNOVATION MANAGEMENT MARKET ESTIMATION: SUPPLY-SIDE ANALYSIS	55
FIGURE 6	MARKET SIZE ESTIMATION METHODOLOGY - BOTTOM-UP APPROACH (SUPPLY SIDE): COLLECTIVE REVENUE OF INNOVATION MANAGEMENT VENDORS	55

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2.2.3	TOP-DOWN APPROACH	55
FIGURE 7	TOP-DOWN APPROACH	56
2.2.4	INNOVATION MANAGEMENT MARKET ESTIMATION: DEMAND-SIDE ANALYSIS	56
FIGURE 8	MARKET SIZE ESTIMATION METHODOLOGY: DEMAND-SIDE ANALYSIS	56
2.3	DATA TRIANGULATION	57
FIGURE 9	MARKET BREAKUP AND DATA TRIANGULATION	57
2.4	MARKET FORECAST	58
TABLE 2	FACTOR ANALYSIS	58
2.5	RESEARCH ASSUMPTIONS	58
TABLE 3	RESEARCH ASSUMPTIONS	58
2.6	LIMITATIONS	59
2.7	RECESSION IMPACT ANALYSIS	59
3	EXECUTIVE SUMMARY	60
FIGURE 10	INNOVATION MANAGEMENT MARKET, 2023-2028 (USD MILLION)	61
FIGURE 11	INNOVATION MANAGEMENT MARKET, BY REGION, 2023	62
4	PREMIUM INSIGHTS	63
4.1	ATTRACTIVE OPPORTUNITIES FOR COMPANIES IN INNOVATION MANAGEMENT MARKET	63
FIGURE 12	INCREASING DEMAND FOR IDEA MANAGEMENT PLATFORMS AMONG ENTERPRISES TO DRIVE INNOVATION MANAGEMENT MARKET	63
4.2	INNOVATION MANAGEMENT MARKET: TOP GROWING SEGMENTS	64
FIGURE 13	TOP GROWING SEGMENTS IN MARKET IN 2023	64
4.3	INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE	64
FIGURE 14	CONSULTING SERVICES SEGMENT TO HOLD LARGEST MARKET SHARE IN 2023	64
4.4	INNOVATION MANAGEMENT MARKET, BY FUNCTION	65
FIGURE 15	BUSINESS PROCESSES SEGMENT TO WITNESS HIGHER GROWTH RATE IN 2023	65
4.5	INNOVATION MANAGEMENT MARKET, BY OFFERING	65
FIGURE 16	SERVICES SEGMENT TO HOLD LARGER MARKET SHARE IN 2023	65
4.6	INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL	65
FIGURE 17	PROJECT MANAGEMENT PLATFORMS SEGMENT TO HOLD LARGEST MARKET SHARE IN 2023	65
4.7	INNOVATION MANAGEMENT MARKET, BY VERTICAL	66
FIGURE 18	IT & ITES SEGMENT TO LEAD MARKET IN 2023	66
4.8	INNOVATION MANAGEMENT MARKET IN NORTH AMERICA, BY KEY VERTICAL AND COUNTRY	66
FIGURE 19	IT & ITES SEGMENT AND US TO HOLD LARGEST MARKET SHARES IN 2023	66
5	MARKET OVERVIEW AND INDUSTRY TRENDS	67
5.1	INTRODUCTION	67
5.2	MARKET DYNAMICS	67
FIGURE 20	DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES: INNOVATION MANAGEMENT MARKET	67
5.2.1	DRIVERS	68
5.2.1.1	Growing focus on developing new, innovative, and personalized products	68
5.2.1.2	Rapid technological progress to accelerate innovation management	68
5.2.1.3	Interconnectedness of markets through globalization to aid in cross-cultural innovation	68
5.2.1.4	Increasing adoption of cloud-based innovation management solutions	69
5.2.2	RESTRAINTS	69
5.2.2.1	Resource constraints	69
5.2.2.2	Inefficiency of enterprises to track reliable RoI	69
5.2.2.3	Mindset of leaders toward traditional approaches	70
5.2.3	OPPORTUNITIES	70

5.2.3.1	Innovation empowerment through strategic integration of technologies	70
5.2.3.2	Emerging potential markets to provide high-growth opportunities	70
5.2.3.3	Rising adoption of innovation management solutions by SMEs	70
5.2.3.4	Innovation beyond traditional boundaries	71
5.2.4	CHALLENGES	71
5.2.4.1	Security and privacy concerns over enterprise information	71
5.2.4.2	Uncertainty of post-innovation implementation outcomes	71
5.3	INDUSTRY TRENDS	72
5.3.1	BRIEF HISTORY OF INNOVATION MANAGEMENT	72
FIGURE 21 BRIEF HISTORY OF INNOVATION MANAGEMENT		72
5.3.1.1	1900-1940	72
5.3.1.2	1940-1970	72
5.3.1.3	1970-2000	72
5.3.1.4	2000-2010	72
5.3.2	CASE STUDY ANALYSIS	73
5.3.2.1	Case study 1: Brightidea helped Merck cultivate ideas and enhance internal communities at scale	73
5.3.2.2	Case study 2: Brightidea delivered Nielsen flexible, customizable, and user-friendly platform	74
5.3.2.3	Case study 3: Viima facilitated Nihon L'Oréal's feedback collection and transformation of tacit knowledge	75
5.3.2.4	Case study 4: Planview's Ideate Innovation Program helped Polaris access diverse ideas, break down bureaucracies, and manage innovation effectively	76
5.3.3	ECOSYSTEM ANALYSIS	77
FIGURE 22 INNOVATION MANAGEMENT: ECOSYSTEM		77
TABLE 4 INNOVATION MANAGEMENT MARKET: ECOSYSTEM		78
5.3.3.1	Solution providers	79
5.3.3.2	Technology providers	79
5.3.3.3	Service providers	79
5.3.4	VALUE CHAIN ANALYSIS	79
FIGURE 23 INNOVATION MANAGEMENT MARKET: VALUE CHAIN ANALYSIS		79
5.3.4.1	Ideation	79
5.3.4.2	Development and prototyping	79
5.3.4.3	Testing	80
5.3.4.4	Implementation and commercialization	80
5.3.5	REGULATORY LANDSCAPE	80
5.3.5.1	Regulatory bodies, government agencies, and other organizations	80
TABLE 5 NORTH AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS		80
TABLE 6 EUROPE: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS		81
TABLE 7 ASIA PACIFIC: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS		81
TABLE 8 ROW: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS		82
5.3.5.2	North America	82
5.3.5.2.1	US	82
5.3.5.2.2	Canada	82
5.3.5.3	Europe	82
5.3.5.3.1	UK	83
5.3.5.3.2	Germany	83
5.3.5.4	Asia Pacific	83
5.3.5.4.1	China	83
5.3.5.4.2	India	83

5.3.5.4.3	Japan	83
5.3.5.5	Middle East & Africa	83
5.3.5.5.1	UAE	83
5.3.5.5.2	South Africa	83
5.3.5.6	Latin America	84
5.3.5.6.1	Brazil	84
5.3.6	KEY CONFERENCES & EVENTS, 2023-2024	84
TABLE 9	DETAILED LIST OF CONFERENCES & EVENTS, 2023-2024	84
5.3.7	PRICING ANALYSIS	85
5.3.7.1	Average selling price of key players	85
TABLE 10	AVERAGE SELLING PRICE OF SUBSCRIPTION-BASED INNOVATION MANAGEMENT SERVICES	85
5.3.7.2	Average selling price trend	85
5.3.8	PORTER'S FIVE FORCES MODEL	86
TABLE 11	IMPACT OF EACH FORCE ON INNOVATION MANAGEMENT MARKET	86
5.3.8.1	Threat of new entrants	86
5.3.8.2	Threat of substitutes	86
5.3.8.3	Bargaining power of buyers	86
5.3.8.4	Bargaining power of suppliers	87
5.3.8.5	Intensity of competitive rivalry	87
5.3.9	TECHNOLOGY ANALYSIS	87
5.3.9.1	AI	87
5.3.9.2	ML	87
5.3.9.3	RPA	87
5.3.9.4	Blockchain	87
5.3.10	PATENT ANALYSIS	88
5.3.10.1	Methodology	88
5.3.10.2	Document type	88
TABLE 12	PATENTS FILED, 2021-2023	88
5.3.10.3	Innovation and patent applications	88
FIGURE 24	NUMBER OF PATENTS GRANTED ANNUALLY, 2021-2023	88
5.3.10.3.1	Top applicants	89
FIGURE 25	TOP TEN PATENT APPLICANTS WITH HIGHEST NUMBER OF PATENT APPLICATIONS, 2021-2023	89
TABLE 13	PATENTS GRANTED IN INNOVATION MANAGEMENT MARKET, 2021-2023	89
FIGURE 26	TRENDS AND DISRUPTIONS IMPACTING BUYERS/CLIENT'S BUSINESSES	90
5.3.11	KEY STAKEHOLDERS AND BUYING CRITERIA	90
5.3.11.1	Key stakeholders in buying process	90
FIGURE 27	INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE VERTICALS	90
TABLE 14	INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE VERTICALS	91
5.3.11.2	Buying criteria	91
FIGURE 28	KEY BUYING CRITERIA FOR TOP THREE VERTICALS	91
TABLE 15	KEY BUYING CRITERIA FOR TOP THREE VERTICALS	91
5.3.12	BEST PRACTICES OF INNOVATION MANAGEMENT MARKET	92
5.3.13	CURRENT AND EMERGING BUSINESS MODELS	92
5.3.13.1	Subscription-based model	92
5.3.13.2	Consulting services model	92
5.3.13.3	Outcome-based model	92
5.3.13.4	Open innovation model	92

5.3.14	INNOVATION MANAGEMENT TOOLS, FRAMEWORKS, AND TECHNIQUES	93
5.3.15	FUTURE LANDSCAPE OF INNOVATION MANAGEMENT MARKET	94
5.3.15.1	Innovation management technology roadmap till 2030	94
5.3.15.1.1	Short-term roadmap (2023-2025)	94
5.3.15.1.2	Mid-term roadmap (2026-2028)	94
5.3.15.1.3	Long-term roadmap (2029-2030)	94
6	INNOVATION MANAGEMENT MARKET, BY OFFERING	95
6.1	INTRODUCTION	96
FIGURE 29	SOLUTIONS SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD	96
6.1.1	OFFERING: INNOVATION MANAGEMENT MARKET DRIVERS	96
TABLE 16	INNOVATION MANAGEMENT MARKET, BY OFFERING, 2017-2022 (USD MILLION)	96
TABLE 17	INNOVATION MANAGEMENT MARKET, BY OFFERING, 2023-2028 (USD MILLION)	97
6.2	SOLUTION	97
6.2.1	INNOVATION MANAGEMENT SOLUTIONS TO MAKE STRATEGIC AND TACTICAL DECISIONS TO STREAMLINE PRODUCT DEVELOPMENT	97
TABLE 18	SOLUTION: INNOVATION MANAGEMENT MARKET, BY REGION, 2017-2022 (USD MILLION)	97
TABLE 19	SOLUTION: INNOVATION MANAGEMENT MARKET, BY REGION, 2023-2028 (USD MILLION)	98
6.3	SERVICES	98
FIGURE 30	MANAGED SERVICES SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD	98
TABLE 20	SERVICES: INNOVATION MANAGEMENT MARKET, BY TYPE, 2017-2022 (USD MILLION)	98
TABLE 21	SERVICES: INNOVATION MANAGEMENT MARKET, BY TYPE, 2023-2028 (USD MILLION)	99
TABLE 22	SERVICES: INNOVATION MANAGEMENT MARKET, BY REGION, 2017-2022 (USD MILLION)	99
TABLE 23	SERVICES: INNOVATION MANAGEMENT MARKET, BY REGION, 2023-2028 (USD MILLION)	99
6.3.1	PROFESSIONAL SERVICES	99
TABLE 24	PROFESSIONAL SERVICES: INNOVATION MANAGEMENT MARKET, BY TYPE, 2017-2022 (USD MILLION)	100
TABLE 25	PROFESSIONAL SERVICES: INNOVATION MANAGEMENT MARKET, BY TYPE, 2023-2028 (USD MILLION)	100
TABLE 26	PROFESSIONAL SERVICES: INNOVATION MANAGEMENT MARKET, BY REGION, 2017-2022 (USD MILLION)	100
TABLE 27	PROFESSIONAL SERVICES: INNOVATION MANAGEMENT MARKET, BY REGION, 2023-2028 (USD MILLION)	101
6.3.2	CONSULTING	101
6.3.2.1	Consulting services to maximize information availability, increase business flexibility, and extract valuable insights from business data	101
TABLE 28	CONSULTING: INNOVATION MANAGEMENT MARKET, BY REGION, 2017-2022 (USD MILLION)	101
TABLE 29	CONSULTING: INNOVATION MANAGEMENT MARKET, BY REGION, 2023-2028 (USD MILLION)	102
6.3.3	SYSTEM INTEGRATION	102
6.3.3.1	System integration services to implement and integrate innovation management solutions with existing IT infrastructure systems	102
TABLE 30	SYSTEM INTEGRATION: INNOVATION MANAGEMENT MARKET, BY REGION, 2017-2022 (USD MILLION)	102
TABLE 31	SYSTEM INTEGRATION: INNOVATION MANAGEMENT MARKET, BY REGION, 2023-2028 (USD MILLION)	103
6.3.4	TRAINING, SUPPORT & MAINTENANCE	103
6.3.4.1	Training services to comprehend operation and implementation of innovation management solutions	103
TABLE 32	TRAINING, SUPPORT & MAINTENANCE: INNOVATION MANAGEMENT MARKET, BY REGION, 2017-2022 (USD MILLION)	103
TABLE 33	TRAINING, SUPPORT & MAINTENANCE: INNOVATION MANAGEMENT MARKET, BY REGION, 2023-2028 (USD MILLION)	104
6.3.5	MANAGED SERVICES	104
6.3.5.1	Managed services to enhance and optimize outsourced functions to drive efficiency and cost-effectiveness	104
TABLE 34	MANAGED SERVICES: INNOVATION MANAGEMENT MARKET, BY REGION, 2017-2022 (USD MILLION)	104
TABLE 35	MANAGED SERVICES: INNOVATION MANAGEMENT MARKET, BY REGION, 2023-2028 (USD MILLION)	105
7	INNOVATION MANAGEMENT MARKET, BY FUNCTION	106

7.1 INTRODUCTION 107

FIGURE 31 BUSINESS PROCESSES SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD 107

7.1.1 FUNCTION: INNOVATION MANAGEMENT MARKET DRIVERS 107

TABLE 36 INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2017-2022 (USD MILLION) 108

TABLE 37 INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2023-2028 (USD MILLION) 108

7.2 PRODUCT DEVELOPMENT 108

7.2.1 GROWING NEED FOR NEW AND INNOVATIVE PRODUCTS WORLDWIDE TO FUEL DEMAND FOR PRODUCT DEVELOPMENT 108

TABLE 38 PRODUCT DEVELOPMENT: INNOVATION MANAGEMENT MARKET, BY REGION, 2017-2022 (USD MILLION) 108

TABLE 39 PRODUCT DEVELOPMENT: INNOVATION MANAGEMENT MARKET, BY REGION, 2023-2028 (USD MILLION) 109

7.3 BUSINESS PROCESSES 109

7.3.1 NEED TO STANDARDIZE AND IMPROVE PROCESSES AND REDUCE BOTH CAPITAL AND OPERATIONAL EXPENDITURE TO DRIVE MARKET 109

TABLE 40 BUSINESS PROCESSES: INNOVATION MANAGEMENT MARKET, BY REGION, 2017-2022 (USD MILLION) 109

TABLE 41 BUSINESS PROCESSES: INNOVATION MANAGEMENT MARKET, BY REGION, 2023-2028 (USD MILLION) 110

8 INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL 111

8.1 INTRODUCTION 112

FIGURE 32 PROJECT MANAGEMENT PLATFORMS SEGMENT TO HOLD LARGEST MARKET SIZE DURING FORECAST PERIOD 112

8.1.1 INNOVATION MANAGEMENT TOOL: INNOVATION MANAGEMENT MARKET DRIVERS 112

TABLE 42 INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2017-2022 (USD MILLION) 113

TABLE 43 INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2023-2028 (USD MILLION) 113

8.2 PROJECT MANAGEMENT PLATFORMS 113

8.2.1 PROJECT MANAGEMENT PLATFORMS TO HELP IN PROJECT SELECTION AND RESOURCE ALLOCATION 113

TABLE 44 PROJECT MANAGEMENT PLATFORMS: INNOVATION MANAGEMENT MARKET, BY REGION, 2017-2022 (USD MILLION) 114

TABLE 45 PROJECT MANAGEMENT PLATFORMS: INNOVATION MANAGEMENT MARKET, BY REGION, 2023-2028 (USD MILLION) 114

8.3 MARKETING PLATFORMS 114

8.3.1 MARKETING PLATFORMS TO HELP IN MARKET RESEARCH, ANALYZE TRENDS, AND INTEGRATE SALES CHANNELS 114

TABLE 46 MARKETING PLATFORMS: INNOVATION MANAGEMENT MARKET, BY REGION, 2017-2022 (USD MILLION) 115

TABLE 47 MARKETING PLATFORMS: INNOVATION MANAGEMENT MARKET, BY REGION, 2023-2028 (USD MILLION) 115

8.4 DESIGN PLATFORMS 115

8.4.1 DESIGN PLATFORMS TO GENERATE AND SOURCE IDEAS AND HELP IN PRIORITIZATION AND SELECTION 115

TABLE 48 DESIGN PLATFORMS: INNOVATION MANAGEMENT MARKET, BY REGION, 2017-2022 (USD MILLION) 116

TABLE 49 DESIGN PLATFORMS: INNOVATION MANAGEMENT MARKET, BY REGION, 2023-2028 (USD MILLION) 116

8.5 IDEA MANAGEMENT PLATFORMS 116

8.5.1 IDEA MANAGEMENT TECHNOLOGY TO COLLECT, EVALUATE, AND IMPLEMENT INNOVATIVE IDEAS 116

TABLE 50 IDEA MANAGEMENT PLATFORMS: INNOVATION MANAGEMENT MARKET, BY REGION, 2017-2022 (USD MILLION) 117

TABLE 51 IDEA MANAGEMENT PLATFORMS: INNOVATION MANAGEMENT MARKET, BY REGION, 2023-2028 (USD MILLION) 117

8.6 COLLECTIVE INTELLIGENCE & PREDICTION PLATFORMS 117

8.6.1 COLLECTIVE INTELLIGENCE & PREDICTION PLATFORMS TO HELP GATHER CROWDSOURCED IDEAS FROM VARIOUS SOURCES 117

TABLE 52 COLLECTIVE INTELLIGENCE & PREDICTION PLATFORMS: INNOVATION MANAGEMENT MARKET, BY REGION, 2017-2022 (USD MILLION) 118

TABLE 53 COLLECTIVE INTELLIGENCE & PREDICTION PLATFORMS: INNOVATION MANAGEMENT MARKET, BY REGION, 2023-2028 (USD MILLION) 118

8.7 HUMAN RESOURCE PLATFORMS 118

8.7.1 HUMAN RESOURCES PLATFORMS TO NURTURE INNOVATIVE THINKING AND FACILITATE CONTINUOUS IMPROVEMENT 118

TABLE 54 HUMAN RESOURCE PLATFORMS: INNOVATION MANAGEMENT MARKET, BY REGION, 2017-2022 (USD MILLION) 119

TABLE 55 HUMAN RESOURCE PLATFORMS: INNOVATION MANAGEMENT MARKET, BY REGION, 2023-2028 (USD MILLION) 119

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8.8 OTHER TOOLS 119

TABLE 56 OTHER TOOLS: INNOVATION MANAGEMENT MARKET, BY REGION, 2017-2022 (USD MILLION) 120

TABLE 57 OTHER TOOLS: INNOVATION MANAGEMENT MARKET, BY REGION, 2023-2028 (USD MILLION) 120

9 INNOVATION MANAGEMENT MARKET, BY VERTICAL 121

9.1 INTRODUCTION 122

FIGURE 33 HEALTHCARE & LIFE SCIENCES SEGMENT TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD 122

9.1.1 VERTICAL: INNOVATION MANAGEMENT MARKET DRIVERS 122

TABLE 58 INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2017-2022 (USD MILLION) 123

TABLE 59 INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2023-2028 (USD MILLION) 123

9.2 IT & ITES 124

9.2.1 INNOVATION MANAGEMENT TO DETECT THREAT AND OFFER INCIDENT RESPONSE IDEAS 124

9.2.2 USE CASES 124

9.2.2.1 Cybersecurity 124

9.2.2.2 Remote work solutions 124

TABLE 60 IT & ITES: INNOVATION MANAGEMENT MARKET, BY REGION, 2017-2022 (USD MILLION) 124

TABLE 61 IT & ITES: INNOVATION MANAGEMENT MARKET, BY REGION, 2023-2028 (USD MILLION) 125

9.3 TELECOM 125

9.3.1 INNOVATION MANAGEMENT SOLUTIONS TO DRIVE IOT NETWORK EXPANSION FOR SEAMLESS CONNECTIVITY AND EFFICIENT DATA HANDLING 125

9.3.2 USE CASES 125

9.3.2.1 IoT expansion 125

9.3.2.2 5G optimization 125

TABLE 62 TELECOM: INNOVATION MANAGEMENT MARKET, BY REGION, 2017-2022 (USD MILLION) 126

TABLE 63 TELECOM: INNOVATION MANAGEMENT MARKET, BY REGION, 2023-2028 (USD MILLION) 126

9.4 BFSI 126

9.4.1 INNOVATION MANAGEMENT TO DESIGN INNOVATIVE INSURANCE PRODUCTS AND HELP IDENTIFY EMERGING RISKS AND FRAUD PATTERNS 126

9.4.2 USE CASES 127

9.4.2.1 Insurance management 127

9.4.2.2 Fraud detection 127

TABLE 64 BFSI: INNOVATION MANAGEMENT MARKET, BY REGION, 2017-2022 (USD MILLION) 127

TABLE 65 BFSI: INNOVATION MANAGEMENT MARKET, BY REGION, 2023-2028 (USD MILLION) 127

9.5 HEALTHCARE & LIFE SCIENCES 128

9.5.1 INNOVATION MANAGEMENT SOLUTIONS TO EXPEDITE DRUG DISCOVERY BY GATHERING INSIGHTS FROM RESEARCH TEAMS 128

9.5.2 USE CASES 128

9.5.2.1 Drug discovery and development 128

9.5.2.2 Patient-centric care solutions 128

TABLE 66 HEALTHCARE & LIFE SCIENCES: INNOVATION MANAGEMENT MARKET, BY REGION, 2017-2022 (USD MILLION) 128

TABLE 67 HEALTHCARE & LIFE SCIENCES: INNOVATION MANAGEMENT MARKET, BY REGION, 2023-2028 (USD MILLION) 129

9.6 AEROSPACE & DEFENSE 129

9.6.1 INNOVATION MANAGEMENT TO ENHANCE AIRCRAFT DESIGN PROCESS AND COLLECT INSIGHTS FROM EXPERTS 129

9.6.2 USE CASES 129

9.6.2.1 Aircraft design and development 129

9.6.2.2 Defense technology developments 129

TABLE 68 AEROSPACE & DEFENSE: INNOVATION MANAGEMENT MARKET, BY REGION, 2017-2022 (USD MILLION) 130

TABLE 69 AEROSPACE & DEFENSE: INNOVATION MANAGEMENT MARKET, BY REGION, 2023-2028 (USD MILLION) 130

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9.7	RETAIL & ECOMMERCE	130
9.7.1	INNOVATION MANAGEMENT TO HELP IN PAYMENT PROCESSING AND ENABLE RETAILERS TO EXPLORE FRESH SALES CHANNELS	130
9.7.2	USE CASES	131
9.7.2.1	Payment solutions	131
9.7.2.2	Alternative sales channels	131
TABLE 70	RETAIL & ECOMMERCE: INNOVATION MANAGEMENT MARKET, BY REGION, 2017-2022 (USD MILLION)	131
TABLE 71	RETAIL & ECOMMERCE: INNOVATION MANAGEMENT MARKET, BY REGION, 2023-2028 (USD MILLION)	131
9.8	ENERGY & UTILITIES	132
9.8.1	INNOVATION MANAGEMENT TO HELP SMOOTHLY INTEGRATE RENEWABLE ENERGY SOURCES INTO CURRENT ENERGY INFRASTRUCTURE	132
9.8.2	USE CASES	132
9.8.2.1	Renewable energy integration	132
9.8.2.2	Advanced metering infrastructure	132
TABLE 72	ENERGY & UTILITIES: INNOVATION MANAGEMENT MARKET, BY REGION, 2017-2022 (USD MILLION)	132
TABLE 73	ENERGY & UTILITIES: INNOVATION MANAGEMENT MARKET, BY REGION, 2023-2028 (USD MILLION)	133
9.9	MANUFACTURING	133
9.9.1	INNOVATION MANAGEMENT TO ENHANCE QUALITY CONTROL PROCESSES AND PRODUCT DESIGN & DEVELOPMENT	133
9.9.2	USE CASES	133
9.9.2.1	Quality control	133
9.9.2.2	Product design & development	133
TABLE 74	MANUFACTURING: INNOVATION MANAGEMENT MARKET, BY REGION, 2017-2022 (USD MILLION)	134
TABLE 75	MANUFACTURING: INNOVATION MANAGEMENT MARKET, BY REGION, 2023-2028 (USD MILLION)	134
9.10	TRANSPORTATION & LOGISTICS	134
9.10.1	INNOVATION MANAGEMENT TO FACILITATE DELIVERY SOLUTIONS AND ROUTE OPTIMIZATION	134
9.10.2	USE CASES	135
9.10.2.1	Delivery solutions	135
9.10.2.2	Route optimization	135
TABLE 76	TRANSPORTATION & LOGISTICS: INNOVATION MANAGEMENT MARKET, BY REGION, 2017-2022 (USD MILLION)	135
TABLE 77	TRANSPORTATION & LOGISTICS: INNOVATION MANAGEMENT MARKET, BY REGION, 2023-2028 (USD MILLION)	135
9.11	OTHER VERTICALS	136
9.11.1	USE CASES	136
9.11.1.1	eLearning platform enhancements	136
9.11.1.2	VR and AR experience	136
9.11.1.3	Crisis response and pandemic management	136
TABLE 78	OTHER VERTICALS: INNOVATION MANAGEMENT MARKET, BY REGION, 2017-2022 (USD MILLION)	137
TABLE 79	OTHER VERTICALS: INNOVATION MANAGEMENT MARKET, BY REGION, 2023-2028 (USD MILLION)	137
10	INNOVATION MANAGEMENT MARKET, BY REGION	138
10.1	INTRODUCTION	139
TABLE 80	INNOVATION MANAGEMENT MARKET, BY REGION, 2017-2022 (USD MILLION)	139
TABLE 81	INNOVATION MANAGEMENT MARKET, BY REGION, 2023-2028 (USD MILLION)	139
10.2	NORTH AMERICA	140
10.2.1	NORTH AMERICA: INNOVATION MANAGEMENT MARKET DRIVERS	140
10.2.2	NORTH AMERICA: RECESSION IMPACT	140
FIGURE 34	NORTH AMERICA: MARKET SNAPSHOT	141
TABLE 82	NORTH AMERICA: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2017-2022 (USD MILLION)	141
TABLE 83	NORTH AMERICA: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2023-2028 (USD MILLION)	142

TABLE 84	NORTH AMERICA: INNOVATION MANAGEMENT MARKET, BY SERVICE, 2017-2022 (USD MILLION)	142
TABLE 85	NORTH AMERICA: INNOVATION MANAGEMENT MARKET, BY SERVICE, 2023-2028 (USD MILLION)	142
TABLE 86	NORTH AMERICA: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2017-2022 (USD MILLION)	142
TABLE 87	NORTH AMERICA: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2023-2028 (USD MILLION)	143
TABLE 88	NORTH AMERICA: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2017-2022 (USD MILLION)	143
TABLE 89	NORTH AMERICA: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2023-2028 (USD MILLION)	143
TABLE 90	NORTH AMERICA: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2017-2022 (USD MILLION)	144
TABLE 91	NORTH AMERICA: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOLS, 2023-2028 (USD MILLION)	144
TABLE 92	NORTH AMERICA: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2017-2022 (USD MILLION)	145
TABLE 93	NORTH AMERICA: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2023-2028 (USD MILLION)	145
TABLE 94	NORTH AMERICA: INNOVATION MANAGEMENT MARKET, BY COUNTRY, 2017-2022 (USD MILLION)	146
TABLE 95	NORTH AMERICA: INNOVATION MANAGEMENT MARKET, BY COUNTRY, 2023-2028 (USD MILLION)	146
10.2.3	US	146
10.2.3.1	Strong focus on technology and cross-industry innovation and presence of dynamic startup ecosystems to drive market	146
TABLE 96	US: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2017-2022 (USD MILLION)	146
TABLE 97	US: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2023-2028 (USD MILLION)	147
TABLE 98	US: INNOVATION MANAGEMENT MARKET, BY SERVICE, 2017-2022 (USD MILLION)	147
TABLE 99	US: INNOVATION MANAGEMENT MARKET, BY SERVICE, 2023-2028 (USD MILLION)	147
TABLE 100	US: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2017-2022 (USD MILLION)	147
TABLE 101	US: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2023-2028 (USD MILLION)	148
TABLE 102	US: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2017-2022 (USD MILLION)	148
TABLE 103	US: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2023-2028 (USD MILLION)	148
TABLE 104	US: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2017-2022 (USD MILLION)	148
TABLE 105	US: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2023-2028 (USD MILLION)	149
TABLE 106	US: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2017-2022 (USD MILLION)	149
TABLE 107	US: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2023-2028 (USD MILLION)	150
10.2.4	CANADA	150
10.2.4.1	Presence of dynamic tech and research ecosystem and government initiatives to support startups to propel market	150
TABLE 108	CANADA: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2017-2022 (USD MILLION)	150
TABLE 109	CANADA: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2023-2028 (USD MILLION)	151
TABLE 110	CANADA: INNOVATION MANAGEMENT MARKET, BY SERVICE, 2017-2022 (USD MILLION)	151
TABLE 111	CANADA: INNOVATION MANAGEMENT MARKET, BY SERVICE, 2023-2028 (USD MILLION)	151
TABLE 112	CANADA: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2017-2022 (USD MILLION)	151
TABLE 113	CANADA: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2023-2028 (USD MILLION)	152
TABLE 114	CANADA: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2017-2022 (USD MILLION)	152
TABLE 115	CANADA: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2023-2028 (USD MILLION)	152
TABLE 116	CANADA: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2017-2022 (USD MILLION)	152
TABLE 117	CANADA: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2023-2028 (USD MILLION)	153
TABLE 118	CANADA: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2017-2022 (USD MILLION)	153
TABLE 119	CANADA: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2023-2028 (USD MILLION)	154
10.3	EUROPE	154
10.3.1	EUROPE: INNOVATION MANAGEMENT MARKET DRIVERS	154
10.3.2	EUROPE: RECESSION IMPACT	155
TABLE 120	EUROPE: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2017-2022 (USD MILLION)	155

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TABLE 121	EUROPE: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2023-2028 (USD MILLION)	155
TABLE 122	EUROPE: INNOVATION MANAGEMENT MARKET, BY SERVICE, 2017-2022 (USD MILLION)	155
TABLE 123	EUROPE: INNOVATION MANAGEMENT MARKET, BY SERVICE, 2023-2028 (USD MILLION)	156
TABLE 124	EUROPE: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2017-2022 (USD MILLION)	156
TABLE 125	EUROPE: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2023-2028 (USD MILLION)	156
TABLE 126	EUROPE: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2017-2022 (USD MILLION)	156
TABLE 127	EUROPE: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2023-2028 (USD MILLION)	157
TABLE 128	EUROPE: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2017-2022 (USD MILLION)	157
TABLE 129	EUROPE: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2023-2028 (USD MILLION)	157
TABLE 130	EUROPE: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2017-2022 (USD MILLION)	158
TABLE 131	EUROPE: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2023-2028 (USD MILLION)	158
TABLE 132	EUROPE: INNOVATION MANAGEMENT MARKET, BY COUNTRY, 2017-2022 (USD MILLION)	159
TABLE 133	EUROPE: INNOVATION MANAGEMENT MARKET, BY COUNTRY, 2023-2028 (USD MILLION)	159
10.3.3	GERMANY	159
10.3.3.1	Rising opportunities in business analytics space and technological advancement to drive market	159
TABLE 134	GERMANY: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2017-2022 (USD MILLION)	160
TABLE 135	GERMANY: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2023-2028 (USD MILLION)	160
TABLE 136	GERMANY: INNOVATION MANAGEMENT MARKET, BY SERVICE, 2017-2022 (USD MILLION)	160
TABLE 137	GERMANY: INNOVATION MANAGEMENT MARKET, BY SERVICE, 2023-2028 (USD MILLION)	160
TABLE 138	GERMANY: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2017-2022 (USD MILLION)	161
TABLE 139	GERMANY: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2023-2028 (USD MILLION)	161
TABLE 140	GERMANY: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2017-2022 (USD MILLION)	161
TABLE 141	GERMANY: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2023-2028 (USD MILLION)	161
TABLE 142	GERMANY: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2017-2022 (USD MILLION)	162
TABLE 143	GERMANY: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2023-2028 (USD MILLION)	162
TABLE 144	GERMANY: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2017-2022 (USD MILLION)	163
TABLE 145	GERMANY: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2023-2028 (USD MILLION)	163
10.3.4	UK	164
10.3.4.1	Need to create innovative products and improve business processes to drive market in UK	164
10.3.5	FRANCE	164
10.3.5.1	France's industrial sector to present extensive growth opportunities for innovation management	164
10.3.6	ITALY	164
10.3.6.1	Emergence of vibrant startup ecosystem and focus on R&D to fuel demand for innovation management	164
10.3.7	SPAIN	165
10.3.7.1	Rising adoption of innovative technologies to improve processes, customer experiences, and competitiveness to drive market	165
10.3.8	NORDICS	165
10.3.8.1	Nordic Smart Mobility and Connectivity initiative to explore advanced solutions for eco-friendly transportation	165
10.3.9	REST OF EUROPE	165
10.4	ASIA PACIFIC	166
10.4.1	ASIA PACIFIC: INNOVATION MANAGEMENT MARKET DRIVERS	166
10.4.2	ASIA PACIFIC: RECESSION IMPACT	166
FIGURE 35	ASIA PACIFIC: MARKET SNAPSHOT	167
TABLE 146	ASIA PACIFIC: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2017-2022 (USD MILLION)	167
TABLE 147	ASIA PACIFIC: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2023-2028 (USD MILLION)	168
TABLE 148	ASIA PACIFIC: INNOVATION MANAGEMENT MARKET, BY SERVICE, 2017-2022 (USD MILLION)	168
TABLE 149	ASIA PACIFIC: INNOVATION MANAGEMENT MARKET, BY SERVICE, 2023-2028 (USD MILLION)	168

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TABLE 150	ASIA PACIFIC: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2017-2022 (USD MILLION)	168
TABLE 151	ASIA PACIFIC: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2023-2028 (USD MILLION)	169
TABLE 152	ASIA PACIFIC: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2017-2022 (USD MILLION)	169
TABLE 153	ASIA PACIFIC: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2023-2028 (USD MILLION)	169
TABLE 154	ASIA PACIFIC: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2017-2022 (USD MILLION)	170
TABLE 155	ASIA PACIFIC: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2023-2028 (USD MILLION)	170
TABLE 156	ASIA PACIFIC: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2017-2022 (USD MILLION)	171
TABLE 157	ASIA PACIFIC: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2023-2028 (USD MILLION)	171
TABLE 158	ASIA PACIFIC: INNOVATION MANAGEMENT MARKET, BY COUNTRY, 2017-2022 (USD MILLION)	172
TABLE 159	ASIA PACIFIC: INNOVATION MANAGEMENT MARKET, BY COUNTRY, 2023-2028 (USD MILLION)	172
10.4.3	CHINA	172
10.4.3.1	Rapid adoption of and investment in latest technologies to boost demand for innovation management in China	172
TABLE 160	CHINA: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2017-2022 (USD MILLION)	173
TABLE 161	CHINA: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2023-2028 (USD MILLION)	173
TABLE 162	CHINA: INNOVATION MANAGEMENT, BY SERVICE, 2017-2022 (USD MILLION)	173
TABLE 163	CHINA: INNOVATION MANAGEMENT, BY SERVICE, 2023-2028 (USD MILLION)	173
TABLE 164	CHINA: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2017-2022 (USD MILLION)	174
TABLE 165	CHINA: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2023-2028 (USD MILLION)	174
TABLE 166	CHINA: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2017-2022 (USD MILLION)	174
TABLE 167	CHINA: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2023-2028 (USD MILLION)	174
TABLE 168	CHINA: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2017-2022 (USD MILLION)	175
TABLE 169	CHINA: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2023-2028 (USD MILLION)	175
TABLE 170	CHINA: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2017-2022 (USD MILLION)	176
TABLE 171	CHINA: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2023-2028 (USD MILLION)	176
10.4.4	INDIA	177
10.4.4.1	Rising startup ecosystem, focus on digital transformation, and adoption of innovative technologies to propel market	177
10.4.5	JAPAN	177
10.4.5.1	METI to support innovation through ASCA TechLab initiative to accelerate technological progress	177
10.4.6	AUSTRALIA & NEW ZEALAND	177
10.4.6.1	Government initiatives to adopt innovation management solutions to drive market	177
10.4.7	SOUTH KOREA	178
10.4.7.1	Presence of technical giants and expertise in mobile technology, electronics, and internet connectivity to propel market	178
10.4.8	SOUTHEAST ASIA	178
10.4.8.1	Rising use of mobile technology, internet connectivity, and eCommerce to drive market	178
10.4.9	REST OF ASIA PACIFIC	178
10.5	MIDDLE EAST & AFRICA	179
10.5.1	MIDDLE EAST & AFRICA: INNOVATION MANAGEMENT MARKET DRIVERS	179
10.5.2	MIDDLE EAST & AFRICA: RECESSION IMPACT	179
TABLE 172	MIDDLE EAST & AFRICA: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2017-2022 (USD MILLION)	179
TABLE 173	MIDDLE EAST & AFRICA: INNOVATION MANAGEMENT MARKET, BY OFFERING, 2023-2028 (USD MILLION)	180
TABLE 174	MIDDLE EAST & AFRICA: INNOVATION MANAGEMENT MARKET, BY SERVICE, 2017-2022 (USD MILLION)	180
TABLE 175	MIDDLE EAST & AFRICA: INNOVATION MANAGEMENT MARKET, BY SERVICE, 2023-2028 (USD MILLION)	180
TABLE 176	MIDDLE EAST & AFRICA: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2017-2022 (USD MILLION)	180
TABLE 177	MIDDLE EAST & AFRICA: INNOVATION MANAGEMENT MARKET, BY PROFESSIONAL SERVICE, 2023-2028 (USD MILLION)	181

TABLE 178MIDDLE EAST & AFRICA: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2017-2022 (USD MILLION)181

TABLE 179MIDDLE EAST & AFRICA: INNOVATION MANAGEMENT MARKET, BY FUNCTION, 2023-2028 (USD MILLION)181

TABLE 180MIDDLE EAST & AFRICA: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2017-2022 (USD MILLION)182

TABLE 181MIDDLE EAST & AFRICA: INNOVATION MANAGEMENT MARKET, BY INNOVATION MANAGEMENT TOOL, 2023-2028 (USD MILLION)182

TABLE 182MIDDLE EAST & AFRICA: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2017-2022 (USD MILLION)183

TABLE 183MIDDLE EAST & AFRICA: INNOVATION MANAGEMENT MARKET, BY VERTICAL, 2023-2028 (USD MILLION)183

TABLE 184MIDDLE EAST & AFRICA: INNOVATION MANAGEMENT MARKET, BY SUBREGION, 2017-2022 (USD MILLION)184

TABLE 185MIDDLE EAST & AFRICA: INNOVATION MANAGEMENT MARKET, BY SUBREGION, 2023-2028 (USD MILLION)184

Innovation Management Market by Offering (Solution and Services), Function (Product Development, Business Processes), Application (Design Platforms, Marketing Platforms), Vertical (Telecom, BFSI, Retail & eCommerce) and Region - Global Forecast to 2028

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