

Asia Pacific Marketing Automation Software Market - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 120 pages | Mordor Intelligence

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Report description:

The Asia Pacific Marketing Automation Software Market size is estimated at USD 5.19 billion in 2024, and is expected to reach USD 8.94 billion by 2029, growing at a CAGR of 11.52% during the forecast period (2024-2029).

Marketing automation software can automate typical marketing tasks, eliminating the need for human intervention. Typical marketing automation operations include email marketing, behavioral targeting, lead prioritizing, and tailored advertising. The use of such solutions by E-commerce firms is on the rise, and the market in the region is expected to expand significantly in the near future.

Key Highlights

- The growing Internet usage in the area has accelerated e-commerce development, and international corporations such as Amazon have made significant investments due to the region's enormous sales potential. Local businesses such as Alibaba and Rakuten are also making a name for themselves and growing rapidly.
- Australia and New Zealand are embracing technological advancements, with a diverse ICT sector that includes geospatial, telecommunications, payments, agricultural technology, digital content, wireless infrastructure, and healthcare IT. It is expected that such ICT development activities will encourage the usage of marketing automation software in Australia and New Zealand in the future.
- On the other hand, South Korean businesses are choosing from a wide range of cloud computing services, with many industries, including finance, ICT, and healthcare, adopting cloud technology.
- The online gaming business is particularly adopting this technology widely, causing the market for marketing automation software in South Korea to expand. This, combined with the availability of improved connections, well-developed infrastructure, and the growing significance of cybersecurity, is driving growth in the market.

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- Marketing automation strives to boost productivity while maximizing a company's time, money, and resources. By automating various tasks such as customer engagement, content development, social media management, lead promotion, market research, and analytics, marketing departments can enhance sales in the future. It also helps to identify each customer's preferences and suggests goods using machine learning and artificial intelligence algorithms running in the background.
- The COVID-19 pandemic caused B2B marketers to divert the majority of their spending away from investing in physical events and toward digital channels, which had a greater impact. Marketers are focusing on campaigns for client retention, lead nurturing, and conversion rate optimization as a result of the pandemic. During the COVID-19-led lockdowns, there was a greater need to access the Internet.

Asia Pacific Marketing Automation Software Market Trends

Shift Towards Digital Marketing is Expected to Drive the Market Growth

- The Asia-Pacific region is witnessing rapid growth in its business landscape, especially in the e-commerce and Quick Commerce sectors. This growth is expected to drive the demand for social media marketing in the region. Quick Commerce is a faster version of e-commerce that delivers goods within a few minutes. As businesses require quick connections with their users and a mass audience to promote offers, discounts, and sales, marketing automation tools are expected to see a rise in demand in the region.
- However, the coronavirus pandemic has led to a significant rise in the online population worldwide, making the sector even more appealing but also increasingly vulnerable due to rapidly evolving internet privacy laws and third-party cookie deprecation on Google Chrome in 2023.
- According to the SME Finance Forum, small and medium-sized enterprises (SMEs) comprise over 98% of the number of enterprises in the Asia-Pacific region. These SMEs contribute about 17% to the national GDP in low-income countries like India and about 40-50% in higher-income countries like Malaysia and Singapore. The region has also seen a digital drive for SMEs, leading to the adoption of better software solutions to drive business growth.
- The most important market sectors for digital advertising in the Asia-Pacific are search advertisements and video ads, which increasingly prioritize mobile devices over desktop advertising. However, advertisers face significant obstacles due to the region's linguistic and cultural diversity, as well as the range of local social media platforms and messaging applications. Therefore, businesses and advertising agencies prioritize localization when entering APAC countries. For example, Spotify launched ambitious video campaigns featuring regional artists for each country's launch in Indonesia, Thailand, and the Philippines.
- According to DataReportal, Chinese citizens have a significant online presence, with 983.3 million active social media users in 2022. Other Asia-Pacific nations and regions rank behind China in terms of their use of social media, with India and Indonesia ranking second and third, respectively, with 467 million and 191.4 million active social media users in 2022.

China is Expected to Hold a Major Market Share

- China's online marketing industry is highly dynamic, with businesses continuously adapting their software and strategies to maintain competitiveness. What works in Western markets may not necessarily be successful in China. In fact, China frequently sets the bar for innovative marketing techniques that later become popular in the West. However, some Chinese marketing strategies are unique to the local market and resonate only with Chinese consumers.
- WeChat groups have proven to be a reliable method of generating private traffic in China. While a chatbot cannot replace a human administrator entirely, integrating it can enhance cost-effectiveness and utility for businesses. Chatbots can be programmed to perform various tasks, such as responding to frequently asked questions, advertising upcoming events, conducting surveys, gathering audience data, suggesting products based on keywords, and more. These marketing automation

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tools could be useful in the vast Chinese online market, benefiting both buyers and sellers.

- Pinduoduo, an e-commerce platform where users can participate in group buying offers, has gained popularity due to its 66% user base from low-income cities. This phenomenon has alerted major corporations such as JD.com to the potential of these often-neglected cities. Even though these customers may have less disposable income, they represent 128 million internet users, compared to 74 million in first- and second-tier cities. Lower-tier cities have significant income-earning potential.

- Another major factor contributing to the rise of e-commerce and online shopping is the growing disposable income of Chinese consumers. According to the National Bureau of Statistics China, the combined disposable income of Tier 1,2, lower and rural China is expected to reach around USD 4 trillion by 2030. This surplus income will likely lead to increased market penetration and online trade in both urban and rural areas. As a result, there will likely be an increase in demand for Marketing Automation Solutions.

- China is home to major tech and e-commerce companies like Alibaba, Tencent, JD.com, and Xiaomi. For example, JD.com was the highest-earning Chinese internet corporation in 2022, according to the Fortune China 500 ranking, based on the company's 2021 annual revenues. Alibaba Group was its closest competitor. The past decade has seen three domestic digital giants known as the BATs-Baidu, Alibaba, and Tencent-dominate China's internet market.

Asia Pacific Marketing Automation Software Industry Overview

The Asia Pacific Marketing Automation Software Market is a semi-consolidated as space, with multiple domestic and international players vying for market share. The market is moderately concentrated, with major players adopting various strategies, such as product innovation, mergers, and acquisitions, to expand their clientele and market reach. Among the key players in the market are Hubspot Inc., Microsoft Corporation, Oracle Corporation, and Salesforce Inc., among others.

In September 2023, Oracle Corporation has announced new Guided Campaigns features within Oracle Fusion Cloud Customer Experience (CX) that help improve efficiency and collaboration between marketers and sellers. The new features allows marketing teams to launch hyper targeted, high quality campaigns that generate prequalified and conversionready opportunities for their sales team by making use of a simplified campaign.

In September 2022, Pipedrive, a CRM and intelligent revenue management platform for small businesses focused on driving worldwide sales, announced the beta release of its workflow automation feature in Campaigns by Pipedrive. The new automated solutions are designed to empower marketers by optimizing their marketing strategy, reducing effort, and effectively utilizing data. The solutions aim to help companies streamline marketing campaign administration and unify their sales and marketing teams onto one platform.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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