

## **Enterprise Content Management - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

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### **Report description:**

The Enterprise Content Management Market size is estimated at USD 77.20 billion in 2024, and is expected to reach USD 149.80 billion by 2029, growing at a CAGR of 14.18% during the forecast period (2024-2029).

The growing need for managing large volumes of data generated across various organizations with widespread geographic presence and customer base is largely driving the demand for enterprise content management systems and services. Enterprise content management pursues achievement pursues a number of content related operational objectives.

#### Key Highlights

- Enterprise Content Management solutions are helping business organizations to make their processes more efficient and accessible throughout the project lifecycle. The need to manage data is growing for bigger organisations that are generating a high volume of information from wireless devices and other sources.
- The market for enterprise content management has been driven by the increasing need to manage regulatory content in order to improve operational efficiency. Enterprises are increasingly investing in enterprise content management solutions that incorporate regulatory content management capabilities to meet compliance requirements, reduce risks, increase efficiency and ensure the integrity of their content assets.
- Demand for Enterprise Content Management solutions has increased as a result of increasing needs to secure sensitive data and protect them from loss. The importance of implementing enterprise content management systems with strong security features to protect valuable content assets while complying with regulatory requirements and mitigating the risks from data breaches and unauthorised access is recognised by organisations.
- Cloud and mobile technologies offer numerous benefits for enterprise content management (ECM). They also introduce security challenges that can restrain the ECM market. Storing content in the cloud or accessing it through mobile devices raises data

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privacy and confidentiality concerns. Organizations need assurance that their content is protected from unauthorized access, data breaches, or leakage.

-The COVID-19 pandemic forced organizations to shift to remote work and digital processes rapidly. This accelerated the adoption of ECM solutions as organizations sought to manage and access content remotely, collaborate effectively, and maintain business continuity. The need for digital document management, workflow automation, and remote access capabilities drove the demand for ECM solutions.

## Enterprise Content Management (ECM) Market Trends

### Healthcare End-user Industry Segment is Expected to Hold Significant Market Share

- Healthcare is a significant end-user industry in the enterprise content management (ECM) market. ECM solutions are crucial for managing electronic health records. They provide a centralized repository for storing and organizing patient medical records, including medical history, diagnostic reports, test results, and treatment plans. ECM platforms enable efficient indexing, retrieval, and sharing of EHRs, ensuring healthcare professionals can access accurate and up-to-date patient information for informed decision-making and improved patient care.

- Healthcare organizations generate documents such as consent forms, insurance claims, invoices, and administrative paperwork. ECM solutions streamline the document capture and imaging process by digitizing paper documents and converting them into electronic formats. This eliminates manual data entry, reduces paperwork, and enables faster document processing, enhancing administrative efficiency.

- According to Becker's Hospital Review, In 2023, the Hospital Corporation of America, Tennessee, was ranked first in the United States, with a total of 182 hospitals.. The increasing number of hospitals drives the demand for ECM solutions to effectively manage and secure the growing volume of documents, comply with regulations, facilitate collaboration, enhance workflow efficiency, ensure business continuity, and support digital transformation initiatives. ECM systems enable hospitals to streamline content management processes, improve operational performance, and deliver high-quality patient care.

- The need for better patient care, effective operations and decision making based on data is driving a massive digital transformation in the healthcare industry. ECM solutions are fundamental to this transformation, enabling hospitals to digitize and manage their content in electronic formats. Digital content management supports advanced analytics, AI-driven insights, and interoperability with other digital healthcare systems, enhancing overall patient care and organizational effectiveness.

- ECM solutions are essential for the healthcare industry to manage electronic health records, streamline document management, ensure compliance, facilitate collaboration, enhance research capabilities, automate workflows, and maintain data security. ECM enables healthcare organizations to improve patient care and enhance operational efficiency with regulatory requirements in a highly regulated and data-intensive industry.

### North America is Expected to Hold the Significant Market Share

- North America might hold a substantial share of the global ECM market. The market size is driven by numerous large enterprises across various industries, including banking and finance, healthcare, government, manufacturing, and retail. The market continues to experience steady growth as organizations strive to manage their increasing volumes of content, improve operational efficiency, and enhance compliance.

- The enterprise content management (ECM) market in North America is significant due to the region's advanced technological infrastructure and widespread adoption of digital solutions.

- Cloud-based ECM solutions have gained significant popularity in North America. Organizations recognize the benefits of cloud

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deployment, including scalability, flexibility, and reduced infrastructure costs. Cloud-based ECM also facilitates remote work and collaboration, which became crucial during the COVID-19 pandemic. Additionally, cloud ECM solutions offer enhanced data security and disaster recovery capabilities, addressing organizations' concerns about content protection.

- Organizations in North America are actively pursuing digital transformation initiatives to improve the operational efficiency, enhance customer experience, and stay competitive. By providing a foundation for digital content management, process automation, and collaboration that enables organisations to exploit their full potential of their digital assets, enterprise content management solutions play a vital role in these initiatives.

- The ECM market in North America is robust, driven by the need for efficient content management, compliance, and digital transformation. Cloud-based solutions, regulatory compliance requirements, and technological advancements are shaping the market's growth, providing organizations with enhanced capabilities to manage their content effectively and drive operational excellence.

## Enterprise Content Management (ECM) Industry Overview

The Enterprise Content Management Market is highly fragmented, with the presence of several major players like Microsoft Corporation, OpenText Corporation, Hyland Software Inc., IBM Corporation, and Xerox Corporation. Players in the market are adopting strategies such as partnerships and acquisitions to enhance their solutions and services offerings and gain sustainable competitive advantage.

- March 2023 - IBM Corporation and Adobe Corporation have partnered to assist marketing and creative organizations in optimizing their content supply chain. The collaboration combines Adobe's innovative and experience management solutions with IBM's enterprise content and digital asset management expertise.

- March 2023 - Hewlett Packard Enterprise, it has entered into collaboration to acquire OpsRamp, an IT operations management (ITOM) company that monitors, observes, automates and manages IT infrastructure, cloud resources, workloads and applications for hybrid and multi-cloud environments, The addition of OpsRamp, will help customers facing complex multi-vendor IT systems and workloads more efficiently manage IT investments and remediate incidents faster.

- January 2023 - OpenText stated that the business had completed the previously disclosed acquisition of Micro Focus International plc, a prominent supplier of mission-critical software technologies and services that aid clients in accelerating digital transformation. Through this acquisition, OpenText's corporate mission will now include helping enterprise professionals secure their operations, develop greater insight into their information, and better manage a hybrid, intricate digital fabric using a new generation of tools like enterprise content management, among other things.

### Additional Benefits:

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

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