

Customer Journey Analytics Market Size, Share & Trends Analysis Report By Deployment (On-Premises, Cloud, By Touchpoint, Web, Social Media, Mobile, Email, Branch/Store, Call Center, Others), By Applications (Customer Segmentation and Targeting, Customer Behavioral Analysis, Customer Churn Analysis, Brand Management, Campaign Management, Product Management, Others), By Industry Vertical (BFSI, IT and Telecommunications, Retail and E-Commerce, Healthcare, Media and Entertainment, Travel and Hospitality, Others) and By Region(North America, Europe, APAC, Middle East and Africa, LATAM) Forecasts, 2023-2031

Market Report | 2023-10-27 | 0 pages | Straits Research

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Report description:

Customer Journey Analytics Market Analysis and Insights

The Customer Journey Analytics Market size is anticipated to reach USD 55,748.53 Million in 2022 and it is projected to reach USD 287650.16 Million by 2031, growing at a CAGR of % during the forecast period.

The Global Customer Journey Analytics Market Analysis report covers comprehensive data on emerging trends, market drivers, growth opportunities, and restraints that can change the market dynamics of the industry. It provides an in-depth analysis of the market segments which include types, applications, and competitor analysis.

The Global Customer Journey Analytics Market growth, Size report provides a comprehensive analysis of the Technology industry, analyzes and identifies changes in market conditions set to impact future business decisions by analyzing.

Research Methodology

Our research methodology constitutes a mix of secondary & primary research which ideally starts from exhaustive data

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mining, conducting primary interviews (suppliers/distributors/end-users), and formulating insights, estimates, growth rates accordingly. Final primary validation is a mandate to confirm our research findings with Key Opinion Leaders (KoLs), Industry Experts, Customer Journey Analytics Market includes major supplies & Independent Consultants among others.

Global Market Scope and Customer Journey Analytics Market

The scope of the report is to provide a 360-degree view of the market outlook by assessing the entire value chain and analyzing the key Customer Journey Analytics Market trends from 2024 to 2032 underlying in specific geographies. Qualitative and quantitative aspects are interlinked to provide rationales on market numbers, CAGR, and forecasts.

Customer Journey Analytics Market Country Level Analysis

The Global Customer Journey Analytics Market Industry Analysis Research Report provides a basic overview of industry dominating market share expected 2024 to 2032. A detailed section on Customer Journey Analytics Market share and status of critical industries is included in the report, covering. Market Segment by Regions (North America, Europe, Asia Pacific, South America and The Middle East and Africa), coverage with region wise data from 2024 to 2032.

Top Players in Customer Journey Analytics Market

Some of the other major highlights of the demand for Customer Journey Analytics Market include analysis, purchasing volume, prices, pricing analysis, and regulatory framework. Coverage on manufacturing structure, distribution channels, and Porter's Five Forces analysis are also incorporated in the scope to provide analysis on the demand and supply side. This is anticipated to create opportunities for the growth of the Customer Journey Analytics Market during the forecast period.

Acxiom LLC

Adobe Systems, Inc.

BryterCX

IBM Corporation

Nice Ltd

Pointillist

Quadient

Salesforce.com, Inc.

SAP SE

Verint Systems

Market Segmentation

The Global Customer Journey Analytics Market Share, Demand provides the most up-to-date Technology industry data on the actual market situation, size, trends and future outlook. The research includes historic data from 2021 to 2023 and forecasts until 2032.

By Deployment

On-Premises

Cloud

By Touchpoint

Web

Social Media

Mobile

Email

Branch/Store

Call Center

Others

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By Applications

Customer Segmentation and Targeting
Customer Behavioral Analysis
Customer Churn Analysis
Brand Management
Campaign Management
Product Management
Others

By Industry Vertical

BFSI
IT and Telecommunications
Retail and E-Commerce
Healthcare
Media and Entertainment
Travel and Hospitality
Others

Regions Coverd

North America

U.S.
Canada

Europe

U.K.
Germany
France
Spain
Italy
Russia
Nordic
Benelux
Rest of Europe

APAC

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China
Korea
Japan
India
Australia
Singapore
Taiwan
South East Asia
Rest of Asia-Pacific

Middle East and Africa

UAE
Turkey
Saudi Arabia
South Africa
Egypt
Nigeria
Rest of MEA

LATAM

Brazil
Mexico
Argentina
Chile
Colombia
Rest of LATAM

Reasons for Doing the Study:

This report is an update of an earlier (2023) Research study. Since the previous edition of this report was published, the Public Safety and Security market has continued to evolve. In particular, the overall market growth rates forecast in the previous edition now appear to have been too high, extending the time-line for the market's development. In order to give its readers, the most up-to-date and accurate assessment of future market opportunities.

If you have any special requirements, please let us know and we will offer you the report as you want.

Table of Contents:

- 1 Executive Summary
- 2 Research Scope & Segmentation
 - 2.1 Research Objectives
 - 2.2 Limitations & Assumptions
 - 2.3 Market Scope & Segmentation
 - 2.4 Currency & Pricing Considered

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- 3 Market Opportunity Assessment
 - 3.1 Emerging Regions / Countries
 - 3.2 Emerging Companies
 - 3.3 Emerging Applications / End Use
- 4 Market Trends
 - 4.1 Drivers
 - 4.2 Market Warning Factors
 - 4.3 Latest Macro Economic Indicators
 - 4.4 Geopolitical Impact
 - 4.5 Technology Factors
- 5 Market Assessment
 - 5.1 Porters Five Forces Analysis
 - 5.2 Value Chain Analysis
- 6 Global Customer Journey Analytics Market Size Analysis
 - 6.1 By Deployment
 - 6.1.1 On-Premises
 - 6.1.2 Cloud
 - 6.1.3 By Touchpoint
 - 6.1.4 Web
 - 6.1.5 Social Media
 - 6.1.6 Mobile
 - 6.1.7 Email
 - 6.1.8 Branch/Store
 - 6.1.9 Call Center
 - 6.1.10 Others
 - 6.2 By Applications
 - 6.2.1 Customer Segmentation and Targeting
 - 6.2.2 Customer Behavioral Analysis
 - 6.2.3 Customer Churn Analysis
 - 6.2.4 Brand Management
 - 6.2.5 Campaign Management
 - 6.2.6 Product Management
 - 6.2.7 Others
 - 6.3 By Industry Vertical
 - 6.3.1 BFSI
 - 6.3.2 IT and Telecommunications
 - 6.3.3 Retail and E-Commerce
 - 6.3.4 Healthcare
 - 6.3.5 Media and Entertainment
 - 6.3.6 Travel and Hospitality
 - 6.3.7 Others
- 7 North America Market Analysis
 - 7.1 By Deployment
 - 7.1.1 On-Premises
 - 7.1.2 Cloud
 - 7.1.3 By Touchpoint
 - 7.1.4 Web

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- 7.1.5 Social Media
- 7.1.6 Mobile
- 7.1.7 Email
- 7.1.8 Branch/Store
- 7.1.9 Call Center
- 7.1.10 Others
- 7.2 By Applications
 - 7.2.1 Customer Segmentation and Targeting
 - 7.2.2 Customer Behavioral Analysis
 - 7.2.3 Customer Churn Analysis
 - 7.2.4 Brand Management
 - 7.2.5 Campaign Management
 - 7.2.6 Product Management
 - 7.2.7 Others
- 7.3 By Industry Vertical
 - 7.3.1 BFSI
 - 7.3.2 IT and Telecommunications
 - 7.3.3 Retail and E-Commerce
 - 7.3.4 Healthcare
 - 7.3.5 Media and Entertainment
 - 7.3.6 Travel and Hospitality
 - 7.3.7 Others
- 7.3 U.S.
- 7.4 Canada
- 8 Europe Market Analysis
 - 8.1 By Deployment
 - 8.1.1 On-Premises
 - 8.1.2 Cloud
 - 8.1.3 By Touchpoint
 - 8.1.4 Web
 - 8.1.5 Social Media
 - 8.1.6 Mobile
 - 8.1.7 Email
 - 8.1.8 Branch/Store
 - 8.1.9 Call Center
 - 8.1.10 Others
 - 8.2 By Applications
 - 8.2.1 Customer Segmentation and Targeting
 - 8.2.2 Customer Behavioral Analysis
 - 8.2.3 Customer Churn Analysis
 - 8.2.4 Brand Management
 - 8.2.5 Campaign Management
 - 8.2.6 Product Management
 - 8.2.7 Others
 - 8.3 By Industry Vertical
 - 8.3.1 BFSI
 - 8.3.2 IT and Telecommunications

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- 8.3.3 Retail and E-Commerce
- 8.3.4 Healthcare
- 8.3.5 Media and Entertainment
- 8.3.6 Travel and Hospitality
- 8.3.7 Others
- 8.3 U.K.
- 8.4 Germany
- 8.5 France
- 8.6 Spain
- 8.7 Italy
- 8.8 Russia
- 8.9 Nordic
- 8.10 Benelux
- 8.11 Rest of Europe
- 9 APAC Market Analysis
- 9.1 By Deployment
 - 9.1.1 On-Premises
 - 9.1.2 Cloud
 - 9.1.3 By Touchpoint
 - 9.1.4 Web
 - 9.1.5 Social Media
 - 9.1.6 Mobile
 - 9.1.7 Email
 - 9.1.8 Branch/Store
 - 9.1.9 Call Center
 - 9.1.10 Others
- 9.2 By Applications
 - 9.2.1 Customer Segmentation and Targeting
 - 9.2.2 Customer Behavioral Analysis
 - 9.2.3 Customer Churn Analysis
 - 9.2.4 Brand Management
 - 9.2.5 Campaign Management
 - 9.2.6 Product Management
 - 9.2.7 Others
- 9.3 By Industry Vertical
 - 9.3.1 BFSI
 - 9.3.2 IT and Telecommunications
 - 9.3.3 Retail and E-Commerce
 - 9.3.4 Healthcare
 - 9.3.5 Media and Entertainment
 - 9.3.6 Travel and Hospitality
 - 9.3.7 Others
- 9.3 China
- 9.4 Korea
- 9.5 Japan
- 9.6 India
- 9.7 Australia

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- 9.8 Singapore
- 9.9 Taiwan
- 9.10 South East Asia
- 9.11 Rest of Asia-Pacific
- 10 Middle East and Africa Market Analysis
 - 10.1 By Deployment
 - 10.1.1 On-Premises
 - 10.1.2 Cloud
 - 10.1.3 By Touchpoint
 - 10.1.4 Web
 - 10.1.5 Social Media
 - 10.1.6 Mobile
 - 10.1.7 Email
 - 10.1.8 Branch/Store
 - 10.1.9 Call Center
 - 10.1.10 Others
 - 10.2 By Applications
 - 10.2.1 Customer Segmentation and Targeting
 - 10.2.2 Customer Behavioral Analysis
 - 10.2.3 Customer Churn Analysis
 - 10.2.4 Brand Management
 - 10.2.5 Campaign Management
 - 10.2.6 Product Management
 - 10.2.7 Others
 - 10.3 By Industry Vertical
 - 10.3.1 BFSI
 - 10.3.2 IT and Telecommunications
 - 10.3.3 Retail and E-Commerce
 - 10.3.4 Healthcare
 - 10.3.5 Media and Entertainment
 - 10.3.6 Travel and Hospitality
 - 10.3.7 Others
 - 10.3 UAE
 - 10.4 Turkey
 - 10.5 Saudi Arabia
 - 10.6 South Africa
 - 10.7 Egypt
 - 10.8 Nigeria
 - 10.9 Rest of MEA
- 11 LATAM Market Analysis
 - 11.1 By Deployment
 - 11.1.1 On-Premises
 - 11.1.2 Cloud
 - 11.1.3 By Touchpoint
 - 11.1.4 Web
 - 11.1.5 Social Media
 - 11.1.6 Mobile

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- 11.1.7 Email
- 11.1.8 Branch/Store
- 11.1.9 Call Center
- 11.1.10 Others
- 11.2 By Applications
 - 11.2.1 Customer Segmentation and Targeting
 - 11.2.2 Customer Behavioral Analysis
 - 11.2.3 Customer Churn Analysis
 - 11.2.4 Brand Management
 - 11.2.5 Campaign Management
 - 11.2.6 Product Management
 - 11.2.7 Others
- 11.3 By Industry Vertical
 - 11.3.1 BFSI
 - 11.3.2 IT and Telecommunications
 - 11.3.3 Retail and E-Commerce
 - 11.3.4 Healthcare
 - 11.3.5 Media and Entertainment
 - 11.3.6 Travel and Hospitality
 - 11.3.7 Others
- 11.3 Brazil
- 11.4 Mexico
- 11.5 Argentina
- 11.6 Chile
- 11.7 Colombia
- 11.8 Rest of LATAM
- 12 Competitive Landscape
 - 12.1 Global Customer Journey Analytics Market Share By Players
 - 12.2 M & A Agreements & Collaboration Analysis
- 13 Market Players Assessment
 - 13.1 American International Industries (GIGI)
 - 13.1.1 Overview
 - 13.1.2 Business Information
 - 13.1.3 Revenue
 - 13.1.4 ASP
 - 13.1.5 Swot Analysis
 - 13.1.6 Recent Developments
 - 13.2 Adobe Systems, Inc.
 - 13.3 BryterCX
 - 13.4 IBM Corporation
 - 13.5 Nice Ltd
 - 13.6 Pointillist
 - 13.7 Quadient
 - 13.8 Salesforce.com, Inc.
 - 13.9 SAP SE
 - 13.10 Verint Systems
- 14 Research Methodology

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- 14.1 Research Data
 - 14.1.1 Secondary Data
 - 14.1.1.1 Major secondary sources
 - 14.1.1.2 Key data from secondary sources
 - 14.1.2 Primary Data
 - 14.1.2.1 Key data from primary sources
 - 14.1.2.2 Breakdown of primaries
 - 14.1.3 Secondary And Primary Research
 - 14.1.3.1 Key industry insights
 - 14.2 Market Size Estimation
 - 14.2.1 Bottom-Up Approach
 - 14.2.2 Top-Down Approach
 - 14.2.3 Market Projection
 - 14.3 Research Assumptions
 - 14.3.1 Assumptions
 - 14.4 Limitations
 - 14.5 Risk Assessment
- 15 Appendix
 - 15.1 Discussion Guide
 - 15.2 Customization Options
 - 15.3 Related Reports
 - 16 Disclaimer

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