ing Automation Software Market - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

Marketing Automation Software Market Analysis

The global marketing automation software market size stands at USD 7.23 billion in 2025 and is on track to reach USD 18.36 billion by 2030, reflecting a solid 12.9% CAGR. This growth mirrors enterprises' rapid pivot toward AI-driven engagement hubs that bolt onto existing CRM systems and orchestrate real-time campaigns across channels. Advancing generative AI now writes copy, selects offers and times delivery in milliseconds, letting brands scale "one-to-one" messaging without ballooning headcount. Demand also rises as privacy regulations tighten, pushing firms to automate consent tracking and data lineage. Meanwhile, mid-market buyers rely on cloud subscription models to bypass capital outlays, widening the user base and intensifying vendor competition in every region of the marketing automation software market.

Global Marketing Automation Software Market Trends and Insights

SMB-first cloud adoption surge across emerging Asia

Small and medium enterprises in Asia-Pacific now devote 3-5% of annual revenue to digital upgrades, positioning cloud-native marketing stacks as an essential plank of growth plans. Regional policymakers draft "AI Basic Laws" and fund workforce skilling, lowering compliance risk and reducing onboarding friction for newcomers. Manufacturing outlays on smart-factory systems rose 48% in 2024, creating spill-over demand for customer-facing automation that syncs with upstream production data. These tailwinds jointly lift the marketing automation software market across high-growth Asian economies.

AI-powered hyper-personalization boosting campaign ROI

Generative AI removes the content bottleneck that once limited customer-specific messaging. Early adopters already compress campaign launch cycles and re-route budgets toward predictive models that anticipate intent and auto-generate assets, a capability underpinned by soaring global AI patent activity (+62.7% YoY). Vendors bundle large-language-model co-pilots into core platforms, accelerating usage and adding measurable lift in open rates, conversions and lifetime value.

Multi-vendor MarTech stack integration overheads in heavy-industry manufacturing

Plant operators run legacy ERP and shop-floor systems with long rotor cycles and bespoke data models, so layering in modern engagement tools demands extensive interface work. Integration projects inflate budgets by up to 60% versus green-field deployments, lengthening time-to-value and dampening appetite among cost-sensitive manufacturing buyers.

Other drivers and restraints analyzed in the detailed report include:

Integration of composable CDPs with CRM suites / Compliance-led omnichannel expansion in BFSI / Mid-market talent shortage in marketing ops across EMEA /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Software retained 69.2% revenue in 2024, underscoring its role as the entry ticket to the marketing automation software market. Yet as AI modules, data-clean rooms and omnichannel hubs proliferate, enterprises increasingly contract specialized partners for integration, optimization and governance. Consequently, services are forecast to clock a 14.0% CAGR, outpacing product, and capturing a larger slice of the marketing automation software market size by 2030.

Consulting teams now absorb 30-40% of total project spend, reflecting the move from license-centric deals to outcome-centric programs. Oracle's cloud services revenue of USD 5.9 billion in Q2 FY2025 illustrates the scale of post-sale value creation that accompanies platform uptake.

Cloud subscriptions held 66.3% of 2024 spend and will advance at 13.9% CAGR as CIOs prize elasticity, auto-patching and rapid AI feature drops. The marketing automation software market size linked to cloud offerings therefore widens each quarter. Nevertheless, banks, telcos and public bodies still keep sensitive datasets on-premise, giving rise to hybrid models that shuttle non-PII workloads to public clouds while anchoring core ledgers on private infrastructure. Microsoft tallied USD 137.4 billion in cloud revenue in 2024, evidence of entrenched demand for scalable back-ends that power engagement suites.

Marketing Automation Software Market is Segmented by Component (Software, Services), Deployment (Cloud-Based, On-Premises), Organization Size (Large Enterprises, Smes), Application (Campaign Management, Email Marketing, and More), End-User Vertical (BFSI, Retail and E-Commerce, and More), by Geography. The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

North America contributed 37.5% of 2024 revenue, sustained by mature cloud infrastructure, an active venture funding scene and early-mover advantage among Fortune 500 marketers. Sweeping state-level privacy acts effective in 2025 accelerate adoption of

platforms with in-built consent orchestration, further entrenching automation rather than curtailing it. The region additionally benefits from dense partner ecosystems that shorten implementation cycles.

Asia-Pacific is the fastest-growing territory, expanding 15.8% per year as cloud affordability intersects with large digitally native SME populations. Government incentives, such as Korea's AI tax credits and semiconductor export programs, add infrastructure depth and lower latency for real-time personalization workloads. China's 1.3 billion WeChat users amplify the addressable audience for embedded mini-app automation, translating into outsized platform growth relative to legacy channels.

Europe, South America, the Middle East and Africa together form a diversified opportunity base. In the EU, GDPR heritage keeps compliance features top-of-mind, yet a shortage of marketing operations talent inhibits full-scale rollouts. Latin American firms leapfrog on-premise by moving straight to cloud suites, while Gulf-region banks pilot AI chat-led onboarding to reach unbanked segments. Collectively, these trends channel incremental revenue into the marketing automation software market despite heterogeneous macro conditions.

List of Companies Covered in this Report:

HubSpot, Inc. / Adobe Systems Inc. / Oracle Corporation (Eloqua) / Acoustic L.P. / Salesforce Inc. (Pardot and Marketing Cloud) / Microsoft Corporation / IBM Corporation / ActiveCampaign LLC / Klaviyo Inc. / Act-On Software / SAP SE / SugarCRM Inc. (Salesfusion) / Zoho Corp. (Zoho Marketing Autom.) / Mailchimp (Intuit) / Keap / Omnisend / Thryv Holdings / Drip / Oracle NetSuite / Braze Inc. /

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION
1.1 Study Assumptions and Market Definition
1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET LANDSCAPE
4.1 Market Overview
4.2 Market Drivers
4.2.1 Increase in SMB-first Cloud Adoption Surge Across Emerging Asia
4.2.2 AI-Powered Hyper-Personalization Boosting Campaign ROI
4.2.3 Integration of Composable CDPs with CRM Suites
4.2.4 Compliance-Led Omnichannel Expansion in BFSI
4.2.5 Adoption of WeChat Mini-App Automation Boom in Mainland China
4.3 Market Restraints
4.3.1 Multi-Vendor MarTech Stack Integration Overheads in Heavy-Industry Manufacturing
4.3.2 Mid-Market Talent Shortage in Marketing Ops Across EMEA
4.3.3 SaaS Subscription Fatigue Driving Higher Tool Churn in SMBs

4.4 Value Chain Analysis
4.5 Technological Outlook
4.6 Industry Ecosystem Analysis
4.7 Impact of Digital-Transformation Shift and CRM Convergence
4.8 Porter's Five Forces Analysis
4.8.1 Threat of New Entrants
4.8.2 Bargaining Power of Buyers
4.8.3 Bargaining Power of Suppliers
4.8.4 Threat of Substitutes
4.8.5 Intensity of Competitive Rivalry

5 MARKET SIZE AND GROWTH FORECASTS (VALUES)
5.1 By Component
5.1.1 Software
5.1.2 Services
5.2 By Deployment
5.2.1 Cloud-based
5.2.2 On-Premise
5.3 By Organization Size
5.3.1 Large Enterprises
5.3.2 Small and Medium Enterprises (SMEs)
5.4 By Application
5.4.1 Campaign Management
5.4.2 Email Marketing
5.4.3 Lead Management
5.4.4 Analytics and Reporting
5.4.5 Social Media Marketing
5.4.6 Mobile Marketing
5.4.7 Inbound Marketing
5.4.8 Sales Enablement
5.4.9 Other Applications
5.5 By End-user Vertical
5.5.1 BFSI
5.5.2 Retail and E-commerce
5.5.3 IT and Telecom
5.5.4 Healthcare
5.5.5 Manufacturing
5.5.6 Media and Entertainment
5.5.7 Government
5.5.8 Education
5.5.9 Other End-user Verticals
5.6 By Geography
5.6.1 North America
5.6.1.1 United States
5.6.1.2 Canada
5.6.1.3 Mexico
5.6.2 Europe

5.6.2.1 Germany
5.6.2.2 United Kingdom
5.6.2.3 France
5.6.2.4 Italy
5.6.2.5 Spain
5.6.2.6 Nordics
5.6.2.7 Rest of Europe
5.6.3 Asia-Pacific
5.6.3.1 China
5.6.3.2 Japan
5.6.3.3 India
5.6.3.4 South Korea
5.6.3.5 Singapore
5.6.3.6 Indonesia
5.6.3.7 Rest of Asia-Pacific
5.6.4 South America
5.6.4.1 Brazil
5.6.4.2 Argentina
5.6.4.3 Chile
5.6.4.4 Rest of South America
5.6.5 Middle East
5.6.5.1 United Arab Emirates
5.6.5.2 Saudi Arabia
5.6.5.3 Turkey
5.6.5.4 Israel
5.6.5.5 Rest of Middle East
5.6.6 Africa
5.6.6.1 South Africa
5.6.6.2 Egypt
5.6.6.3 Nigeria
5.6.6.4 Rest of Africa

6 COMPETITIVE LANDSCAPE
6.1 Market Concentration
6.2 Strategic Moves
6.3 Market Share Analysis
6.4 Vendor Positioning Analysis
6.5 Company Profiles (includes Global level Overview, Market level overview, Core Segments, Financials as available, Strategic Information, Market Rank/Share for key companies, Products and Services, and Recent Developments)
6.5.1 HubSpot, Inc.
6.5.2 Adobe Systems Inc.
6.5.3 Oracle Corporation (Eloqua)
6.5.4 Acoustic L.P.
6.5.5 Salesforce Inc. (Pardot and Marketing Cloud)
6.5.6 Microsoft Corporation
6.5.7 IBM Corporation
6.5.8 ActiveCampaign LLC

6.5.9 Klaviyo Inc.
6.5.10 Act-On Software
6.5.11 SAP SE
6.5.12 SugarCRM Inc. (Salesfusion)
6.5.13 Zoho Corp. (Zoho Marketing Autom.)
6.5.14 Mailchimp (Intuit)
6.5.15 Keap
6.5.16 Omnisend
6.5.17 Thryv Holdings
6.5.18 Drip
6.5.19 Oracle NetSuite
6.5.20 Braze Inc.

7 MARKET OPPORTUNITIES AND FUTURE OUTLOOK
7.1 White-space and Unmet-Need Assessment

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