# Product Information Management (PIM) - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-06-01 | 130 pages | Mordor Intelligence

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**Report description:**

Product Information Management (PIM) Market Analysis

The product information management market size is estimated at USD 17.56 billion in 2025 and is forecast to reach USD 37.02 billion by 2030, advancing at a 16.09% CAGR. Rising recognition of PIM as the digital-commerce backbone, combined with AI-powered content generation and omnichannel experience imperatives, underpins this expansion. Enterprises shift quickly to cloud subscription models to reduce total cost of ownership, speed product launches, and secure automatic feature updates. Retailers, manufacturers, and streaming platforms now generate vast volumes of complex product data, prompting investments in centralized systems that maintain consistency across websites, marketplaces, stores, and social media. Regulatory momentum-most notably the EU Digital Product Passport due in 2026-adds compliance pressure, while generative-AI tooling increases the strategic value of PIM for rapid content localization and SEO optimization.

Global Product Information Management (PIM) Market Trends and Insights

E-commerce boom and SKU proliferation

Retailers today handle triple the product variants managed in 2020, straining spreadsheets and legacy tools. Centralized PIM platforms now orchestrate millions of attributes to keep Amazon, Walmart, and regional marketplace listings synchronized. Seasonal fashion lines present hundreds of color-size combinations that must appear consistently across 15-plus channels, and international rollouts add the burden of language localization and regulatory labeling.

Cloud adoption lowering TCO

Migrating to cloud PIM trims 45-55% in ownership costs by eliminating server upkeep and delivering automatic upgrades. Dynamic scaling fits peak holiday traffic without over-provisioning hardware. For mid-market firms, subscription pricing removes large capital outlays, while SAP recorded 27% cloud revenue growth in Q1 2025, underscoring enterprise appetite for SaaS data management.

Cyber-security and data-breach concerns

Firms handling proprietary formulas or price books hesitate to place sensitive data in multitenant clouds. Breach risk spikes 40% during migration phases, pushing pharmaceuticals and finance toward dedicated infrastructure with stricter encryption and zero-trust access controls.

Other drivers and restraints analyzed in the detailed report include:

Omnichannel customer-experience mandates / Gen-AI-ready product-content pipelines / Integration complexity with legacy ERPs /

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

Segment Analysis

Cloud installations accounted for 63.5% of the product information management market in 2024, and the segment is set to grow at 18.2% CAGR to 2030. Centralized SaaS platforms remove geographic infrastructure constraints and push automatic AI feature updates without internal IT resourcing. On-premise retains a foothold in highly regulated fields, yet its share inches downward as compliance frameworks now accept certified cloud architectures.

Demand for elasticity and global availability ensures cloud remains the primary route for greenfield projects. SAP's 27% cloud revenue spike highlights customer preference for subscription models that deliver predictable spend and robust SLAs. Multinational retailers cite faster rollouts-three to six months instead of 12-plus-as pivotal to monetizing seasonal assortments swiftly.

Solutions held 65.9% revenue in 2024, but Services will outpace at 17.5% CAGR as firms seek integration, data-cleansing, and change-management assistance. Enterprise PIM rollouts now include AI model tuning, omnichannel syndication, and Digital Product Passport data layers, all requiring specialist skills.

Training and managed-service contracts rise as clients grapple with ongoing schema changes and content enrichment. Consulting partners guide taxonomy design, machine-learning pipeline setup, and KPI dashboards, ensuring long-term value extraction from core software licenses.

Product Information Management Market is Segmented by Deployment Mode (Cloud, On-Premises), Offering (Solutions Services), Organization Size (Large Enterprises, Small and Medium Enterprises (SMEs)), End User Industry (Retail and E-Commerce, BFSI, and More), and by Geography. The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

North America led with 24.5% share in 2024 and will maintain steady growth as enterprises layer AI content capabilities atop

mature PIM foundations. United States retailers invest in digital shelf analytics that link directly into core PIM, and Canadian manufacturers prepare for continent-wide trade digitization. Mexico's automotive suppliers adopt PIM to meet USMCA documentation rules.

Asia-Pacific is the fastest-growing region at 16.7% CAGR. Chinese manufacturers integrate PIM with MES and export portals to satisfy global labeling mandates, while Indian pharma and auto exporters adopt SaaS PIM for multi-market compliance. Japanese firms extend PIM into IoT-enabled factories to feed automated quality-inspection systems, and Australian retailers leverage cloud deployments for rapid omnichannel launches.

Europe enjoys entrenched demand thanks to the upcoming Digital Product Passport, compelling every importer and producer to centralize sustainability and provenance data. German industrials deploy PIM for multilingual technical files, UK exporters tackle post-Brexit paperwork through unified catalogs, and French luxury houses rely on PIM to preserve brand voice across languages.

List of Companies Covered in this Report:

SAP SE / IBM Corp. / Oracle Corp. / Pimcore GmbH / Salsify Inc. / Syndigo LLC / Stibo Systems A/S / inRiver AB / Akeneo SAS / Contentserv AG / Bluestone PIM AS / Precisely Holdings LLC / Plytix Ltd. / InsightSoftware LLC / Riversand (Syndigo) / Informatica LLC / Pimberly Ltd. / Adobe (Experience Manager Assets) / Acquia Inc. / Ergonode Sp. z o.o. /

Additional Benefits:

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

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