

Product Information Management Global Market To Grow At Rate Of 19% Through 2026

*The Business Research Company's
Product Information Management Global
Market Report 2022 – Market Size,
Trends, And Global Forecast 2022-2026*

LONDON, GREATER LONDON , UK,
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According to 'Product Information
Management Global Market Report
2022 – Market Size, Trends, And Global
Forecast 2022-2026' published by The

Business Research Company, the product information management market size is expected to grow to \$24.82 billion in 2026 at a CAGR of 19.4%. According to the [product information management market overview](#), demand for product information management software from the thriving eCommerce industry across the globe is contributing to the growth of the market.

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The product information management market consists of sales of product information management software solutions by entities (organizations, sole traders, and partnerships) that refer to the process of managing and improving product information and relevant digital content across many teams to provide an engaging consumer experience and sell products successfully across numerous sales and marketing channels. Product information management ensures that the entire business ecosystem has consistent and up-to-date information.

[Global Product Information Management Market Trends](#)

Product information management industry trends include integration of artificial intelligence and machine learning capabilities to enhance information management and customer experience which is propelling the market forward. Artificial intelligence (AI) and machine learning have rapidly become one of the most popular trends in the industry, and many businesses are eager to use these technologies to improve their digital experiences. Businesses can provide more effective, intuitive, and meaningful consumer purchase experiences with updated product data

The logo for The Business Research Company, featuring the text "The Business Research Company" in a serif font. To the right of the text is a stylized bar chart with four bars of varying heights, colored in shades of green and blue.

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Product Information Management Market Report
2022 – Market Size, Trends, And Global Forecast
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on their commerce websites by incorporating AI into PIM systems. For instance, in 2019, Akeneo, a France-based technology company, released Akeneo PIM 3.0 to link with their AI-powered Franklin library of 50 million products, which uses AI to automatically update product descriptions and information. Hence, the integration of artificial intelligence and machine learning capabilities to enhance information management and customer experience is helping the market grow more efficiently.

Global Product Information Management Market Segments

The global product information management market is segmented:

By Component: Software, Services

By Deployment Type: On-premises, Cloud

By Organization Size: Large Enterprises, Small And Medium-Sized Enterprises

By End-User: Consumer Goods and Retail, Banking, Financial Services and Insurance (BFSI), Telecom and IT, Manufacturing, Transportation and Logistics, Media and Entertainment, Others

By Geography: The global product information management market research report is segmented into North America, South America, Asia-Pacific, Eastern Europe, Western Europe, Middle East and Africa. Among these regions, North America accounts for the largest share.

Read more on the global product information management market report here

<https://www.thebusinessresearchcompany.com/report/product-information-management-global-market-report>

Product Information Management Global Market Report 2022 is one of a series of new reports from The Business Research Company that provides product information management global market overviews, analyzes and forecasts market size and growth for the global product information management market, product information management global market share, product information management global market segments and geographies, product information management global market players, product information management global market leading competitor revenues, profiles and market shares. The product information management market report identifies top countries and segments for opportunities and strategies based on market trends and key competitors' approaches.

TBRC's Product Information Management Global Market Report 2022 includes information on the following:

Data Segmentations: Market Size, Global, By Region and Country, Historic and Forecast, and Growth Rates for 60 Geographies

Key Market Players: IBM Corporation, SAP SE, Informatica LLC., Magnitude Software, Contentserv, Plytix Limited, Salsify Inc., Riversand Technologies Inc., Pimcore USA, Akeneo SAS, Stibo System, EnterWorks Acquisition Inc., Agility Multichannel Limited, Mobius, Profisee, Censhare, Vinculum, Truecommerce, and Vimedici.

Regions: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.

Countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

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Oliver Guirdham

The Business Research Company

+44 20 7193 0708

info@tbrc.info

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