

Web Content Management Market Revenue, Major Players, Consumer Trends, Analysis & Forecast Till 2026 – IndustryARC

North America region is analyzed to witness fast growth in the global Web Content Management market during 2021-2026.

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-- The global [Web Content Management Market](#) size is forecasted to reach \$15.6 billion by 2026, growing at a CAGR of 16.2% from 2021-2026.

The increasing adoption of web content management among various industry verticals such as media & entertainment, healthcare and so on is set to be the major driver for the growth of the market over the forecast period. Additionally, adoption of cloud based workflow management among organizations for document management and managing digital content in content repositories and Application Programming Interfaces (APIs) will accelerate the market growth scope for Web Content Management provider companies during the forecast period 2021-2026.



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Key Takeaways

1. Cloud based Web Content Management segment is analyzed to witness the highest growth rate in the Web Content Management market during the forecast period 2021-2026, owing to its efficiency.
2. Media & Entertainment industry is anticipated to grow with the highest CAGR of around 18.9% in the global Medical Sensor Market during the forecast period 2021-2026, owing to increasing demand for dynamic video content.
3. North America region is analyzed to witness fast growth in the global Web Content

Management market during 2021-2026, owing to consumer preference for video based content.

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Segmental Analysis:

Web Content Management Market Segment Analysis- By Deployment mode: Cloud based Web Content Management segment is analyzed to account for the highest CAGR of 20.2% in the global Web Content Management Market during the forecast period 2021-2026. Cloud-based web content management system can seamlessly store, arrange and share the content. It also permits multiple professionals to work together concurrently on homogenous projects. Cloud based management system is crucial for websites which produce a huge number of content on a regular basis. In October 2020, OpenText announced the OpenText Developer Cloud. This Developer Cloud is a new cloud platform for application development centered on OpenText information management services. OpenText Developer Cloud offers creative customer solutions to control information as well as setting up a community of innovators that can create better enterprise applications.

Web Content Management Market Segment Analysis- By Industry Vertical: Based on industry verticals segmentation, Media & Entertainment held the highest Web Content Management Market share of around 18.9% in the global Web Content Management market in 2020. The factors such as increasing demand for dynamic content and to improve security as well as sustain consumer trust have been contributing to the increasing demand for web content management among media & entertainment industry, thereby boosting the growth of the market. Media & Entertainment organizations often face challenges that can hamper their customer traction, brand relevance and revenue growth. By adopting web content management, organizations can retain customer royalty with Omni-channel experience as well as helps in meeting regulatory compliance with confidence.

Web Content Management Market Segment Analysis-By Geography: North America held the highest Web Content Management Market share of around 34.9% in the global Web Content Management market in 2020 and is further set to grow at a significant rate during the forecast period 2021-2026, followed by APAC and Europe. The factors such as high speed internet connection and increasing penetration of digitalization have been contributing to the market growth across the North America region in long run. Moreover, the growing demand of video based content in USA and Canada influences the market growth in this region. As per IndustryArc recent study, 232 million users watched streaming videos on all devices in USA and it has been estimated that 25% USA households will cutoff cable subscriptions by 2022, thus creating create opportunities for the growth of the Web Content Management market.

Competitive landscape:

The top 5 players in the Web Content Management industry are:

1. Adobe Systems Incorporated
2. Microsoft Corporation
3. Oracle Corporation
4. OpenText Corporation
5. IBM Corporation

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