

Customer Engagement Solutions Market Size Growing at a CAGR of 10.2% from 2022 to 2031

Increase in focus on delivering enhanced customer engagement through omnichannel boosts the customer engagement solutions market size.

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/EINPresswire.com/ -- According to the report published by Allied Market Research, the global [customer engagement solutions market](#) generated \$18.5 billion in 2021, and is projected to reach \$48.4 billion by 2031, growing at a CAGR of 10.2% from 2022 to 2031.



Customer Engagement Solutions Market Size

The report offers a detailed analysis of the top winning strategies, evolving market trends, market size and estimations, value chain, key investment pockets, drivers & opportunities, competitive landscape, and regional landscape.

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The report is a useful source of information for new entrants, shareholders, frontrunners, and shareholders in introducing necessary strategies for the future and taking essential steps to significantly strengthen and heighten their position in the market.

Increase in the adoption of customer engagement solutions, extensive use of E-commerce and M-commerce platforms among people across the globe, rise in focus on delivering enhanced customer engagement are expected to drive the growth of the global customer engagement solutions market. Surge in demand for digital support, fraud detection solutions, and other solutions during the COVID-19 pandemic had a positive impact on the market.

Based on deployment mode, the on-premise segment held the largest market share in 2021, holding nearly three-fifths of the global market, and is expected to maintain its leadership status

during the forecast period. The cloud segment, on the other hand, is expected to cite the fastest CAGR of 11.1% during the forecast period.

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Based on enterprise size, the large enterprises segment held the dominating market share in 2021, holding more than two-thirds of the global market, and is expected to maintain its leadership status during the forecast period. The SMEs segment, on the other hand, is expected to cite the fastest CAGR of 11.8% during the forecast period.

Based on region, the market across North America held the largest market share in 2021, holding nearly two-fifths of the global market, and is expected to maintain its leadership status during the forecast period. The Asia-Pacific region, on the other hand, is expected to cite the fastest CAGR of 11.8% during the forecast period.

Procure Complete Report (325 Pages PDF with Insights, Charts, Tables, and Figures) at: <https://www.alliedmarketresearch.com/customer-engagement-solutions-market/purchase-options>

The key players analyzed in the global customer engagement solutions industry report include Avaya Inc., Alvaria, Creatio, CRMNEXT, eGain Corporation, Enghouse Systems, IBM Corporation, Microsoft Corporation, NICE, Oracle Corporation, Open Text Corporation, Pegasystem Inc, SAP SE, Salesforce, Inc, ServiceNow, Verint Systems Inc, Zendesk.

COVID-19 Scenario:

- The outbreak of COVID-19 has had a positive impact on the growth of the global customer engagement solutions market.
- Lockdowns resulted in the closure of various manufacturing facilities, shopping malls, physical stores, and others which subsequently increased the demand for customer engagement solutions.
- This is mainly because people were increasingly making effective use of e-commerce and m-commerce platforms to purchase various items.
- As a result of the outbreak caused by the COVID-19 pandemic, stringent social distancing

restrictions were imposed by the government to curb the spread of the virus during the pandemic. Thus, increased use of e-commerce platforms among people significantly expanded market growth.

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Thanks for reading this article; you can also get individual chapter-wise sections or region-wise report versions like North America, Europe, or Asia.

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

Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

Related Reports:

1. [User Provisioning Market Size](#)
2. [Decentralized Identity Market Size](#)

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