Digital Asset Management Market Growth (CAGR 18.4%), Revenue, Statistics, Top Companies Share, Trends & Report 2023-28

The global digital asset management market size reached US$ 5.6 Billion in 2022 & expects to reach US$ 15.7 Billion by 2028, at CAGR of 18.4% during 2023-2028.

Digital Asset Management Market 2023-2028

BROOKLYN, NEW YORK, UNITED STATES, April 12, 2023 /EINPresswire.com/ -- Digital Asset Management Market Overview:

The recent report by IMARC Group, titled “□□□□□□□□ □□□□□□ □□□□□□□□□□□□ □□□□□□□: □□□□□□ □□□□□□□□□ □□□□□□□, □□□□□, □□□□, □□□□□□, □□□□□□□□□□□ □□□ □□□□□□□□ □□□□-□□□□,” offers a comprehensive analysis of the industry, which comprises insights on the global digital asset management market statistics. The report also includes competitor and regional analysis, and contemporary advancements in the global market.

The global digital asset management market size reached US$ 5.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach US$ 15.7 Billion by 2028, exhibiting a growth rate (CAGR) of 18.4% during 2023-2028.

Digital asset management (DAM) represents software-based solutions that organizations utilize for sharing, storing, organizing, and recovering digital assets at a centralized location. They generally contain text documents, engineering blueprints, processed data files, web pages, audio, videos, etc. Brand, library, and production assets are standard DAM solutions. In addition, they enhance team creativity by permission management, automating workflow, and quick retrieval of media files and backup via streamlined cloud experience and copyright functionalities. As a result, DAM solutions find extensive applications across several sectors, such as manufacturing, banking, financial services and insurance (BFSI), retail, information technology (IT), healthcare, education, entertainment, travel and tourism, etc.

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Global Digital Asset Management Market Trends:

The escalating utilization of cloud-based services and the emerging trend of digitization across countries are among the primary factors fueling the digital asset management market. Besides this, the elevating demand for these solutions in automation, improving digital content, workflow collaboration, maintaining the transparency of operations, etc., is further augmenting the market growth. Moreover, digital asset management offers various benefits, including risk reduction of organizational data, asset misuse, real-time access to content, user-friendly interface, etc., which is also catalyzing the global market. Apart from this, the growing popularity of digital marketing is acting as another significant growth-inducing factor.

Additionally, the increasing need for these solutions by organizations to reach the masses, improve customer engagement, and integrate analytical tools to understand consumer behavioral patterns is also stimulating the market growth. Furthermore, the introduction of innovative technologies, such as the internet of things (IoT), artificial intelligence (AI), face recognition services, etc., that offer improved access, higher scalability, and operational speed is anticipated to propel the digital asset management market over the forecasted period.

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The competitive landscape of the market has been studied in the report with detailed profiles of the key players operating in the market.

Some of these key players include:

- Cognizant Technology Solutions
- OpenText Corporation
- Adam Software
- Canto Inc.
- Celum
- North Plains Systems
- Mediabeacon Inc.
- IBM Corporation
- Widen Enterprises Inc.
- Oracle Corporation
- QBank
- Webdam Inc

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Breakup by Component:

- Solution
- Services
  - Consulting
  - System Integration
  - Support and Maintenance

Breakup by Type:

- Brand Asset Management System
- Library Asset Management System
- Production Asset Management System

Breakup by Application:

- Sales and Marketing
- Broadcast and Publishing
- Others

Breakup by Organization Size:

- Small and Medium-sized Enterprises
- Large Enterprises

Breakup by Deployment:

- On-premises
- Cloud

Breakup by End-Use Sector:

- Media and Entertainment
- Banking, Financial Services and Insurance (BFSI)
- Retail
- Manufacturing
- Healthcare and Life Sciences
- Education
- Travel and Tourism
- Others

Breakup by Region:

- North America (United States, Canada)
- Asia Pacific (China, Japan, India, Australia, Indonesia, Korea, Others)
- Europe (Germany, France, United Kingdom, Italy, Spain, Others)
- Latin America (Brazil, Mexico, Others)
- Middle East and Africa (United Arab Emirates, Saudi Arabia, Qatar, Iraq, Other)

Key highlights of the Report:

- Market Performance (2017-2022)
- Market Outlook (2023-2028)
- COVID-19 Impact on the Market
- Porter's Five Forces Analysis
- Historical, Current and Future Market Trends
- Market Drivers and Success Factors
- SWOT Analysis
- Structure of the Market
- Value Chain Analysis
- Comprehensive Mapping of the Competitive Landscape

Note: If you need specific information that is not currently within the scope of the report, we can provide it to you as a part of the customization.

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- Confectionery Market: https://www.openpr.com/news/2984979/confectionery-market-outlook-2023-2028-global-size-share

- Rice Market: https://www.openpr.com/news/2984988/rice-market-outlook-2023-2028-value-global-price-top-vendor

- Digital Signage Market: https://www.openpr.com/news/2984997/digital-signage-market-outlook-2023-28-industry-size-share

- Cloud Gaming Market: https://www.openpr.com/news/2985006/cloud-gaming-market-trends-2023-2028-statistics-outlook

- Logistics Market: https://www.openpr.com/news/2985018/logistics-market-outlook-2023-28-estimated-size-us-6-8

About Us

IMARC Group is a leading market research company that offers management strategy and market research worldwide. We partner with clients in all sectors and regions to identify their highest-value opportunities, address their most critical challenges, and transform their businesses.

IMARC's information products include major market, scientific, economic, and technological developments for business leaders in pharmaceutical, industrial, and high-technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology, and novel processing methods are at the top of the company's expertise.

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