

# Key Trends in the Digital Transformation Market: Strategies for Success in a Tech-Driven World | Emergen Research

*Increasing awareness among organizations to adopt digital technology is a key factor driving digital transformation market revenue growth*

VANCOUVER, BC, CANADA, June 26, 2023 /EINPresswire.com/ -- The latest market research report on the Global "[Digital Transformation Market](#)" is segmented by Regions, Country, Company and other Segments. The global Digital Transformation Market is dominated by key Players, such as [REDACTED], [REDACTED], [REDACTED], [REDACTED]

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 00000000000, 000 000000000000. These players have adopted various strategies to increase their  
 market penetration and strengthen their position in the industry. Stake holders and other

participants in the global Digital Transformation Market will be able to gain the upper hand by using the report as a powerful resource for their business needs.

Digital Transformation  
Market Size – USD 492.43  
Billion in 2021, Market  
Growth – at a CAGR of  
20.8%, Market Trends –  
Integration of Artificial  
Intelligence (AI) in digital  
transformation

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The global digital transformation market size reached USD 492.43 Billion in 2021 and is expected to register a revenue CAGR of 20.8% during the forecast period, according to the latest analysis by Emergen Research. Increasing awareness among organizations to adopt digital technology is the key factor driving market revenue growth. The process of using digital technology to develop new or modify existing business processes, culture, and customer experiences to meet changing business and market requirements is known as digital transformation. Digital transformation is

frequently fueled by customer expectations. Businesses must embrace digital transformation if they want to succeed. A lot of businesses think they need to change to keep up with the evolving market forces brought on by digitization. 56% of businesses intend to prioritize digital transformation by 2021. The purpose of digital transformation is to boost business growth, enhance customer experience, and generate new revenue streams. Companies typically adopt digital technology to improve efficiency, cut costs, or solve other business problems. A bank, for example, might use automated form-generation software to save time.

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The COVID-19 pandemic has significantly accelerated the adoption and impact of digital transformation across various industries. As organizations faced unprecedented challenges, they rapidly turned to digital solutions to ensure business continuity and meet changing customer needs. The digital transformation market experienced a surge as companies embraced technologies such as cloud computing, remote collaboration tools, e-commerce platforms, and automation systems to adapt to the new normal.

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The growth of the digital transformation market has been remarkable in recent years. Organizations across industries recognize the need to adapt to a rapidly changing digital landscape to stay competitive and meet evolving customer expectations. As a result, the market for digital transformation solutions and services has experienced substantial growth and is expected to continue expanding. Numerous factors contribute to the growth of the digital transformation market. Technological advancements, such as cloud computing, artificial intelligence, Internet of Things (IoT), big data analytics, and machine learning, have paved the way for transformative digital capabilities. Organizations are leveraging these technologies to optimize operations, improve customer experiences, drive innovation, and gain a competitive edge.

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Yes. As the COVID-19 and the Russia-Ukraine war are profoundly affecting the global supply chain relationship and raw material price system, we have definitely taken them into consideration throughout the research, and in Chapters, we elaborate at full length on the impact of the pandemic and the war on the Digital Transformation

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This research report is the result of an extensive primary and secondary research effort into the Digital Transformation Market . It provides a thorough overview of the market's current and future objectives, along with a competitive analysis of the industry, broken down by application, type and regional trends. It also provides a dashboard overview of the past and present performance of leading companies. A variety of methodologies and analyses are used in the research to ensure accurate and comprehensive information about the Digital Transformation Market .

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Consumer expectations have shifted significantly in the digital age. Customers now demand seamless digital experiences, personalized interactions, and convenience across multiple channels. Organizations are driven to adopt digital transformation strategies to meet these evolving customer expectations and remain competitive.

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## Solutions

## Services

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Cloud

## On-Premises

Large Enterprise (North America, Europe, Asia-Pacific; 2020-2025)

Small & Medium Enterprise

Others (North America, Europe, Asia-Pacific; 2020-2025)

BFSI

Healthcare

Manufacturing

IT & Telecom

Government

Retail

Media and Entertainment

Others

With the aim of clearly revealing the competitive situation of the industry, we concretely analyze not only the leading enterprises that have a voice on a global scale, but also the regional small and medium-sized companies that play key roles and have plenty of potential growth.

The digital transformation market refers to the widespread adoption and integration of digital technologies across various industries and sectors to fundamentally change business processes, enhance customer experiences, and drive overall growth and efficiency. It encompasses the utilization of technologies such as cloud computing, artificial intelligence (AI), Internet of Things (IoT), big data analytics, automation, and robotics, among others.

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Key players in the market include IBM, SAP SE, Oracle, Microsoft Corporation, Accenture, Google LLC, HCL Technologies Limited, Hewlett Packard Enterprise Development LP, Cisco Systems, Inc., Alibaba Cloud, Broadcom, Marlabs, Cognizant, and Capgemini.

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North America (United States, Canada and Mexico)

Europe (Germany, UK, France, Italy, Russia and Turkey etc.)

Asia-Pacific (China, Japan, Korea, India, Australia, Indonesia, Thailand, Philippines, Malaysia and Vietnam)

South America (Brazil, Argentina, Columbia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

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Eric Lee

Emergen Research

+91 90210 91709

[sales@emergenresearch.com](mailto:sales@emergenresearch.com)

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