

Online Survey Software Market To Hit \$5.69 Bn By 2027, Driven By Rising Internet Access And Tech Progress

The Business Research Company's global market reports are now updated with the latest market sizing information for the year 2023 and forecasted to 2032

LONDON, GREATER LONDON, UK,
November 9, 2023 /EINPresswire.com/
-- The [global online survey software market](#) is set to experience substantial

growth, with an estimated rise from \$2.79 billion in 2022 to \$3.2 billion in 2023, at a compound annual growth rate (CAGR) of 14.6%. Despite the obstacles presented by the Russia-Ukraine conflict and the lingering effects of the COVID-19 pandemic, the market is projected to exhibit significant expansion, reaching \$5.69 billion by 2027, with a CAGR of 15.5%.



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Online Survey Software Global Market Report 2023 –
Market Size, Trends, And Global Forecast 2023-2032



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Key Driver: Increased Internet Penetration

One of the primary drivers of the online survey software market is the escalating penetration and availability of the internet. The heightened accessibility to the internet has a direct impact on the growth of crucial economic sectors such as education, healthcare, energy, and governance. Moreover, the utilization of web surveys has witnessed a remarkable surge in the last decade, owing to the increased penetration of the internet and the relatively cost-effective nature of conducting online surveys in comparison to other traditional methods. Notably, as of

2021, the International Telecommunication Union (ITU) reported that approximately 4.9 billion individuals, accounting for 63% of the global population, were using the internet. This figure represents a notable 17% increase since 2019, with an estimated 782 million individuals having joined the online community during this period. However, there are still 2.9 billion people worldwide who remain unconnected. The proliferation of the internet and its accessibility is expected to drive the adoption of online survey software during the forecast period.

Notable Trend: Technological Advancements

An essential trend gaining traction within the online survey software market is the integration of advanced technological solutions. Market leaders and software developers are prioritizing the development of innovative products to gain a competitive edge and reinforce their market presence. For instance, in May 2020, QuestionPro, a prominent global survey software and employee experience management company, introduced QuestionPro LivePolls. The introduction of LivePolls revolutionized the process of collecting feedback, testing knowledge, and fostering dynamic interaction during virtual or in-person events. Unlike traditional surveys that are conducted asynchronously, LivePolls offer real-time interactivity, allowing for interactive polling, trivia, and competitions, while displaying instantaneous results.

For a comprehensive analysis of the global online survey software market, access the sample report here:

<https://www.thebusinessresearchcompany.com/sample.aspx?id=6895&type=smp>

Key Market Segments and Prominent Players

The global online survey software market is segmented based on:

- Product: Individual Grade, Enterprise Grade
- Deployment: Cloud, On-Premise
- Organization Size: Small-Scale Enterprises, Medium-Sized Enterprises, Large Enterprises

Major players driving the online survey software market include Qualtrics, QuestionPro, SurveyMonkey, and Zoho, among others.

While North America currently holds the largest share in the online survey software market, the analysis encompasses a comprehensive evaluation of various key regions, including Asia-Pacific, Western Europe, Eastern Europe, South America, the Middle East, and Africa.

For a comprehensive analysis of the global online survey software market, access the complete report here:

<https://www.thebusinessresearchcompany.com/report/online-survey-software-global-market-report>

[Online Survey Software Global Market Report 2023](#) from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Online Survey Software Global Market Report 2023 by The Business Research Company is

the most comprehensive report that provides insights on online survey software market size, online survey software market drivers and trends, online survey software market major players, competitors' revenues, online survey software market positioning, and market growth across geographies. The online survey software market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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The Business Research Company has published over 3000+ detailed industry reports, spanning over 3000+ market segments and 60 geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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