

# Growing at a CAGR of 27.4% | The Global Customer Data Platform Market Reach USD 49.6 Billion by 2033

*Rise in demand for personalized marketing across industries such as retail, ecommerce & BFSI, and data driven decision making across organizations boosts market*

WILMINGTON, DE, UNITED STATES, November 4, 2024 /EINPresswire.com/ -- Allied Market Research published a new report, titled, "The Growing at a CAGR of 27.4% | The [Global Customer Data Platform Market](#) Reach USD 49.6

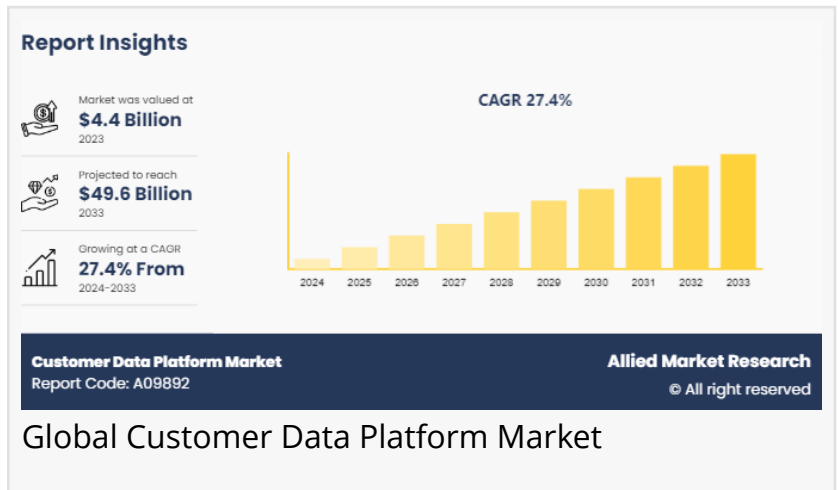
Billion by 2033." The report offers an extensive analysis of key growth strategies, drivers, opportunities, key segment, Porter's Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain thorough understanding of the industry and determine steps to be taken to gain competitive advantage.

The global customer data platform market was valued at \$4.4 billion in 2023, and is projected to reach \$49.6 billion by 2033, growing at a CAGR of 27.4% from 2024 to 2033.

For more information, contact Allied Market Research (2000 Park Tower Drive, Suite 500 - 200 Park Tower Drive) at: <https://www.alliedmarketresearch.com/request-sample/A09892>

The customer data platform market share is segmented into type, deployment, enterprise size, industry vertical, and region. By component, the market is classified into data CDP, analytic CDP, campaign CDP, and others. By deployment mode, the market is bifurcated into on-premise and cloud. By enterprise size, the market is categorized into large enterprises and small & medium enterprises. By industry vertical, the market is segregated into BFSI, retail & ecommerce, travel & hospitality, telecommunications, healthcare, media & entertainment, and others. By region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

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A greater emphasis on compliance and data privacy was announced by several government bodies in 2023. Thus, the need for CDPs to manage and secure client data is growing as data privacy laws like the CCPA and GDPR become more stringent. Platforms with strong consent management, data governance, and compliance features are in greater demand propelling the growth of the customer data platform solutions.

Predictive analytics, personalization, and consumer insights are being improved by integrating AI and ML into CDPs. This is anticipated to pick up steam as companies look to use data to make smarter decisions across various business verticals.

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In May 2021, Salesforce Inc announced updates on its customer data platform. The solution is designed to first-party data to improve personalization on every client interaction.

In October 2020, SAP SE announced the launch of its new customer data platform that is designed to redefine customer experiences across all departments.

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The major players operating in the customer data platform market analysis include Salesforce Inc, Oracle Corporation, Adobe Inc, SAS Institute Inc, and Microsoft Corporation. Other players in the customer data platform market include SAP SE, Tealium, Sitecore, Twilico Inc, and Braze.

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

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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.

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1. Mobile Biometrics Market : <https://www.alliedmarketresearch.com/mobile-biometrics-market-A16972>
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Allied Market Research (AMR) is a market research and business-consulting firm of Allied Analytics LLP, based in Portland, Oregon. AMR offers market research reports, business solutions, consulting services, and insights on markets across 11 industry verticals. Adopting extensive research methodologies, AMR is instrumental in helping its clients to make strategic business decisions and achieve sustainable growth in their market domains. We are equipped with skilled analysts and experts and have a wide experience of working with many Fortune 500 companies and small & medium enterprises.

Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep presented in the reports published by us is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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