

Key Driver Transforming The Catalogue Market 2025: E-Commerce Boom Fuels Expansion Of The Market

The Business Research Company's Catalogue Global Market Report 2025 – Market Size, Trends, And Forecast 2025-2034

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/EINPresswire.com/ -- The catalogue

market has experienced significant

growth in recent years. It is expected to

increase from \$89.89 billion in 2024 to \$108.07 billion in 2025, reflecting a compound annual growth rate (CAGR) of 20.2%. This growth in the past can be attributed to the dominance of print media, consumer behavior, and design aesthetics.

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How Big Is the Global Catalogue Market Expected to Grow, and What Is Its Annual Growth Rate?

The catalogue market is projected to experience rapid growth in the coming years, reaching \$212.58 billion by 2029 with a compound annual growth rate (CAGR) of 18.4%. This growth is driven by factors such as digital transformation, integration with e-commerce, sustainability initiatives, and mobile accessibility. Key trends expected in the forecast period include the use of personalization and AI, data analytics, omnichannel

integration, mobile-first strategies, content-rich catalogues, and subscription-based catalogues.

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What Is Driving the Growth of the Catalogue Market?

The growth of the e-commerce industry is anticipated to drive the expansion of the catalogue market. E-commerce refers to online platforms that allow the electronic purchase of products

and services. Catalogues play a crucial role in e-commerce, improving the shopping experience, aiding product discovery, and boosting sales by efficiently showcasing and organizing products for customers.

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Which Leading Companies Are Driving The Growth Of The Catalogue Market Share?

Major companies operating in the catalogue market include Akeneo, Drawtify, Flipp Corporation, FlippingBook, Flipsnack, Bonial, DCatalog, International Business Machines Corporation

What Are The Key Trends Driving The Growth Of The Catalogue Market Size?

Leading companies in the catalogue market are concentrating on creating innovative solutions, like product catalogues, to optimize data management, enhance user experience, and improve search functionality to address the changing demands of businesses and consumers. A product catalogue is a complete compilation of detailed information about the products or services provided by a business.

How Is the Global Catalogue Market Segmented?

The catalogue market covered in this report is segmented –

- 1) By Type: Paper Or Print, Digital
- 2) By Organization Size: Large Enterprises, Small And Medium-Sized Enterprises
- 3) By Industry Vertical: Retail And E-commerce, FMCG, BFSI, IT And Telecom, Media And Entertainment, Travel And Hospitality, Other Industrial Verticals

Subsegments:

- 1) By Paper Or Print: Traditional Catalogues, Folded Catalogues, Booklets, Direct Mail Catalogues
- 2) By Digital: PDF Catalogues, Interactive Online Catalogues, Mobile Catalogues, E-catalogues

The Leading Region in the Catalogue Market is:

North America was the largest region in the catalogue market in 2024. Asia-Pacific is expected to be the fastest-growing region in the forecast period.

What Is the Catalogue Market?

A catalogue is a form of marketing material that provides key product information to assist buyers in making purchasing decisions. This information includes features, descriptions, dimensions, price, weight, availability, color, and customer reviews. Catalogues serve as a powerful marketing tool to inspire potential buyers and showcase a company's offerings.

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