

Transforming Retail: How the Catalogue Market is Revolutionizing Consumer Engagement

The global catalog market grows due to the rising need for better consumer experience, higher smartphone penetration, and widespread robust internet access.

WILMINGTON, DE, UNITED STATES, February 6, 2025 /EINPresswire.com/ -- Rise in need to improve consumer experience & satisfaction and increase in penetration of smart phones coupled with robust internet access across the globe drive the growth of the [global catalogue market](#). However, increase in popularity of alternative marketing and advertising strategies hinder the market growth. Moreover, surge in use of catalogue marketing strategies in the retail & e-commerce sector is anticipated to pave the way for multiple opportunities in the industry.

According to the report, the global catalogue market was pegged at \$58.20 billion in 2020, and is expected to reach \$335.62 billion by 2030, growing at a CAGR of 20.05% from 2021 to 2030.

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A catalogue is a type of marketing collateral that lists essential product details, which help buyers to make a purchase decision. These details include product features, descriptions, dimensions, price, weight, availability, color, and customer reviews. Catalogue is used as an effective way to motivate buyers and to show them what a company is offering. In addition, catalogues are useful to several business users and groups such as sales representatives, inside sales, buyers, store clerks, field marketers, and managers.

The catalogue market is driven by increasing personalization, advancements in printing and design technologies, and the expansion of e-commerce. Catalogues serve as a tangible way for



businesses to showcase products while enhancing customer engagement. The integration of AR and VR has further transformed catalogues into interactive shopping tools, improving customer experiences.

E-commerce is accelerating the shift toward online catalogue platforms and digital integration, enabling businesses to reach customers through e-commerce networks. Additionally, the rising demand for personalized marketing strategies, driven by data insights, is enhancing customer targeting.

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Key market trends include AI-powered personalization, a growing preference for sustainable and eco-friendly catalogues, and the adoption of multi-channel marketing strategies. Companies are increasingly using catalogs to highlight sustainability initiatives, while AI-driven customization enhances customer experiences and boosts sales. By combining print and digital formats, businesses ensure flexibility and a seamless shopping experience, supporting a multipoint marketing approach.

COVID-19 scenario

1. The outbreak of the Covid-19 pandemic had a positive impact on the global catalogue market. Due to a rise in smartphone sales and the work-from-home policy, the adoption of digital catalogues increased significantly during the period.
2. Following the pandemic, digital catalogues saw a considerable surge in adoption, as they provide various advantages over print catalogues.
3. Furthermore, as a result of Covid-19, sectors such as retail & e-commerce and media & entertainment, adopted digitalization for seamless operations, resulting in widespread use of digital catalogues for product and service marketing.

The growth of the global catalogue market is impacted by factors such as rise in penetration of smartphones coupled with strong internet access across the globe and surge in need to enhance customer experience & satisfaction. In addition, increase in use of catalogue marketing strategies in the retail & e-commerce sector impacts growth of the market. Moreover, rise in popularity of alternative marketing and advertising strategies affects the market growth. In addition, surge in demand for digital catalogue marketing & advertising strategies in small & medium enterprises (SMEs) influences market growth. However, each of these factors is anticipated to have a definite impact on the catalogue market growth during the forecast period.

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Based on organization size, the large enterprise's segment held the lion's share in 2020, contributing to more than three-fifths of the global catalogue market, and is expected to continue its lead during the forecast period. This is owing to surge in investments in marketing by large enterprises is expected to fuel the growth of the catalogue market. The small and medium-sized enterprises segment, however, is expected to witness the highest CAGR of 21.34% by 2030. This is attributed to the fact that SMEs have low marketing budget and lack resources for high-grade marketing; thus, they prefer adopting digital catalogue strategy to resolve complexities and improve cost optimization of business processes.

Based on type, the paper or print segment dominated the Catalogue market in 2020. Printed catalogues and brochures serve as the most powerful tools for the sales and marketing team, as they have all the vital information about the products or services. In addition, printed catalogue makes the visibility part of products easier and have lasting effect of it on customer mind. However, the digital segment is expected to witness highest growth rate during the forecast period. Digital catalogue increases brand awareness and has more range of clients than traditional catalogues. Furthermore, the retail and e-commerce sector accepted digital transformation and digital technologies for more exposure and client satisfaction. Thus, these factors collectively are driving the adoption of digital catalogues globally. Moreover, increase in trend of online shopping and rise in number of global smartphone users foster the catalogue market growth.

By region, North America, garnered the major share in 2020, contributing to more than two-fifths of the global catalogue industry and is expected to dominate the market during the forecast period. Rise in demand for digital catalogue among various verticals such as media & entertainment, e-commerce, and BFSI is driving the market growth of the catalogue in North America. However, the Asia-Pacific region would manifest the fastest CAGR of 22.25% throughout the estimated period, owing to increase in the number of smartphone users and rise in penetration of the Internet in the region.

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Key players in the catalog market include Akeneo, Drawtify, Flipp Corporation, FlippingBook, Flipsnack, Bonial, DCatalog, IBM, Oracle, SAP SE, Coupa Software, Nordstrom, Patagonia, Euromarket Designs, RH, Wayfair, Birchbox, Conquest Graphics, J.C. Penney, Macy's, Sears Holdings, FedEx Office Print & Ship Services, Vistaprint, Shutterfly, Cabela's, L.L. Bean, REI, Dick's Sporting Goods, Academy Ltd., Sportsman's Warehouse, and Gander Outdoors. his study includes market trends, Catalogue market analysis, and future estimations to determine the imminent investment pockets.

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Contact:

David Correa

1209 Orange Street,

Corporation Trust Center,

Wilmington, New Castle,

Delaware 19801 USA.

Int'l: +1-503-894-6022

Toll Free: + 1-800-792-5285

UK: +44-845-528-1300

India (Pune): +91-20-66346060

Fax: +1-800-792-5285

help@alliedmarketresearch.com

David Correa

Allied Market Research

+ + 1 800-792-5285

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