

# Customer Intelligence Platform Market Set to Reach USD 22.1 Billion by 2032 | SNS Insider

*The Customer Intelligence Platform Market grows as businesses use AI and analytics for deep insights, personalization, and better engagement.*

AUSTIN, TX, UNITED STATES, February 7, 2025 /EINPresswire.com/ -- The [Customer Intelligence Platform Market](https://www.snsinsider.com/sample-request/3487) Size was valued at USD 2.5 Billion in 2023 and is expected to reach USD 22.1 Billion by 2032, growing at a CAGR of 27.4% over the forecast period 2024-2032, is driven by the adoption of AI

and machine learning, increasing data volumes, and a shift toward personalized customer experiences. Cloud deployments and data security concerns further shape its growth.



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## Keyplayers:

- IBM (Cloud Video, Watson Media)
- Brightcove (Video Cloud, Brightcove Live)
- Kaltura (Kaltura Video Platform, Kaltura OTT TV)
- Edgio (Edgecast, Media Delivery Network)
- Vimeo (Vimeo Enterprise, Vimeo OTT)
- Agile Content (Agile TV, Agile Content Streaming)
- Haivision (Haivision Media Platform, Haivision Hub)
- Panopto (Panopto Video Platform, Panopto Capture)
- Enghouse Systems (Enghouse Interactive, Enghouse Video Platform)
- Akamai (Akamai Media Delivery, Akamai Adaptive Media)
- Netgem Group (Netgem TV, Netgem Connect)
- Dailymotion (Dailymotion Studio, Dailymotion Video Player)
- Hive Streaming (Hive Streaming Platform, Hive Streaming Analytics)
- Blue Billywig (Blue Billywig Video Platform, Blue Billywig Player)
- JW Player (JW Player Platform, JW Player Analytics)

- Wowza (Wowza Streaming Engine, Wowza ClearCaster)
- Vbrick (Vbrick Rev, Vbrick Cloud)
- movingimage (movingimage Video Platform, movingimage Live Streaming)
- VIDIZMO (VIDIZMO Enterprise Video Platform, VIDIZMO OTT)
- Kolletive Technology (Kolletive Video Delivery, Kolletive Streaming)
- Dacast (Dacast Live Streaming, Dacast Video Hosting)
- MediaPlatform (MediaPlatform Enterprise Video, MediaPlatform OTT)
- CONTUS TECH. (CONTUS Vplay, CONTUS Stream)
- Zixi (Zixi Broadcaster, Zixi Cloud)
- VIXY (VIXY Player, VIXY Live Streaming)
- uStudio (uStudio Platform, uStudio Studio)
- Vidyard (Vidyard Video Platform, Vidyard Enterprise)
- SproutVideo (SproutVideo Hosting, SproutVideo Streaming)
- Castr (Castr Live Streaming, Castr Video Hosting)
- Muvi (Muvi Platform, Muvi OTT)

By Component, Platform Segment Dominates in 2023 with Over 66% Market Share

In 2023, the platform segment captured over 66% of the total market share, driven by the growing demand for all-in-one solutions for customer data management and analytics. Governments, particularly in the U.S., are accelerating the use of integrated digital platforms to leverage big data, improve customer engagement, and enhance personalized services.

By Data Channel, Web Segment Leads the Market in 2023, Securing Over 24% Share

In 2023, the web segment dominated the market with over 24% share, fueled by the shift toward digital interactions and e-commerce growth. Government initiatives like the EU's Digital Single Market further accelerated the adoption of web-based customer intelligence platforms, enabling businesses to capture and analyze valuable customer data.

By Application, CXM Segment Dominates in 2023, Driven by Rising Demand for Personalized Experiences

The CXM segment dominated the market in 2023, holding over 21% market share, driven by increasing customer-centric strategies. Government initiatives like the U.S. "National Strategy for Trusted Identities in Cyberspace" and the U.K.'s "Tech Nation" are propelling the integration of CXM solutions, enhancing personalized customer experiences and fostering loyalty.

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By Deployment, Cloud Deployment Segment Dominates in 2023, Holding Over 50% Market Share

In 2023, the cloud deployment segment held over 50% of the market share, driven by its scalability, flexibility, and cost-effectiveness. Government initiatives, like the U.S. Federal Cloud Computing Strategy, have supported increased cloud adoption by over 35%, enabling businesses, particularly SMEs, to leverage cloud-based customer intelligence solutions.

## By End Use, Banking, Financial Services, and Insurance Sector Dominates Customer Intelligence Platform Market

The Banking, Financial Services, and Insurance sector dominates the Customer Intelligence Platform market, driven by its need for enhanced data insights to improve customer experiences, manage risks, and comply with evolving regulatory standards, fueling widespread adoption across the industry.

## By Enterprise Size, Large Enterprises Segment Dominates Customer Intelligence Platform Market in 2023

In 2023, the large enterprises segment dominated the market due to their extensive resources, enabling them to invest in advanced customer intelligence platforms. These enterprises benefit from the ability to manage vast amounts of customer data, implement personalized strategies, and adopt cutting-edge technologies to drive customer engagement.

## North America Leads, Asia Pacific Set for Rapid Growth

North America led the Customer Intelligence Platform market in 2023, holding over 37% market share. The U.S. spearheads the region's dominance, fueled by advanced technological infrastructure, high investments in customer experience technologies, and strong government support through initiatives like the "Digital Government Strategy."

Asia Pacific is expected to experience the highest growth in the Customer Intelligence Platform market. Driven by the rapid adoption of digital technologies in emerging economies like India and China, supported by initiatives like "Digital India" and "Internet Plus," APAC's market growth continues to rise.

Access Complete Report: <https://www.snsinsider.com/reports/video-streaming-software-market-3475>

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