

# Customer Experience Analytics Market to USD 42.29 Billion by 2032 | SNS Insider

*The Customer Experience Analytics Market was USD 12.43 Bn in 2023 and will reach USD 42.29 Bn by 2032, growing at a 14.61% CAGR.*



AUSTIN, TX, UNITED STATES, February 20, 2025 /EINPresswire.com/ -- According to SNS Insider, the [Customer Experience Analytics Market](#) was valued at USD 12.43 billion in 2023 and is projected to reach USD 42.29 billion by 2032, growing at a CAGR of 14.61% from 2024 to 2032. The increasing need for personalized experiences, real-time feedback mechanisms, and data-driven decision-making is significantly contributing to the market's rapid expansion.

Get Sample Copy of Report: <https://www.snsinsider.com/sample-request/5507>

Some of Major Keyplayers:

- Alteryx (Alteryx Designer, Alteryx Server)
- SAS (SAS Viya, SAS Customer Intelligence)
- Qlik (Qlik Sense, QlikView)
- Splunk (Splunk Enterprise, Splunk Cloud)
- Teradata (Teradata Vantage, Teradata IntelliCloud)
- MicroStrategy (MicroStrategy Analytics, MicroStrategy Cloud)
- Domo (Domo Business Cloud, Domo Data Science)
- Sisense (Sisense Fusion, Sisense for Cloud Data Teams)
- ThoughtSpot (ThoughtSpot Analytics, ThoughtSpot Cloud)
- Tableau (Tableau Desktop, Tableau Server)
- Microsoft Power BI (Power BI Desktop, Power BI Pro)

- Salesforce (Salesforce Service Cloud, Salesforce Marketing Cloud)
- Zendesk (Zendesk Support, Zendesk Chat)
- HubSpot (HubSpot Service Hub, HubSpot Marketing Hub)
- Freshworks (Freshdesk, Freshchat)
- Zoho (Zoho Analytics, Zoho CRM)
- Oracle (Oracle CX Cloud, Oracle Service Cloud)
- Adobe (Adobe Experience Cloud, Adobe Analytics)
- IBM (IBM Watson Analytics, IBM Customer Experience Analytics)
- SAP (SAP Customer Experience, SAP Analytics Cloud)

#### By Touch Point: Call Center Leads, Web Grows Fastest

In 2023, the Call Center segment dominated the market and accounted for 39.8% of revenue share, as a majority volume of direct customer interactions are conducted through this channel and this data is used by businesses to determine sentiment, satisfaction, and to resolve issues.

The Web segment will grow at the fastest pace as the interactions on the web are increasing owing to chatbots, AI-enabled virtual assistants, and web-based customer feedback mechanisms. Organizations are spending serious money on high-end web analytics tools to get a clearer picture of digital customer journeys and optimize the user experience.

#### By Solution: Social Media Analytical Tools Dominate, Data Management Fastest Growing

The social media analytical tools segment dominated the market and accounted for significant revenue share in 2023, as businesses focus on tracking what the brand wants to convey, brand reputation, customer sentiment, competitor response to action, tonality, etc., through platforms like Twitter, LinkedIn, and Instagram.

The Data Management segment is expected to witness the fastest CAGR owing to the growing demand for consolidation, integration, and governance of data. With businesses leaning towards advanced AI-based analytics for their big data, it becomes imperative to use efficient data management solutions that will generate the right insights.

#### By Industry Vertical: BFSI Dominates, Manufacturing Expands Fastest

The BFSI sector dominated the market and accounted for a significant revenue share in 2023, as it utilizes customer analytics for the detection of fraud, custom banking services, and automating customer support processes.

The Manufacturing segment is projected to experience the fastest CAGR growth, due to the increasing adoption of predictive analytics in supply chain management, smart factories, and customer-driven product customization. With Industry 4.0 and IoT-enabled manufacturing processes taking center stage, the demand for analytics-driven decision-making is only expected

to rise further.

## Customer Experience Analytics Market Segmentation:

### By Touch Point

- Company Website
- Branch
- Call Center
- Web

### By Solution

- Data Management
- Social Media Analytical Tools
- Voice Of Customer
- Web Analytical Tools
- Dashboard & Reporting

### By Industry Vertical

- BFSI
- Healthcare
- Manufacturing
- IT Communication Service Provider
- Travel & Hospitality

Enquiry Before Buy this Report: <https://www.snsinsider.com/enquiry/5507>

## Key Regional Insights: North America Dominates the Market, Asia-Pacific Registers Fastest Growth

North America accounts for the highest market share primarily due to the presence of some of the leading technology companies, high adoption of AI-driven analytics solutions, and rising investments in customer engagement platforms. Customer experience strategies driven by data are a key focus among enterprises in the region, facilitating rapid adoption of experience analytics solutions.

The fastest growth is expected to be in the Asia-Pacific region, due to the rapid digital transformation in the area, the growth of e-commerce platforms, and the increasing adoption of AI-based analytics solutions in various industry verticals. Customer experience technologies are also adopted well by nations like China, India, and Japan due to attracting more towards digital engagement and services.

## Recent Developments in 2024

- In January 2024, Salesforce Launched AI-powered predictive analytics for customer engagement.
- In March 2024, Adobe Introduced real-time data visualization tools in Adobe Experience Cloud.
- In February 2024, SAP Expanded its AI-driven sentiment analysis solutions for customer feedback.
- In April 2024 Microsoft Enhanced its Dynamics 365 Customer Insights platform with generative AI capabilities.

Access Complete Report: <https://www.snsinsider.com/reports/customer-experience-analytics-market-5507>

#### Table of Content:

1. Introduction
2. Executive Summary
3. Research Methodology
4. Market Dynamics Impact Analysis
5. Statistical Insights and Trends Reporting
6. Competitive Landscape
7. Customer Experience Analytics Market Segmentation, By Touch Point
8. Customer Experience Analytics Market Segmentation, By Solution
9. Customer Experience Analytics Market Segmentation, By Industry Vertical
10. Regional Analysis
11. Company Profiles
12. Use Cases and Best Practices
13. Conclusion

#### About Us:

SNS Insider is one of the leading market research and consulting agencies that dominates the market research industry globally. Our company's aim is to give clients the knowledge they require in order to function in changing circumstances. In order to give you current, accurate market data, consumer insights, and opinions so that you can make decisions with confidence, we employ a variety of techniques, including surveys, video talks, and focus groups around the world.

Akash Anand

SNS Insider | Strategy and Stats

+1 415-230-0044

[email us here](#)

Visit us on social media:

[Facebook](#)

[X](#)

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/787667118>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.