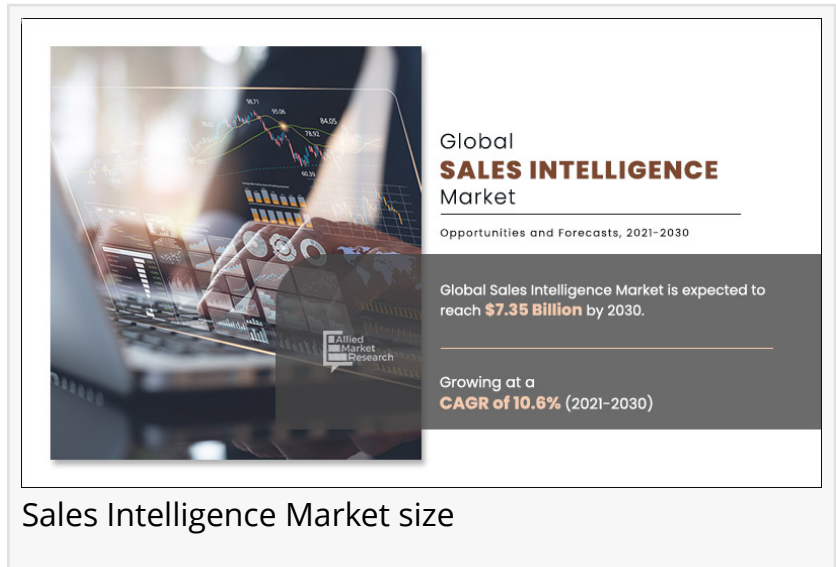# Sales Intelligence Market Reach USD 7.35 Billion by 2030 | Growing at 10.6% CAGR Globally

WILMINGTON, DE, UNITED STATES, June 19, 2025 /EINPresswire.com/ -- Allied Market Research published a new report, titled, "Sales Intelligence Market Reach USD 7.35 Billion by 2030 | Growing at 10.6% CAGR Globally." 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.

Sales Intelligence Market size

The global sales intelligence market size was valued at USD 2.78 billion in 2020, and is projected to reach USD 7.35 billion by 2030, growing at a CAGR of 10.6% from 2021 to 2030.

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Driving Factors : Sales Intelligence Market

Increase in adoption of advanced solutions for improved customer targeting and demand for content optimization and data enrichment tools drive the growth of the global sales intelligence market. However, variations in industry-specific requirements restrain the market growth. On the other hand, incorporation of AI and ML capabilities to automate pre-sales processes create new opportunities in the coming years.

Market Segmentation : Sales Intelligence Market

The global sales intelligence industry is segmented on the basis of component, deployment

model, enterprise size, application, industry vertical, and region. By component, the market is bifurcated into software and services. By deployment model, it is categorized into on-premises and cloud. By enterprise size, it is divided into large enterprises and SMEs. By application, it is segmented into analytics and reporting, data management, lead management, and others. By industry vertical, it is fragmented into BFSI, IT & telecom, retail & e-commerce, healthcare, media & entertainment, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Players : Sales Intelligence Market

The key players profiled in the sales intelligence market analysis are Clearbit, Demandbase, Inc., Dun & Bradstreet Corporation, Data Axle, HG Insights, InsideView, LinkedIn Corporation, Oracle Corporation, ZoomInfo Technologies LLC, and Zoho Corporation.

If you have any questions, Please feel free to contact our analyst at:
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Based on region, North America contributed to the largest share in 2020, accounting for nearly half of the global sales intelligence industry, and is projected to continue its dominant share by 2030. This is attributed to high adoption of sales intelligence solutions across end-user segments such as BFSI, retail, and healthcare and rise in investments in new technologies such as data analytics, big data, and machine learning. However, Asia-Pacific is projected to manifest the largest CAGR of 12.5% during the forecast period, owing to evolving consumer trends in the region and high population density leading businesses toward better sales conversion.

Based on industry vertical, the IT & Telecom segment held the highest share in 2020, contributing to around one-fourth of the global sales intelligence market, and is expected to maintain its lead in terms of revenue during the forecast period. This is attributed to businesses being able to optimize their customer relationship management (CRM) portals to support sales executives in finalization of a sale by helping them determine solid leads much faster than before. However, the media & entertainment segment is estimated to portray the fastest CAGR of 12.8% from 2021 to 2030, owing to ability provided to effectively profile and target their customers to gain more viewership and widen the scope of their platforms.

Based on component, the software segment accounted for the largest share in 2020, contributing to more than two-thirds of the global sales intelligence market, and is expected to maintain its leadership status during the forecast period. This is due to ability offered to businesses to implement sales plans more effectively and faster than before. However, the services segment is expected to manifest the highest CAGR of 12.4% from 2021 to 2030, owing to ability offered to businesses to handle a large number of customers while maintaining a relatively small sales and support team.

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and Figures) at: https://www.alliedmarketresearch.com/sales-intelligence-market/purchase-options

Covid-19 Scenario : Sales Intelligence Market

 The Covid-19 pandemic impacted the sales intelligence market positively as there has been increase in investments by different companies in emerging technologies such as AI & machine learning and surge in need for sale intelligence software among enterprises to determine potential customers and tap on growth opportunities.

 Sales intelligence software and services were widely adopted by small and medium-sized enterprises (SMEs) to take strategic decisions, address customer issues on a priority basis, and avail results in real-time.

Top Impacting Factors:

Rapid Adoption of Advanced Solutions for Improved Customer Targeting

The sales intelligence market growth is attributed to factors such as rise in demand for improved customer targeting and customer acquisition, which boosts growth of the sales intelligence market. In addition, growing technological advancements is creating several growth opportunities as it is helping enterprises by providing accurate picture of their customers, which is very important for effective sales and marketing. Furthermore, demand for sales intelligence tools has been increased by deep sales insights as per the needs of target needs for audiences, responsibilities, and challenges. It also helps evaluating vendors to build accurate personas and establish value propositions. Furthermore, it enables businesses identify sales triggers and present their offers to customers at the right time with the most convincing sales arguments. In addition, limiting the population funnels research and budgets to customers with highest profit potential is helping companies improve their ROI, which, in turn, drives growth of the sales intelligence market.

Surge in Demand for Content Optimization and Data Enrichment Tools

Data enrichment helps companies to optimize their data will open new possibilities for marketing campaigns, communication channels, and improve customer targeting. In addition, together with email verifiers, data enriching tools help businesses cleanse their data, and keep enriched list accurate and usable. Furthermore, content optimization is gaining importance as 68% of all online experiences begin with a simple search. Thus, content optimization is one of the best ways for business pages to rank well on search engines. In addition, content optimization tools help pick the right topics and hit correct keywords for content.

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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About Us:

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.

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
+ 1800-792-5285
email us here
Visit us on social media:
LinkedIn
Facebook
YouTube
X

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