Customer Data Platform Market Set for 27.4% CAGR Surge Through 2033, Reaching $49.6 Billion

WILMINGTON, NEW CASTLE, DE, UNITED STATES, August 4, 2025 /EINPresswire.com/ -- Allied Market Research published a report, titled, "Customer Data Platform Market Size, Share, Competitive Landscape and Trend Analysis Report, by Type (Data CDP, Analytic CDP, Campaign CDP, Others) , by Deployment (On-Premise, Cloud), by Enterprise Size (Large Enterprises, Small and Medium Enterprises), by Industry Vertical (BFSI, Retail and E-commerce, Travel and Hospitality, Telecommunications, Healthcare, Media and Entertainment, Others) : Global Opportunity Analysis and Industry Forecast, 2024 - 2033."

Market Size : The customer data platform market was valued at $4.4 billion in 2023, and is estimated to reach $49.6 billion by 2033, growing at a CAGR of 27.4% from 2024 to 2033.

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The Analytic CDP segment held the largest market share in 2023.

By type, the analytic CDP segment held the largest market share in 2023, owing to constant rise in demand for quality analytics of customer data for making data driver decision across businesses.

The cloud segment held the largest market share in 2023.

By deployment type, the cloud segment held the largest market share in 2023. Data plays an important role in all businesses and owing to globalization, businesses are constantly adopting

cloud solutions for making the data available globally. This factor thereby contributes to the rise in adoption of cloud customer data platform market.

The large enterprises segment held the largest market share in 2023.

By user type, the large enterprises segment held the largest market share in 2023, owing to the large volume of data available with large enterprises. However, the small & medium-sized enterprises segment is projected to attain the fastest growing segment from 2023 to 2032, owing to profitable business functions with lower cost and more effective operational solutions.

The telecommunication segment held the largest market share in 2023.

By industry vertical, the telecommunication segment held the largest market share in 2023, due to rise in the demand for customized and personalized services to their customers in the telecommunication industry.

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Regional Outlook :

North America held the highest market share in 2023.

North America held the highest market share in 2023 owing to the region's broad access to modern data centers, high-speed internet, and cutting-edge technologies, which are essential for the efficient implementation and usage of CDPs. Considerable businesses and international corporations, which make up a considerable portion of the region's business community, are important CDP users. These businesses frequently have sizable customer bases and intricate data requirements, which fuel the need for advanced data management systems. These factors are thereby contributing to the growth of the North America customer data platform industry.

Leading Market Players :

• Salesforce Inc

• Oracle Corporation

• Adobe Inc

• SAS Institute Inc

• Microsoft Corporation

• SAP SE

• Tealium

• Sitecore

• Twilico Inc

• Braze.

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Recent Development :

• In October 2022, Ikue customer data and personalization company based in the UK announced the launch of its new customer data platform designed specifically for marketing teams operating across the telecommunication industry.

• In May 2022, Amplitude, Inc. announced the launch of a new customer data platform which is capable of collecting and analyzing event data in collaboration with integrated analytical solutions. These solutions are designed for marketing teams to improve the quality of data and expand their customer base.

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We are in professional corporate relations with various companies, and this helps us in digging out market data that helps us generate accurate research data tables and confirms utmost accuracy in our market forecasting. Each and every data presented in the reports published by us is extracted through primary interviews with top officials from leading companies of domain concerned. Our secondary data procurement methodology includes deep online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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