

Proposal Management Software Market Reach USD 7 Billion by 2031 Growing at 14.8% CAGR Globally

WILMINGTON, DE, UNITED STATES, September 22, 2025 /EINPresswire.com/ -- Allied Market Research published a new report, titled, "[Proposal Management Software Market](#) Reach USD 7 Billion by 2031 Growing at 14.8% CAGR Globally." The report offers an extensive analysis of key growth strategies, drivers, opportunities, key segments, 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 a thorough understanding of the industry and determine steps to be taken to gain competitive advantage.

The global proposal management software market size was valued at USD 1.8 billion in 2021, and is projected to reach USD 7 billion by 2031, growing at a CAGR of 14.8% from 2022 to 2031.

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Driving Factors

Integration with existing tools and customization and rise of cloud-based proposal management software have boosted the growth of the global proposal management software market. The market across North America dominated in 2021, holding more than two-fifths of the market. The Covid-19 pandemic severely impacted the market due to increase in the number of smartphone users, high adoption of connected devices, and rise in the e-commerce sector.

Market Segmentation

The proposal management software market is segmented on the basis of component, deployment model, enterprise size, industry vertical, and region. By component, it is segmented into software and services. The service segment is further categorized into professional service and managed service. The professional service segment is further categorized into training & education, integration & deployment, and support & maintenance, and consulting. By deployment model, the market is categorized into on-premise and cloud. By enterprise size, the market is categorized into SMEs and large enterprises. By industry vertical, it is categorized into government, transportation & logistics, healthcare & life science, BFSI, retail & e-commerce, manufacturing, IT & telecom, and others. Region wise, it is analyzed across North America,

Europe, Asia-Pacific, and LAMEA.

Key Players

The global proposal management software market includes an in-depth analysis of the prime market players such as Aarav Software, Bidsketch, Better Proposals, Deltek, Inc., GetAccept, Icertis, iQuoteXpress, Inc., Ignition, Microsoft Corporation, Nusii, Proposify, PandaDoc, RFPIO, Sofon, Tilkee, WeSuite, and Zbizlink.

If you have any questions, Please feel free to contact our analyst at:

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The global proposal management software market is analyzed across several regions such as North America, Europe, Asia-Pacific, and LAMEA. The market across North America dominated in 2021, holding more than two-fifths of the market. However, the market across Asia-Pacific is projected to showcase the highest CAGR of 17.2% during the forecast period.

Based on component, the service segment is expected to portray the highest CAGR of 16.2% during the forecast period. However, the software segment held the largest share in 2021, contributing to nearly three-fifths of the market.

On the basis of deployment model, the cloud segment is projected to manifest the highest CAGR of 15.9% during the forecast period. However, the on premise segment held the lion's share in 2021, accounting for more than half of the market.

Based on enterprise size, the large enterprises segment held the largest share in 2021, contributing to around three-fifths of the market. However, the SMEs segment is anticipated to register the highest CAGR of 16.1% during the forecast period.

On the basis of industry vertical, the manufacturing segment is projected to register the highest CAGR of 17.8% during the forecast period. However, the government segment held the largest share in 2021, accounting for more than one-fifth of the market.

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COVID-19 Scenario

□ The Covid-19 pandemic severely impacted the market due to increase in number of smartphone users, high adoption of connected devices, and rise in the e-commerce sector. The Covid-19 pandemic created economic challenges and disrupted the supply chain.

□ The shutdown of various plants and factors negatively affected the supply chain and manufacturing, delivery schedules, and sales of products.
Digital and artificial intelligence industry gained popularity to manage and control the outbreak.

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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 market dynamics and will enable strategic decision-making for existing market players as well as those willing to enter the market.

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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.

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