

Feedback Management Software Market to Reach \$28.7 Billion by 2031 | CAGR 12.9%

WILMINGTON, NEW CASTLE, DE, UNITED STATES, September 24, 2025 /EINPresswire.com/ -- According to the report published by Allied Market Research, the global [feedback management software market](#) generated \$8.8 billion in 2021, and is projected to reach \$28.7 billion by 2031, growing at a CAGR of 12.9% from 2022 to 2031. The report offers a detailed analysis of the top winning strategies, evolving market trends, market size and estimations, value chain, key investment pockets, drivers



& opportunities, competitive landscape and regional landscape. The report is a useful source of information for new entrants, shareholders, frontrunners and shareholders in introducing necessary strategies for the future and taking essential steps to significantly strengthen and heighten their position in the market.

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COVID-19 Scenario:

The outbreak of the COVID-19 has had a negative impact on the growth of the global feedback management software market, owing to the occurrence of lockdowns in various countries across the globe.

Lockdowns resulted in the drastic change in the buying behaviour of customers. Besides, emergency measures and lockdown adopted by the government to restrain the pandemic spread has led the users to adopt online channels for goods and services.

Disruption in supply chain across various industries and severity of the crisis reduced the overall growth of the feedback management software market during the pandemic.

However, following the COVID-19 outbreak, a major focus on personalization measures has been the key strategy adopted by the companies to achieve colossal growth within the overall market scenario, which considerably expanded the penetration of the feedback management system market.

The report offers detailed segmentation of the global feedback management software market based on component, type, deployment mode, organization size, industry vertical, and region. The report provides a comprehensive analysis of every segment and their respective sub-segment with the help of graphical and tabular representation. This analysis can essentially help market players, investors, and new entrants in determining and devising strategies based on fastest growing segments and highest revenue generation that is mentioned in the report.

Based on component, the software segment held the dominating market share in 2021, holding nearly two-thirds of the global market share, and is expected to maintain its leadership status during the forecast period. The services segment, on the other hand, is expected to cite the fastest CAGR of 14.6% during the forecast period.

Based on type, the customer segment held the dominating market share in 2021, holding nearly half of the global market share, and is expected to maintain its leadership status during the forecast period. The client segment, on the other hand, is expected to cite the fastest CAGR of 15.5% during the forecast period.

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Based on organization size, the large enterprises segment held the dominating market share in 2021, holding more than two-thirds of the global market share, and is expected to maintain its leadership status during the forecast period. The Small and Medium-sized Enterprises segment, on the other hand, is expected to cite the fastest CAGR of 15.8% during the forecast period.

Based on region, the market across North America held the dominating market share in 2021, holding nearly two-fifths of the global market share. The Asia-Pacific region, on the other hand, is expected to maintain its leadership status during the forecast period. In addition, the same region is expected to cite the fastest CAGR of 16.1% during the forecast period.

The key players analyzed in the global feedback management software market report include Momentive Inc., Qualtrics, LLC, UserVoice, Inc., Alchemer, Explorance Inc., QuestionPro Inc., Filecamp AG, ProofHub, LLC, Pageproof.com Limited, and Engagedly, Inc.

The report analyzes these key players in the global feedback management software market. These market players have made effective use of strategies such as joint ventures, collaborations, expansion, new product launches, partnerships, and others to maximize their foothold and prowess in the industry. The report is helpful in analyzing recent developments,

product portfolio, business performance and operating segments by prominent players in the market.

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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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