

Marketing Cloud Platform Market Reach USD 34.9 Billion by 2031

WILMINGTON, DE, UNITED STATES, November 27, 2025 /EINPresswire.com/ -- According to the report published by Allied Market Research, [Marketing Cloud Platform Market](https://www.alliedmarketresearch.com/request-sample/A31696) Reach USD 34.9 Billion by 2031. The report provides an extensive analysis of changing market dynamics, major segments, value chain, competitive scenario, and regional landscape. This research offers valuable able guidance to leading players, investors, shareholders, and startups in devising strategies for sustainable growth and gaining a competitive edge in the market.

The global marketing cloud platform market was valued at \$10 billion in 2021, and is projected to reach \$34.9 billion by 2031, growing at a CAGR of 13.7% from 2022 to 2031.

Increase in the adoption of marketing cloud platforms across small and medium organizations, rise in the number of entrepreneurs and companies around the world, increase in the use of multi-cloud environments such as SaaS, IaaS, PaaS so as to achieve various organizational objectives drive the growth of the global marketing cloud platform market. On the other hand, issues associated with vendor lock-in are expected to hinder the growth to some extent. However, marketing cloud platform does not require any physical infrastructure which presents new opportunities for the growth of the market.

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The marketing cloud platform market is segmented on the basis of component, cloud type, marketing function, organization size, industry vertical, and region. By component, it is bifurcated into platform and services. By cloud type, it is divided into private, public and hybrid. On the basis of marketing function, it is categorized into marketing content and automation, marketing engagement, marketing analytics, marketing interaction and others. By organizational size, the market is segmented into small & medium-sized enterprises and large enterprises. By industry vertical, the market is categorized into retail and e-commerce, IT and telecommunication, BFSI, media and entertainment, healthcare, travel and hospitality and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific and LAMEA.

The key players that operate in the marketing cloud platform market analysis are Acquia, Inc., Adobe, CM Group, IBM Corporation, Maropost, Oracle Corporation, Salesforce, Inc., SAP SE, Teradata Corporation and The Nielson Company (US), LLC. These players have adopted various

strategies to increase their market penetration and strengthen their position in the marketing cloud platform industry.

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Based on region, the market across North America held the dominating market share in 2021, holding more than one-thirds of the global marketing cloud platform market, owing to increase in usage of marketing cloud platform in BFSI, retail, healthcare and other sectors to improve businesses and the customer experience. The Asia-Pacific region, on the other hand, is likely to retain the dominant status during the forecast period and is expected to cite the fastest CAGR of 18.0% during the forecast period, due to increase in penetration of advanced technology and higher adoption of cloud-based solution and services in the region.

Based on marketing function, the marketing content and automation segment held the dominating market share in 2021, holding nearly two-fifths of the global marketing cloud platform market, and is expected to retain the dominant status during the forecast period, as it saves time and money and improve the effectiveness of campaigns. The marketing analytics segment, on the other hand, is expected to cite the fastest CAGR of 17.4% during the forecast period as it enables marketers to gain actionable insights that drive results.

Based on component, the platform segment held the dominating market share in 2021, holding nearly three-fourths of the global marketing cloud platform market, and is expected to retain the dominant status during the forecast period, owing to various benefits it offers such as streamlined business process, elimination of manual process, and reduced time & costs. The services segment, on the other hand, is expected to cite the fastest CAGR of 18.1% during the forecast period. The growth of this segment is mainly because it enhances software implementation, maximize the value of existing installation by optimizing it, and minimize the deployment cost & risks.

Based on type of cloud, the public segment held the dominating market share in 2021, holding nearly three-fifths of the global marketing cloud platform market, and is expected to retain the dominant status during the forecast period, owing to its easy access and affordable costs. The hybrid segment, on the other hand, is expected to cite the fastest CAGR of 18.1% during the forecast period, owing to its rapid adoption by the various sectors such as government utilities, manufacturing and health care.

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COVID-19 Scenario: Marketing Cloud Platform Market

□ The outbreak of COVID-19 had a positive impact on the growth of the global marketing cloud platform market, owing to the presence of lockdowns as imposed by the governments of various countries around the world.

□ Lockdowns resulted in significant boost in demand for marketing cloud platforms to support several crucial digital solutions such as e-commerce and remote work, as well as entertainment platforms such as online gaming and video streaming during the pandemic.

□ Due to the prevalence of stringent social distancing restrictions from the government, people were required to stay indoors ultimately resulted in remote working and increased internet consumption.

□ Thus, the market is expected to grow exponentially in the coming years.

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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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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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