

Association Technology Solutions Market In 2029

The Business Research Company's Information Technology Global Market Report 2025 – Market Size, Trends, And Global Forecast 2025-2034

LONDON, GREATER LONDON, UNITED KINGDOM, December 18, 2025 /EINPresswire.com/ -- "[Association Technology Solutions Market](#) to Surpass \$11 billion in 2029. Within the broader Information Technology industry, which is expected to be \$12,712 billion by 2029, the Association Technology Solutions market is estimated to account for nearly 0.1% of the total market value.

Which Will Be the Biggest Region in the Association Technology Solutions Market in 2029

North America will be the largest region in the association technology solutions market in 2029, valued at \$4,123 million. The market is expected to grow from \$2,365 million in 2024 at a compound annual growth rate (CAGR) of 12%. The rapid growth is supported by increasing technological advancements and increasing e-commerce industry.

Which Will Be The Largest Country In The [Global Association Technology Solutions Market](#) In 2029?

The USA will be the largest country in the association technology solutions market in 2029, valued at \$3,650 million. The market is expected to grow from \$2,091 million in 2024 at a compound annual growth rate (CAGR) of 12%. The rapid growth can be attributed to the



Association Technology Solutions Market 2025



expansion of the e-commerce industry, globalization of business and rise in marketing automation.

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What will be Largest Segment in the Association Technology Solutions Market in 2029?

The association technology solutions market is segmented by solution type into association management solutions/membership management, events management, learning management solutions, community engagement, payments and other types. The association management solutions/membership management market will be the largest segment of the association technology solutions market segmented by solution type, accounting for 34% or \$3,744 million of the total in 2029. The association management solutions/membership management market will be supported by increasing demand for streamlined operations and efficient membership tracking, the growing need for digital transformation in associations, rising adoption of cloud-based solutions, the shift towards data-driven decision-making and the need for enhanced automation in administrative tasks.

The association technology solutions market is segmented by association size (FTE basis) into small (below 20 FTE), medium (between 21-50 FTE) and large (above 51 FTE). The large (above 51 FTE) market will be the largest segment of the association technology solutions market segmented by association size, accounting for 55% or \$6,088 million of the total in 2029. The large (above 51 FTE) market will be supported by the need for enterprise-level solutions that offer advanced functionality, scalability and integration across multiple departments, rise in demand for advanced data analytics, automation of administrative tasks and enhanced security features also drives adoption. Furthermore, these associations seek solutions that support global operations, multi-currency transactions and compliance with diverse industry standards and regulations.

What is the expected CAGR for the Association Technology Solutions Market leading up to 2029?

The expected CAGR for the association technology solutions market leading up to 2029 is 12%.

What Will Be The Growth Driving Factors In The Global Association Technology Solutions Market In The Forecast Period?

The rapid growth of the global association technology solutions market leading up to 2029 will



be driven by the following key factors that are expected to reshape organisational membership management, events, learning, and community engagement processes worldwide.

E-commerce Growth - The e-commerce growth will become a key driver of growth in the association technology solutions market by 2029. The growth of e-commerce has led to an increased demand for online memberships, subscriptions, and digital product sales. Associations increasingly depend on technology solutions to manage member engagement, track subscriptions, process payments, and maintain digital catalogs. Tools such as payment gateways, membership management software, and automated billing systems have become crucial in supporting the rise in online transactions and membership-based models. As a result, the e-commerce growth is anticipated to contributing to annual growth in the market.

Rise In Marketing Automation And CRM Tools - The rise in marketing automation and CRM tools will emerge as a major factor driving the expansion of the association technology solutions market by 2029. CRM systems and marketing automation platforms help associations collect detailed insights on member behavior, preferences, and engagement. By utilizing data analytics, associations can make informed decisions, such as audience segmentation, trend identification, and delivering personalized content. This data-driven strategy enhances member engagement, crucial for retention and growth. Consequently, the rise in marketing automation and CRM tools is projected to contributing to annual growth in the market.

Rising Importance Of Data-Driven Decisions - The rising importance of data-driven decisions will serve as a key growth catalyst for the association technology solutions market by 2029. Associations are increasingly leveraging data to gain insights into member behavior, preferences, and engagement patterns. These data-driven insights enable informed decisions regarding membership management, event planning, communication strategies, and resource allocation. Predictive analytics help associations forecast membership trends, renewal rates, and recruitment efforts, allowing them to anticipate future needs, plan proactively, and identify growth opportunities. Therefore, this rising importance of data-driven decisions is projected to supporting to annual growth in the market.

Rapid Urbanization - The rapid urbanization will become a significant driver contributing to the growth of the association technology solutions market by 2029. Urbanization drives the need for technology to support dense communities and business hubs. Associations leverage smart city systems, internet of things (IoT) devices, and cloud platforms for seamless management of communication, maintenance, events, and finances. Enhanced connectivity enables real-time updates, improving engagement, resource allocation, and decision-making in urban environments. Consequently, the rapid urbanization is projected to contributing to annual growth in the market.

Access the detailed Association Technology Solutions Market report here:

<https://www.thebusinessresearchcompany.com/report/association-technology-solutions-market>

What Are The Key Growth Opportunities In The Association Technology Solutions Market in 2029?

The most significant growth opportunities are anticipated in the association technology membership management solutions market, and the large (above 51 FTE) association technology solutions market. Collectively, these segments are projected to contribute over \$4 billion in market value by 2029, driven by the rising adoption of digital membership models, hybrid and virtual event platforms, AI-driven analytics for member engagement, and cloud-based scalable solutions for large associations. This surge reflects the accelerating adoption of association technology solutions that enable real-time membership management, personalised engagement, and streamlined operations, fueling transformative growth within the broader association technology solutions industry.

The large (above 51 FTE) association technology solutions market is projected to grow by \$2,517 million, and the association technology membership management solutions market by \$1,419 million over the next five years from 2024 to 2029.

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