

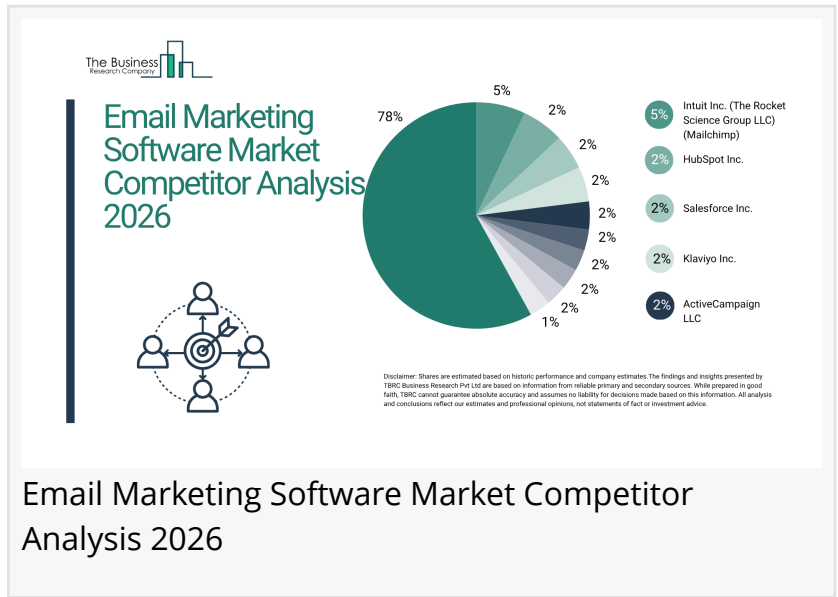
Battle for Dominance in the Email Marketing Software Market: Leading Firms Compared

The Business Research Company's Email Marketing Software Market Report 2026 – Market Size, Trends, And Global Forecast 2026-2035

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/EINPresswire.com/ -- "The [email marketing software market](#) is

dominated by a mix of global cloud-based software providers and specialized marketing automation platform vendors. Companies are focusing on AI-driven campaign optimization, advanced audience segmentation, omnichannel engagement capabilities, workflow automation, and real-time analytics to strengthen market presence and address evolving digital marketing requirements. Emphasis on personalized customer communication, data privacy compliance, seamless integration with CRM and e-commerce platforms, scalability, and user-friendly interfaces remains central to competitive positioning. Understanding the competitive landscape is essential for stakeholders seeking growth opportunities, platform innovation, and strategic partnerships within the rapidly evolving digital marketing ecosystem.



Which Market Player Is Leading The Email Marketing Software Market?

•According to our research, Intuit Inc. (The Rocket Science Group LLC) (Mailchimp) led global sales in 2024 with a 5% market share. The company's marketing platform division, which is directly involved in the email marketing software market, provides a broad portfolio of campaign management, audience segmentation, automation workflows, and analytics tools that support targeted communication, customer engagement, conversion efficiency, and scalability across small, medium, and enterprise-level businesses.

Who Are The Major Players In The Email Marketing Software Market?

Major companies operating in the email marketing software market are Intuit Inc. (The Rocket Science Group LLC) (Mailchimp), HubSpot Inc., Salesforce Inc., Klaviyo Inc., ActiveCampaign LLC, Constant Contact Inc., Sendinblue, GetResponse, Oracle Corporation, Adobe Inc., Campaign

Monitor Pty Ltd, Drip, Mailjet SAS, Sendlane LLC, ConvertKit LLC, Benchmark Internet Group LLC, Moosend Inc., Bronto Software, AWeber Communications Inc., iContact, Pinpointe On-Demand Inc., EmailOctopus Ltd, VerticalResponse Inc., Ontraport, MailerLite, Zoho Corporation Pvt. Ltd.

How Concentrated Is The Email Marketing Software Market?

•The market is moderately fragmented, with the top 10 players accounting for 22% of total market revenue in 2024. This level of concentration reflects evolving technological capabilities and increasing data governance requirements, driven by rising demand for marketing automation, real-time customer engagement, cross-channel integration, and scalable cloud-based deployment models. Leading players such as Intuit Inc. (The Rocket Science Group LLC) (Mailchimp), HubSpot Inc., Salesforce Inc., Klaviyo Inc., ActiveCampaign LLC, Constant Contact Inc., Sendinblue, GetResponse, Oracle Corporation, and Adobe Inc. hold notable market shares through comprehensive marketing platforms, strong customer bases, global service presence, and continuous innovation in automation, personalization, and analytics capabilities. As demand for data-driven marketing strategies, personalized communication, AI-enabled campaign optimization, and seamless platform integration increases, product innovation, strategic partnerships, and expansion into emerging digital markets are expected to strengthen the competitive positioning of these leading companies in the market.

•Leading companies include:

- oIntuit Inc. (The Rocket Science Group LLC) (Mailchimp) (5%)
- oHubSpot Inc. (2%)
- oSalesforce Inc. (2%)
- oKlaviyo Inc. (2%)
- oActiveCampaign LLC (2%)
- oConstant Contact Inc. (2%)
- oSendinblue (2%)
- oGetResponse (2%)
- oOracle Corporation (2%)
- oAdobe Inc. (1%)

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Who Are The Key Raw Material Suppliers In The Email Marketing Software Market?

•Major raw material suppliers in the email marketing software market include Snowflake Inc., Databricks, Twilio Inc., SendGrid, Cloudflare Inc., Akamai Technologies, MongoDB Inc., Redis Inc., Elastic NV, Fastly Inc., DigitalOcean Holdings Inc., OVHcloud, Hetzner Online GmbH, Equinix Inc., and Iron Mountain Inc.

Who Are The Major Wholesalers And Distributors In The Email Marketing Software Market?

•Major wholesalers and distributors in the email marketing software market include Ingram

Micro Inc., TD SYNnex Corporation, Arrow Electronics Inc., Tech Data Corporation, Redington Limited, Westcon-Comstor, Exclusive Networks, Also Holding AG, Synnex Technology International Corp., Insight Enterprises Inc., Softcat plc, CDW Corporation, SHI International Corp., Bechtle AG, Computacenter plc, Connection Inc., Zones LLC, and Presidio Inc.

Who Are The Major End Users Of The Email Marketing Software Market?

- Major end users in the email marketing software market include Walmart Inc., Alibaba Group Holding Limited, Shopify Inc., eBay Inc., Target Corporation, Best Buy Co. Inc., The Coca-Cola Company, Nike Inc., Airbnb Inc., Uber Technologies Inc., Netflix Inc., Booking Holdings Inc., Expedia Group Inc., Zomato Limited, Swiggy, BYJU'S, and Reliance Retail Limited.

What Are The Major Competitive Trends In The Market?

- AI-powered automation agents are transforming the email marketing software market by enhancing campaign efficiency, enabling hyper-personalized communication, and supporting real-time optimization of marketing workflows.
- Example: In May 2025, ActiveCampaign LLC launched Active Intelligence, a system of AI-driven agents integrated into its marketing automation platform.
- Its conversational AI capabilities, automated workflow generation, predictive segmentation, and performance analytics enhance campaign effectiveness, improve user productivity, and support scalable, data-driven customer engagement strategies.

Which Strategies Are Companies Adopting To Stay Ahead?

- AI-Driven Personalization Enhancing Targeted Customer Engagement
- Advanced Marketing Automation Streamlining Campaign Execution
- Interactive Email Content Improving User Engagement Rates
- Privacy-First Strategies Strengthening Data Compliance Frameworks
- Omnichannel Integration Expanding Unified Customer Communication

Access The Detailed Email Marketing Software Market Report Here

https://www.thebusinessresearchcompany.com/report/email-marketing-software-global-market-report?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Jun_PR

New strategic additions in our 2026 market reports include market attractiveness scoring and analysis, total addressable market (TAM) analysis, company scoring matrix graphics and tables, Excel-based forecasting dashboards, market hotspots infographics, key technologies and future trend analysis, along with updated graphics and tables.

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