

The global MarTech market is expected to witness a CAGR of around 44% during the forecast period to cross \$335

Pune Cantonment, Dec 9, 2019 (IssueWire.com) - With its recently published study “**Global MarTech – Drivers, Restraints, Opportunities, Trends, and Forecast up to 2025**”, The global market for MarTech will continue to see the biggest growth in investment such as in the area of data, ad tech, and marketing automation.

In digital marketing, world technology has become a major requirement. It is expected that spending on MarTech will likely continue growing, transforming the future of digital marketing and brand advertising. E-mail marketing one of the best marketing technology tools, where 80% of the marketers use followed by social media and the adoption for it is expected to be vast in the next five years.

The Data market within MarTech is growing the fastest. Ads & Promotions is the most mature market. Personalization and testing tools are experiencing rapid growth. Key Factors enhancing market growth such as social networks have created a huge platform for broadcasting enthusiasms and video is the current heart of digital marketing. Automation and the introduction of voice technologies are boosting the marketplace. This trend is expected to continue during the forecast period 2019–2025, fueling the market growth at a CAGR of around 44%.

North America, especially the United States, will continue to play an important role in the MarTech market. UK and US marketing have planned to spend more on marketing technology next year. There an increase of 44% of investment in marketing technology year- on -year, spending more than \$100 billion on marketing tech by 2022. The Asia-Pacific region will expand its market share over the next several years, especially in China and the fast-growing regions of India and Southeast Asia. Indian IT players are expected to expand their marketing capabilities significantly for digital marketing.

key Region for MarTech Market

The major key regions like North America, Europe, and Asia pacific upped their budgets on marketing technology such as email writing, social media marketing automation tools.

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- Canada

- Mexico

- **Europe**

- UK

- Germany

- Italy

- France

- Spain

- Rest of Europe

- **Asia Pacific**

- ANZ(Australia and New Zealand)

- China

- Singapore

- Japan

- Rest of Asia Pacific

- **Latin America**

- Brazil

- Argentina

- **The Middle East and Africa**

- GCC(Gulf Cooperation Council)

- Africa

Key Players and competitive benchmark

- Salesforce

- Adobe
- Oracle
- HubSpot
- Shopify
- Microsoft
- G Suite
- IBM
- SAS
- SAP
- Facebook
- LinkedIn
- Turn
- Opentext
- Youtube
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Read the full report: <https://www.qnqmarketresearchinsights.com/Details/martech-market>

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