Web Content Management Market - Global Forecast to 2021

Description: The author forecasts the Web Content Management (WCM) market to grow from USD 3.89 billion in 2016 to USD 8.25 billion by 2021, at a CAGR of 16.2%. The WCM market is significantly growing due to the high adoption of cloud-based solutions by enterprises. Cloud-based WCM solutions allow users to work and implement WCM technology within their organization at low cost and without IT expansion.

The massive adoption of Personal Computers (PCs) and internet across organizations has upgraded the work patterns such as digital marketing. Web experience management includes intranet and extranet portals, comprising features such as multilingual and dashboard, which are used by organizations to provide better website experience to customers.

APAC is growing at the highest rate in comparison to other regions. The enterprises in the APAC countries are admitting the significance of WCM and are adopting WCM solutions to optimally utilize their web content for enhancing customer relations and loyalty. In addition, the increasing advancements in mobility and cloud adoption in this region have encouraged organizations to adopt cloud-based WCM solutions.

Breakdown of profile of primaries
- By Company: Tier 1 (22%), Tier 2 (45%), and Tier 3 (33%)
- By Designation: C-level (50%), Director Level (40%), and other executives (10%)
- By Region: North America (57%), Europe (29%), and APAC (14%)

Increasing demand for integrated cloud solutions will create new opportunities in this market

In the coming five years, the growing demands for integrated cloud solution will improve the offerings and create huge opportunities for growth. Reducing the total dependence on public or private cloud has improved the adoption of integrated cloud solutions in WCM industry.

The following companies have been profiled in this report:
- OpenText Corporation
- IBM Corporation
- Adobe Systems Incorporated
- Oracle Corporation
- SDL Plc.
- Microsoft Corporation
- Sitecore Corporation
- Episerver
- Acquia Inc.
- EMC Corporation

The report will help the market leaders/new entrants in this market in the following ways:

1. This report segments the market into solutions, services, deployment models, user types, industry verticals, and regions covering this market comprehensively. The report provides the closest approximations of the revenue for the overall market and subsegments. The market numbers are further split across different users and regions.

2. This report will help them better understand the competitors and gain more insights to better position their business. There is a separate section on competitive landscape, including end-user analysis, acquisitions, and expansions. Besides this, there are company profiles of ten major players in this market. In this section, market internals are provided that can help place one's company ahead of its competitors.

3. The report helps them to understand the pulse of the market. The report provides information on key market drivers, restraints, challenges, and opportunities.
Contents:

1 Introduction
1.1 Objectives of the Study
1.2 Market Definition
1.3 Market Scope
1.3.1 Markets Covered
1.3.2 Years Considered for the Study
1.4 Currency
1.5 Limitations
1.6 Stakeholders

2 Research Methodology
2.1 Research Data
2.1.1 Secondary Data
2.1.1.1 Key Data Taken From Secondary Sources
2.1.2 Primary Data
2.1.2.1 Key Data From Primary Sources
2.1.2.2 Break Down of Primary Interviews
2.2 Market Size Estimation
2.2.1 Bottom-Up Approach
2.2.2 Top-Down Approach
2.3 Market Breakdown and Data Triangulation
2.4 Assumptions

3 Executive Summary

4 Premium Insights
4.1 Attractive Market Opportunities in the Market
4.2 Market, By User Type and By Region
4.3 Market Potential
4.4 Web Content Management Market, By Deployment Type, 2016
4.5 Lifecycle Analysis, By Region, 2015

5 Market Overview
5.1 Introduction
5.2 Market Segmentation
5.2.1 By Solution
5.2.2 By Service
5.2.3 By Deployment Type
5.2.4 By User Type
5.2.5 By Industry
5.2.6 By Region
5.3 Market Dynamics
5.3.1 Drivers
5.3.1.1 Rising Demand for Web-Based Marketing
5.3.1.2 Multi-Channel Experience Management
5.3.2 Restraints
5.3.2.1 Mounting Data on Websites
5.3.2.2 Network Connectivity Issues
5.3.3 Opportunities
5.3.3.1 Increasing Usage of Content Management Systems
5.3.3.2 Integration of Advance Technologies With WCM
5.3.4 Challenges
5.3.4.1 Implementation of WCM Technology Within Existing Systems

6 Industry Trends
6.1 Introduction
6.2 Value Chain Analysis
6.3 Strategic Benchmarking
6.4 Current Trends in the WCM Market
6.4.1 Growth of Online Marketing
6.4.2 Mobile Content Management
6.4.3 Integration With Business Applications
7 Web Content Management Market Analysis, By Solution Type
7.1 Introduction
7.2 Digital Marketing Management
7.3 Mobile and Social Content Management
7.4 Web Experience Management
7.5 Digital Asset Management Integration
7.6 Web Creation and Edit Tools
7.7 Content Analytics
7.8 Others (ERP and CRM Integration)

8 Web Content Management Market Analysis, By Service
8.1 Introduction
8.2 Training and Support Services
8.3 Implementation Services
8.4 Consulting Services

9 Web Content Management Market Analysis, By Deployment Type
9.1 Introduction
9.2 Cloud
9.3 On-Premises

10 Web Content Management Market Analysis, By User Type
10.1 Introduction
10.2 Large Enterprise
10.3 Small and Medium Enterprise

11 Web Content Management Market Analysis, By Industry
11.1 Introduction
11.2 Media and Entertainment
11.3 Retail and Consumer Goods
11.4 Education
11.5 Healthcare
11.6 Travel and Hospitality
11.7 Banking, Financial Services, and Insurance
11.8 Government
11.9 High-Tech and Telecom
11.10 Others (Manufacturing and Non-Profit Organizations)

12 Geographic Analysis
12.1 Introduction
12.2 North America
12.3 Europe
12.4 Asia-Pacific
12.5 Middle East and Africa
12.6 Latin America

13 Competitive Landscape
13.1 Overview
13.2 Competitive Situation and Trends
13.2.1 New Product Launches
13.2.2 Partnerships and Collaborations
13.2.3 Mergers and Acquisitions

14 Company Profiles
14.1 Introduction
14.2 Open Text Corporation
14.3 Oracle Corporation
14.4 Adobe Systems Incorporated
14.5 IBM Corporation
14.6 SDL PLC
14.7 Microsoft Corporation
14.8 Sitecore Corporation
14.9 Aquia, Inc.
14.10 Episerver, Inc.
14.11 EMC Corporation

15 Appendix

List of Tables (73 Tables)

Table 1 Global Web Content Management Market Size and Growth Rate, 2014-2021 (USD Million, Yoy %)
Table 2 Web Content Management Market Size, By Solution Type, 2014-2021 (USD Million)
Table 3 Digital Marketing Management: Web Content Management Market Size, By User Type, 2014-2021 (USD Million)
Table 4 Digital Marketing Management: Web Content Management Market Size, By Region, 2014-2021 (USD Million)
Table 5 Mobile and Social Content Management: Web Content Management Market Size, By User Type, 2014-2021 (USD Million)
Table 6 Mobile and Social Content Management: Web Content Management Market Size, By Region, 2014-2021 (USD Million)
Table 7 Web Experience Management: Web Content Management Market Size, By User Type, 2014-2021 (USD Million)
Table 8 Web Experience Management: Web Content Management Market Size, By Region, 2014-2021 (USD Million)
Table 9 Digital Asset Management Integration: Web Content Management Market Size, By User Type, 2014-2021 (USD Million)
Table 10 Digital Asset Management Integration: Web Content Management Market Size, By Region, 2014-2021 (USD Million)
Table 11 Web Creation and Edit Tools: Web Content Management Market Size, By User Type, 2014-2021 (USD Million)
Table 12 Web Creation and Edit Tools: Web Content Management Market Size, By Region, 2014-2021 (USD Million)
Table 13 Content Analytics: Web Content Management Market Size, By User, 2014-2021 (USD Million)
Table 14 Content Analytics: Web Content Management Market Size, By Region, 2014-2021 (USD Million)
Table 15 Others (ERP and CRM Integration): Web Content Management Market Size, By User Type, 2014-2021 (USD Million)
Table 16 Others (ERP and CRM Integration): Web Content Management Market Size, By Region, 2014-2021 (USD Million)
Table 17 Web Content Management Market Size, By Service, 2014-2021 (USD Million)
Table 18 Training and Support Services: Web Content Management Market Size, By User Type, 2014-2021 (USD Million)
Table 19 Training and Support Services: Web Content Management Market Size, By Region, 2014-2021 (USD Million)
Table 20 Implementation Services: Web Content Management Market Size, By User Type, 2014-2021 (USD Million)
Table 21 Implementation Services: Web Content Management Market Size, By Region, 2014-2021 (USD Million)
Table 22 Consulting Services: Web Content Management Market Size, By User Type, 2014-2021 (USD Million)
Table 23 Consulting Services: Web Content Management Market Size, By Region, 2014-2021 (USD Million)
Table 24 Web Content Management Market, By Deployment Type, 2014-2021 (USD Million)
Table 25 Cloud: Web Content Management Market Size, By Region, 2014-2021 (USD Million)
Table 26 On-Premises: Web Content Management Market Size, By Region, 2014-2021 (USD Million)
Table 27 Web Content Management Market Size, By User Type, 2014-2021 (USD Million)
Table 28 Large Enterprises: Web Content Management Market Size, By Solution Type, 2014-2021 (USD Million)
Table 29 Large Enterprises: Web Content Management Market Size, By Service, 2014-2021 (USD Million)
Table 30 Small and Medium Enterprises: Web Content Management Market Size, By Solution Type, 2014-2021 (USD Million)
Table 31 Small and Medium Enterprises: Web Content Management Market Size, By Service, 2014-2021 (USD Million)
Table 32 Web Content Management Market Size, By Industry, 2014-2021 (USD Million)
Table 33 Media and Entertainment: Web Content Management Market Size, By Region, 2014-2021 (USD Million)
Table 34 Retail and Consumer Goods: Web Content Management Market Size, By Region, 2014-2021 (USD Million)
Table 35 Education: Web Content Management Market Size, By Region, 2014-2021 (USD Million)
Table 36 Healthcare: Web Content Management Market Size, By Region, 2014-2021 (USD Million)
Table 37 Travel and Hospitality: Web Content Management Market Size, By Region, 2014-2021 (USD Million)
Table 38 BFSI: Web Content Management Market Size, By Region, 2014-2021 (USD Million)
Table 39 Government: Web Content Management Market Size, By Region, 2014-2021 (USD Million)
Table 40 High-Tech and Telecom: Web Content Management Market Size, By Region, 2014-2021 (USD Million)
Table 41 Others: Web Content Management Market Size, By Region, 2014-2021 (USD Million)
Table 42 Web Content Management Market Size, By Region, 2014-2021 (USD Million)
Table 43 North America: Web Content Management Market Size, By Solution Type, 2014-2021 (USD Million)
Table 44 North America: Web Content Management Market Size, By Service, 2014-2021 (USD Million)
Table 45 North America: Web Content Management Market Size, By Deployment Type, 2014-2021 (USD Million)
Table 46 North America: Web Content Management Market Size, By User Type, 2014-2021 (USD Million)
Table 47 North America: Web Content Management Market Size, By Industry, 2014-2021 (USD Million)
Table 48 Europe: Web Content Management Market Size, By Solution Type, 2014-2021 (USD Million)
Table 49 Europe: Web Content Management Market Size, By Service, 2014-2021 (USD Million)
Table 50 Europe: Web Content Management Market Size, By Deployment Type, 2014-2021 (USD Million)
Table 51 Europe: Web Content Management Market Size, By User Type, 2014-2021 (USD Million)
Table 52 Europe: Web Content Management Market Size, By Industry, 2014-2021 (USD Million)
Table 53 Asia-Pacific: Web Content Management Market Size, By Solution Type, 2014-2021 (USD Million)
Table 54 Asia-Pacific: Web Content Management Market Size, By Service, 2014-2021 (USD Million)
Table 55 Asia-Pacific: Web Content Management Market Size, By Deployment Type, 2014-2021 (USD Million)
Table 56 Asia-Pacific: Web Content Management Market Size, By User Type, 2014-2021 (USD Million)
Table 57 Asia-Pacific: Web Content Management Market Size, By Industry, 2014-2021 (USD Million)
Table 58 Middle East and Africa: Web Content Management Market Size, By Solution Type, 2014-2021 (USD Million)
Table 59 Middle East and Africa: Web Content Management Market Size, By Service, 2014-2021 (USD Million)
Table 60 Middle East and Africa: Web Content Management Market Size, By Deployment Type, 2014-2021 (USD Million)
Table 61 Middle East and Africa: Web Content Management Market Size, By User Type, 2014-2021 (USD Million)
Table 62 Middle East and Africa: Web Content Management Market Size, By Industry, 2014-2021 (USD Million)
Table 63 Latin America: Web Content Management Market Size, By Solution Type, 2014-2021 (USD Million)
Table 64 Latin America: Web Content Management Market Size, By Service, 2014-2021 (USD Million)
Table 65 Latin America: Web Content Management Market Size, By Deployment Type, 2014-2021 (USD Million)
Table 66 Latin America: Web Content Management Market Size, By User Type, 2014-2021 (USD Million)
Table 67 Latin America: Web Content Management Market Size, By Industry, 2014-2021 (USD Million)
Table 68 New Product Launches, 2015-2016
Table 69 Partnerships, 2015-2016
Table 70 Acquisitions, 2016
Table 71 New Product Launches, 2013-2015
Table 72 Partnerships and Collaborations, 2013-2015
Table 73 Acquisitions, 2013-2015

List of Figures (56 Figures)

Figure 1 Market Segmentation
Figure 2 Global Web Content Management Market: Research Design
Figure 3 Breakdown of Primary Interviews: By Company, Designation, and Region
Figure 4 Market Size Estimation Methodology: Bottom-Up Approach
Figure 5 Market Size Estimation Methodology: Top-Down Approach
Figure 6 Data Triangulation
Figure 7 Web Content Management Market, 2016-2021
Figure 8 Global Web Content Management Market Size, By Industry: Retail and Consumer Goods is Expected to Dominate the Market in (2016-2021)
Figure 9 Global Market Share, By Region: North America is Expected to Exhibit the Largest Market Share in 2016
Figure 10 Growing Usage of Digital Marketing Solution is Expected to Drive Market Growth During the Forecast Period
Figure 11 Retail and Consumer Goods Industry is Expected to Gain the Highest Traction in Terms of Market Share in 2016
Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

<table>
<thead>
<tr>
<th>Product Name:</th>
<th>Web Content Management Market - Global Forecast to 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/3782894/">http://www.researchandmarkets.com/reports/3782894/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SCBRBNSV</td>
</tr>
</tbody>
</table>

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td></td>
</tr>
<tr>
<td>Single User:</td>
<td>USD 7150</td>
</tr>
<tr>
<td>1 - 5 Users:</td>
<td>USD 8500</td>
</tr>
<tr>
<td>Site License:</td>
<td>USD 9650</td>
</tr>
<tr>
<td>Enterprisewide:</td>
<td>USD 11000</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof [ ]

First Name: ___________________________ Last Name: ___________________________

Email Address: * ___________________________

Job Title: ___________________________

Organisation: ___________________________

Address: ___________________________

City: ___________________________

Postal / Zip Code: ___________________________

Country: ___________________________

Phone Number: ___________________________

Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets, Guinness Center, Taylors Lane, Dublin 8, Ireland.

☐ Pay by wire transfer: Please transfer funds to:

<table>
<thead>
<tr>
<th>Account number</th>
<th>833 130 83</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sort code</td>
<td>98-53-30</td>
</tr>
<tr>
<td>Swift code</td>
<td>ULSBIE2D</td>
</tr>
<tr>
<td>IBAN number</td>
<td>IE78ULSB98533083313083</td>
</tr>
<tr>
<td>Bank Address</td>
<td>Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland</td>
</tr>
</tbody>
</table>

If you have a Marketing Code please enter it below:

Marketing Code: ________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World