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.
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