

Global Content Management System
Market: Analysis By Deployment (Cloud
and On Premise), By End User (IT &
Telecommunications, Energy & Utilities,
Government & Public Sector, Healthcare &
Life Sciences, Retail & Consumer goods,
Manufacturing, BFSI and Others), By Region
Size and Trends with Impact of COVID-19
and Forecast up to 2028

April 2023



Global Content Management System Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Impact Of COVID-19

Dynamics

Competitive Landscape

Company Profiling

Global Content Management System Market: Coverage

Scope of the Report

Attributes	Details
Title	Global Content Management System Market: Analysis By Deployment (Cloud and On Premise), By End User (IT & Telecommunications, Energy & Utilities, Government & Public Sector, Healthcare & Life Sciences, Retail & Consumer goods, Manufacturing, BFSI and Others), By Region Size and Trends with Impact of COVID-19 and Forecast up to 2028
Coverage	Global and Regional
Regional Coverage	North America (The US, Canada, and Mexico), Europe (Germany, UK, France, and rest of Europe), Asia Pacific (China, Japan, India, South Korea and rest of Asia Pacific), and Rest of the World.
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2023-2028
Competition in the Market	Moderately fragmented
Key Players	Wix.com, Inc.; Shopify Inc.; Squarespace, Inc.; Adobe, Inc.; HubSpot, Inc.; BigCommerce Pty. Ltd.; WordPress.org; Webflow, Inc.; Drupal; and Open Source Matters, Inc. (Joomla).

Global Content Management System Market: Coverage

Executive Summary

A content management system (CMS) is a software application that allows users to create, manage, and publish digital content, such as website pages, blog posts, and multimedia files. CMS solutions are mainly designed to help businesses, organizations, and individuals create and manage content for websites, mobile apps, and other digital channels. The global content management system market value stood at US\$19.05 billion in 2022, and is expected to reach US\$27.48 billion by 2028. The market is expected to grow at a CAGR of 6.30% over the projected period of 2023-2028.

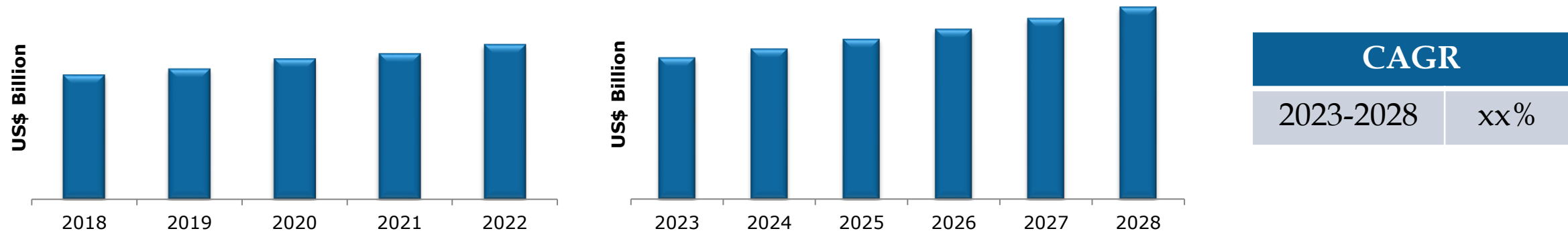
The content management system market can be segmented on the basis of deployment (on premise and cloud) and end user (IT & telecommunications, energy & utilities, government & public sector, healthcare & life sciences, retail & consumer goods, manufacturing, BFSI and others). Cloud content management system market is both the largest and the fastest growing segment of the global content management system market owing to the increased flexibility, scalability, and agility associated with cloud-based content management solutions, lower hardware and software installation costs, growing adoption of cloud computing technology, and rise in adoption of work from home culture. On the basis of region, Asia Pacific content management system market is the fastest growing region of global content management system market.

COVID-19 pandemic brought in many changes in the world in terms of reduced productivity, loss of life, business closures, lockdown and closing down of factories and organizations. With widespread adoption of remote work, increase in digitalization, and a sudden shift towards work from home culture in response to lockdown restrictions & social distancing policy imposed by governments of various countries, many enterprises shifted their businesses online, relying heavily on CMS platforms to create, store, capture, manage & distribute unstructured content more efficiently and affordably. Also, lockdown policies imposed by government to prevent the spread of virus facilitated the adoption of cloud-based CMS solutions by companies across various industries to store data in a more secure and remote manner, positively impacted the growth of global CMS market from 2019 to 2020.

The content management system market has increased from 2018-2022 and the projections are made that the market will continue to rise in the next five years i.e. 2023-2028. The demand for CMS software has been rising significantly in recent years owing to increasing number of active websites using CMS platforms, rising adoption of cloud computing, increasing application of CMS across various industry verticals, growing usage of mobile devices, increasing e-commerce, etc. Further, the market is expected to grow at a rapid pace due to integration of artificial intelligence (AI), personalization, headless CMS, rising demand from SMEs, etc. Yet the market faces some challenges such as data security and privacy concerns, high maintenance cost associated with CMS platforms, etc.

Content Management System Market: Global Analysis

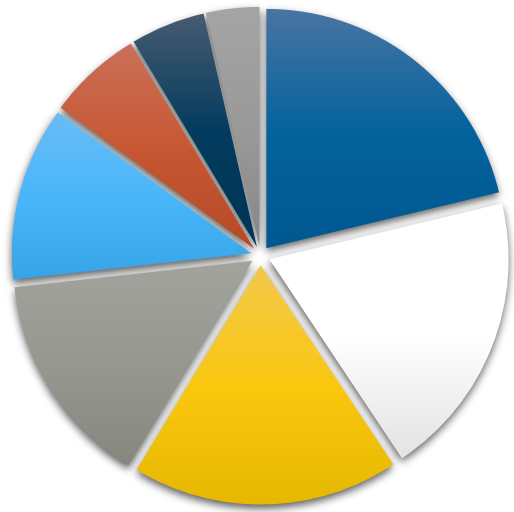
Global Content Management System Market by Value



Global content management system market was valued at US\$... billion in 2022 and is anticipated to reach up to US\$... billion by 2028 from US\$... billion in 2023, with a CAGR of xx%.

Content Management System Market: Global Analysis

Global Content Management System Market by End User; 2022



End User	Share (2022)
Banking, Financial Services & Insurance (BFSI)	xx%
Healthcare and Life Sciences	xx%
IT and Telecommunications	xx%
Government and Public sector	xx%
Retail and Consumer goods	xx%
Energy and Utilities	xx%
Manufacturing	xx%
Others	xx%

Content Management System Market: Global Analysis

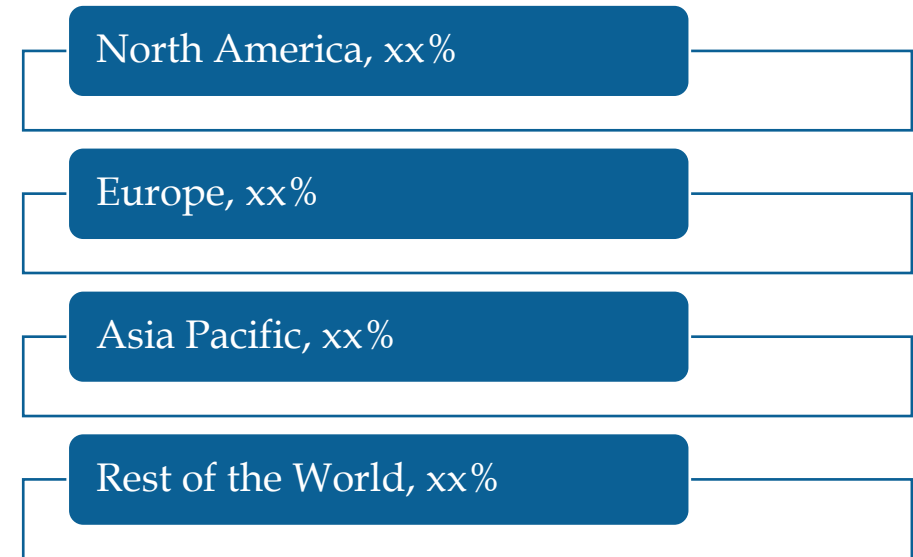
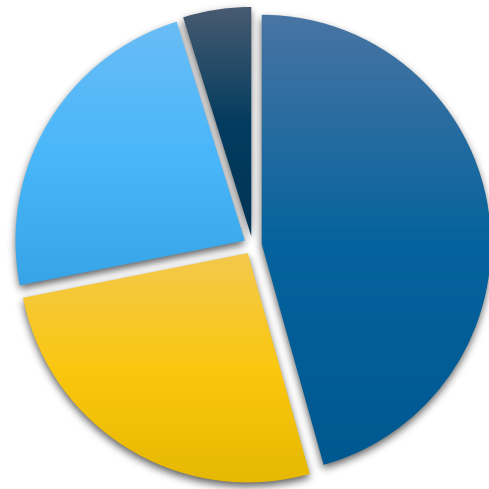
Global Content Management System Market by Deployment; 2022



Deployment	Share (2022)
Cloud	xx%
On Premise	xx%

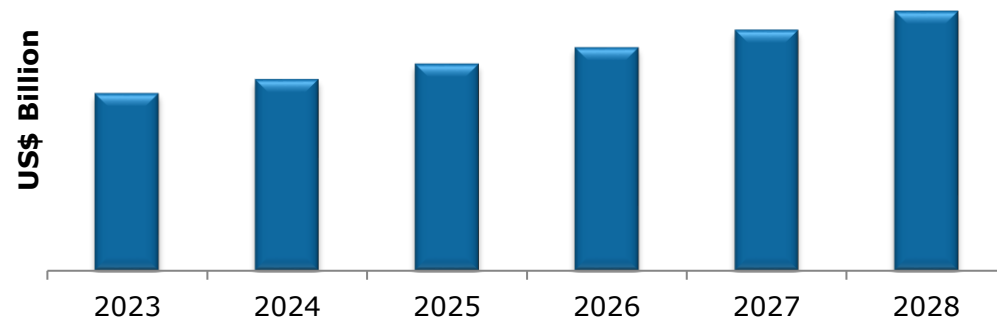
Content Management System Market: Global Analysis

Global Content Management System Market by Region; 2022



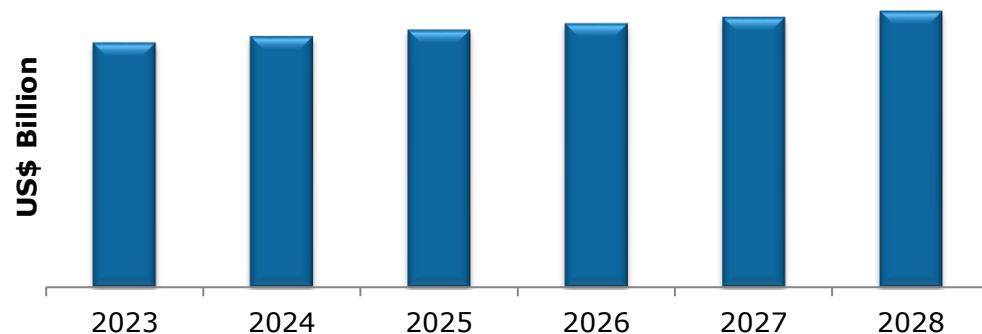
Content Management System Market: Deployment Analysis

Global Cloud Content Management System Market by Value



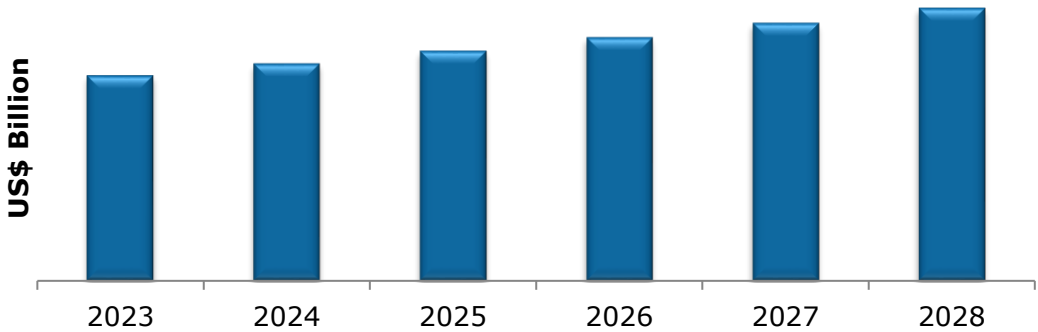
Deployment	CAGR (2023-2028)
Cloud	xx%
On Premise	xx%

Global On Premise Content Management System Market by Value

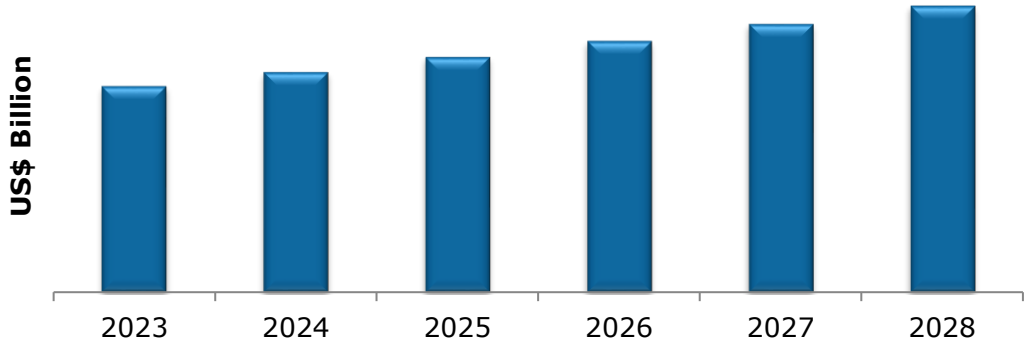


Content Management System Market: End User Analysis

Global Banking, Financial Services and Insurance (BFSI) Content Management System Market by Value



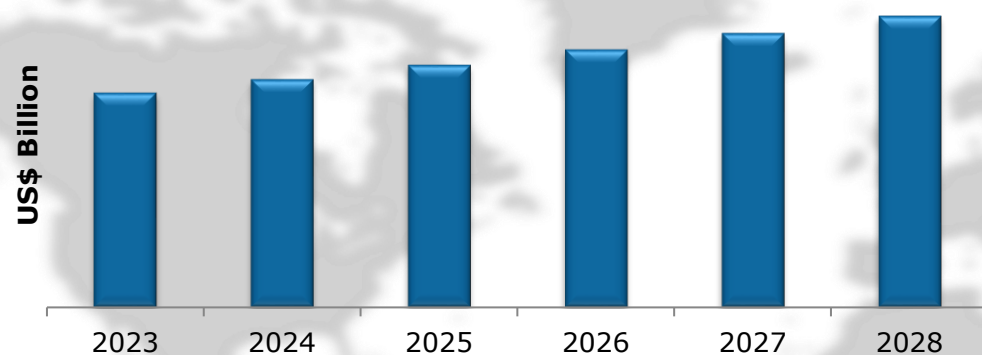
Global Government and Public Sector Content Management System Market by Value



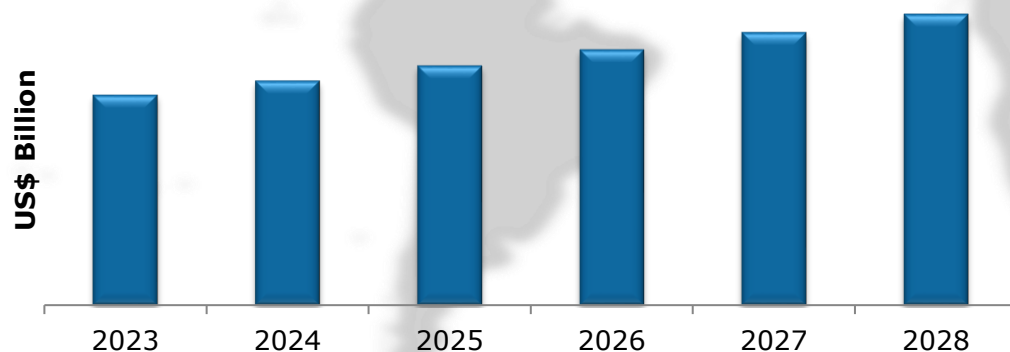
End User	CAGR (2023-2028)
Banking, Financial Services & Insurance (BFSI)	xx%
Healthcare and Life Sciences	xx%
IT and Telecommunications	xx%
Government and Public sector	xx%
Retail and Consumer goods	xx%
Energy and Utilities	xx%
Manufacturing	xx%
Others	xx%

Content Management System Market: Regional Analysis

North America Content Management System Market by Value



Asia Pacific Content Management System Market by Value



Region	CAGR (2023-2028)
North America	xx%
Europe	xx%
Asia Pacific	xx%
Rest of the World	xx%

Asia Pacific Content Management System Market: An Analysis

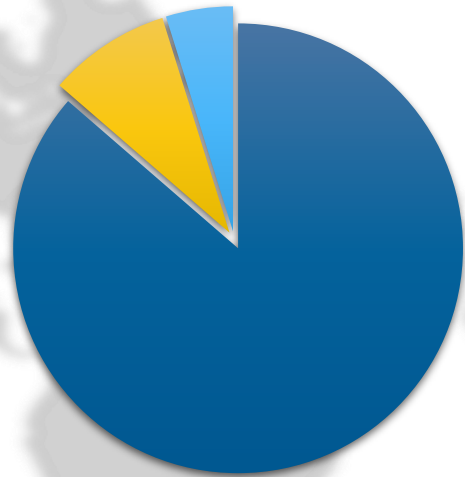
Asia Pacific Content Management System Market by Region; 2022



Region	Share (2022)	CAGR (2023-2028)
China	xx%	xx%
Japan	xx%	xx%
India	xx%	xx%
South Korea	xx%	xx%
Rest of Asia Pacific	xx%	xx%

North America Content Management System Market: An Analysis

North America Content Management System Market by Region; 2022



Region	Share (2022)	CAGR (2023-2028)
The US	xx%	xx%
Canada	xx%	xx%
Mexico	xx%	xx%

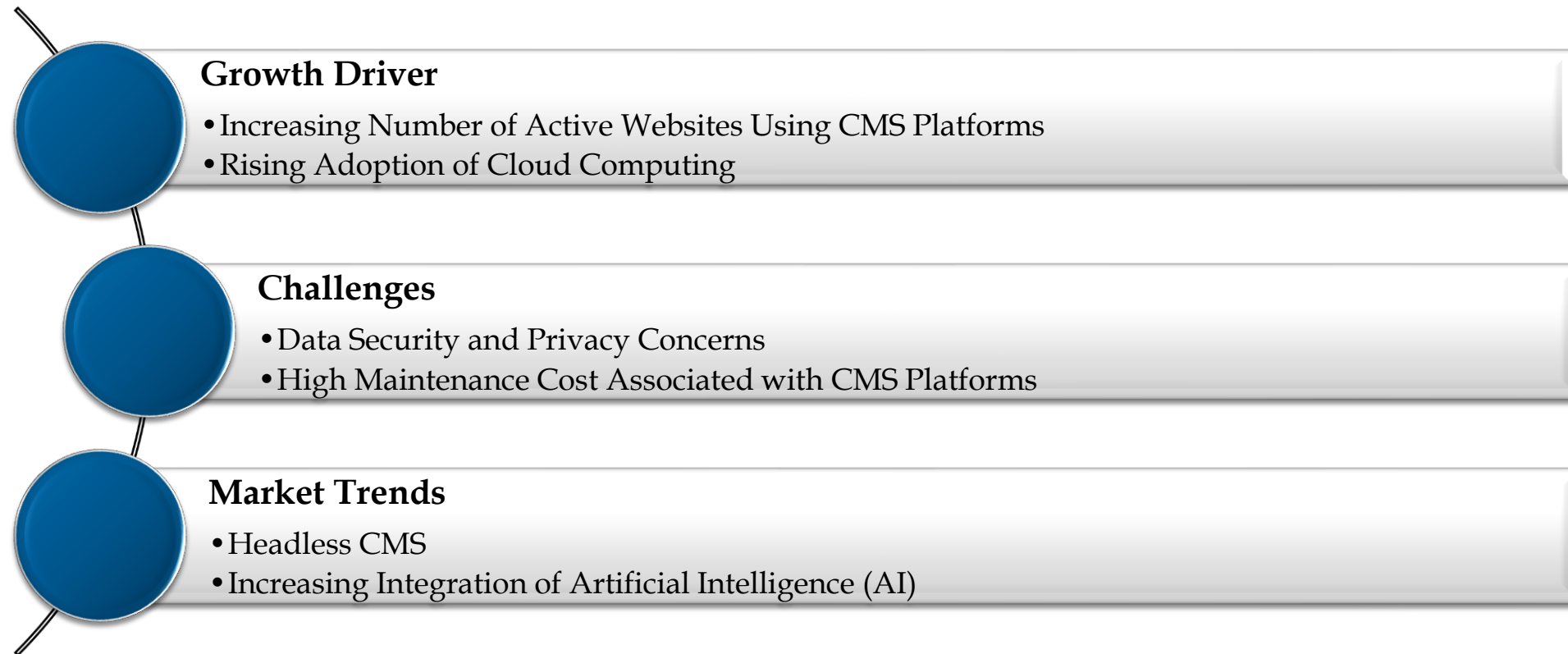
Europe Content Management System Market: An Analysis

Europe Content Management System Market by Region; 2022



Region	Share (2022)	CAGR (2023-2028)
Germany	xx%	xx%
UK	xx%	xx%
France	xx%	xx%
Rest of Europe	xx%	xx%

Global Content Management System Market: Dynamics



Global Content Management System Market: Competitive Landscape

Players Profiled

- ❑ Wix.com, Inc.
- ❑ Shopify Inc.
- ❑ Squarespace, Inc.
- ❑ Adobe, Inc.
- ❑ HubSpot, Inc.
- ❑ BigCommerce Pty. Ltd.
- ❑ WordPress.org
- ❑ Webflow, Inc.
- ❑ Drupal
- ❑ Open Source Matters, Inc. (Joomla).

Global Content Management System Players by Market Share; 2022 (Percentage, %)

