

# CX Market Forecasts

Customer Data & Analytics, Customer Relationship Management, Contact Center, Personalization & Optimization, Customer Data Platforms, Customer Insights & Feedback, and Employee Experience

Although improvements to the overall customer experience are largely driven by organizational change management, software is increasingly being used to support these initiatives by managing and making available the plethora of customer data that is captured and aggregated from a variety of sources.

Dash Research projects that the global market for CX/CE software and services will expand to \$119.7 billion by 2026, up from \$78.3 billion in 2019, reflecting a 2019-2026 compound annual growth rate (CAGR) of 6.3%. The forecast is split into a variety of segments, based on the world region in which the software is used, the offering itself (software platform, service, or software application); functional area (customer data & analytics, customer relationship management, contact center, personalization & optimization, customer data platform, customer feedback, and employee experience); and industry.

This Dash Research report and forecast has been updated for 2022, and discusses the drivers and barriers of spending on CX software and services, as well as illustrating which segments and industries are likely to see the most investment over the next several years. It also includes insights into four industries that are driving the market spending (telecommunications, healthcare, financial services, and retail). A segmented list of notable software vendors is included in the report, as well as best-practice recommendations for market participants.



## Key Market Forecasts

- CX/CE Total Revenue by Product Offering, World Markets: 2019-2026, Percent Change from Previous Forecast
- Fat Head/Long Tail by Industry, by Cumulative Revenue, World Markets: 2019-2026
- CX/CE Total Revenue by Region, World Markets: 2019-2026
- CX/CE Total Revenue by Function, World Markets: 2019-2026
- CX/CE Total Revenue by Product Offering, World Markets: 2019-2026
- CX/CE Total Revenue by Segment, World Markets: 2019-2026
- CX/CE Total Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- CX/CE Platform Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- CX/CE Services Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- CX/CE Applications Revenue, Customer Facing versus Back Office, World Markets: 2019-2026

## Technologies

- Artificial Intelligence (AI)
- Machine Learning (ML)
- Data Capture
- Cookies
- Customer Journey Mapping
- Application Programming Interfaces (APIs)
- Software Platforms
- Personalization & Optimization
- Customer Data Platforms

## End-Use Markets

- Retailers
- E-tailers
- Healthcare companies
- Telecommunications companies
- Financial services companies
- Marketers
- Fulfillment and third-party delivery companies
- Logistics/shipping companies
- Customer care executives

## Geographies

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

# Table of Contents

## 1. Executive Summary

- 1.1. Introduction
- 1.2. Market drivers
- 1.3. Market barriers
- 1.4. Market forecast highlights

## 2. Market Overview

- 2.1. Market structure
  - 2.1.1. By segment
  - 2.1.2. By offering
  - 2.1.3. By geographic region
  - 2.1.4. By functional area
  - 2.1.5. By industry segment
- 2.2. Market drivers
- 2.3. Market barriers
- 2.4. Market participants
  - 2.4.1. Enterprise market stalwarts
  - 2.4.2. Market innovators
  - 2.4.3. Disruptors

## 3. Market Forecasts

- 3.1. Forecast model approach
- 3.2. Changes from previous forecast
- 3.3. Global CX/CE revenue
- 3.4. Industry focus: Telecommunications
- 3.5. Industry focus: Healthcare
- 3.6. Industry focus: Financial Services
- 3.7. Industry focus: Retail
- 3.8. Recommendations

## 4. Acronym and Abbreviation List

## 5. Table of Contents

## 6. Table of Charts and Figures

## 7. Appendix

- 7.1. Scope of study
- 7.2. Sources and methodology
- 7.3. Forecast methodology
- 7.4. Copyright notice

## Charts

- CX/CE Total Revenue by Region, World Markets: 2019-2026
- CX/CE Total Revenue by Function, World Markets: 2019-2026
- CX/CE Total Revenue by Product Offering, World Markets: 2019-2026
- CX/CE Total Revenue by Segment, World Markets: 2019-2026
- CX/CE Total Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- CX/CE Total Revenue by Industry, World Markets: 2019-2026
- Telecom CX/CE Total Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- Healthcare CX/CE Total Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- Financial Services CX/CE Total Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- Retail CX/CE Total Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- CX/CE Platform Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- CX/CE Services Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- CX/CE Applications Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- CX/CE Platform Revenue by Industry, World Markets: 2019-2026
- CX/CE Services Revenue by Industry, World Markets: 2019-2026
- CX/CE Applications Revenue by Industry, World Markets: 2019-2026
- Total CX Total Revenue by Region, World Markets: 2019-2026
- Total CX Total Revenue by Function, World Markets: 2019-2026
- Total CX Total Revenue by Product Offering, World Markets: 2019-2026
- Total CX Total Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- Total CX Platform Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- Total CX Services Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- Total CX Applications Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- Total CX Total Revenue by Industry, World Markets: 2019-2026
- Total CX Platform Revenue by Industry, World Markets: 2019-2026
- Total CX Services Revenue by Industry, World Markets: 2019-2026
- Total CX Applications Revenue by Industry, World Markets: 2019-2026
- Total CE Total Revenue by Region, World Markets: 2019-2026
- Total CE Total Revenue by Function, World Markets: 2019-2026
- Total CE Total Revenue by Product Offering, World Markets: 2019-2026
- Total CE Total Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- Total CE Platform Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- Total CE Services Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- Total CE Applications Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- Total CE Total Revenue by Industry, World Markets: 2019-2026
- Total CE Platform Revenue by Industry, World Markets: 2019-2026
- Total CE Services Revenue by Industry, World Markets: 2019-2026
- Telecom CX/CE Total Revenue by Region, World Markets: 2019-2026
- Telecom CX/CE Total Revenue by Function, World Markets: 2019-2026
- Telecom CX/CE Total Revenue by Product Offering, World Markets: 2019-2026
- Telecom CX/CE Total Revenue by Segment, World Markets: 2019-2026
- Telecom CX/CE Platform Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- Telecom CX/CE Services Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- Telecom CX/CE Applications Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- Telecom CX Platform Revenue, Customer Facing versus Back Office, World Markets: 2019-2026

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- Retail CX Platform Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- Retail CE Platform Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- Retail CE Services Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- Retail CE Applications Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- CX/CE Total Revenue by Product Offering, Latin America: 2019-2026
- CX/CE Total Revenue by Segment, Latin America: 2019-2026
- CX/CE Platform Revenue, Customer Facing versus Back Office, Latin America: 2019-2026
- CX/CE Platform Revenue, Customer Facing versus Back Office, Latin America: 2019-2026
- CX/CE Services Revenue, Customer Facing versus Back Office, Latin America: 2019-2026
- CX/CE Applications Revenue, Customer Facing versus Back Office, Latin America: 2019-2026
- CX/CE Total Revenue by Industry, Latin America: 2019-2026
- CX/CE Platform Revenue by Industry, Latin America: 2019-2026
- CX/CE Services Revenue by Industry, Latin America: 2019-2026
- CX/CE Applications Revenue by Industry, Latin America: 2019-2026
- CX/CE Total Revenue by Function, Middle East & Africa: 2019-2026
- CX/CE Total Revenue by Product Offering, Middle East & Africa: 2019-2026
- CX/CE Total Revenue by Segment, Middle East & Africa: 2019-2026
- CX/CE Total Revenue, Customer Facing versus Back Office, Middle East & Africa: 2019-2026
- CX/CE Platform Revenue, Customer Facing versus Back Office, Middle East & Africa: 2019-2026
- CX/CE Services Revenue, Customer Facing versus Back Office, Middle East & Africa: 2019-2026
- CX/CE Applications Revenue, Customer Facing versus Back Office, Middle East & Africa: 2019-2026
- CX/CE Total Revenue by Industry, Middle East & Africa: 2019-2026
- CX/CE Platform Revenue by Industry, Middle East & Africa: 2019-2026
- CX/CE Services Revenue by Industry, Middle East & Africa: 2019-2026
- CX/CE Applications Revenue by Industry, Middle East & Africa: 2019-2026

## Figures

- CX/CE Total Revenue by Region, World Markets: 2019-2026, Percent Change from Previous Forecast
- CX/CE Total Revenue by Function, World Markets: 2019-2026, Percent Change from Previous Forecast
- CX/CE Total Revenue by Product Offering, World Markets: 2019-2026, Percent Change from Previous Forecast
- Fat Head/Long Tail by Industry, by Cumulative Revenue, World Markets: 2019-2026

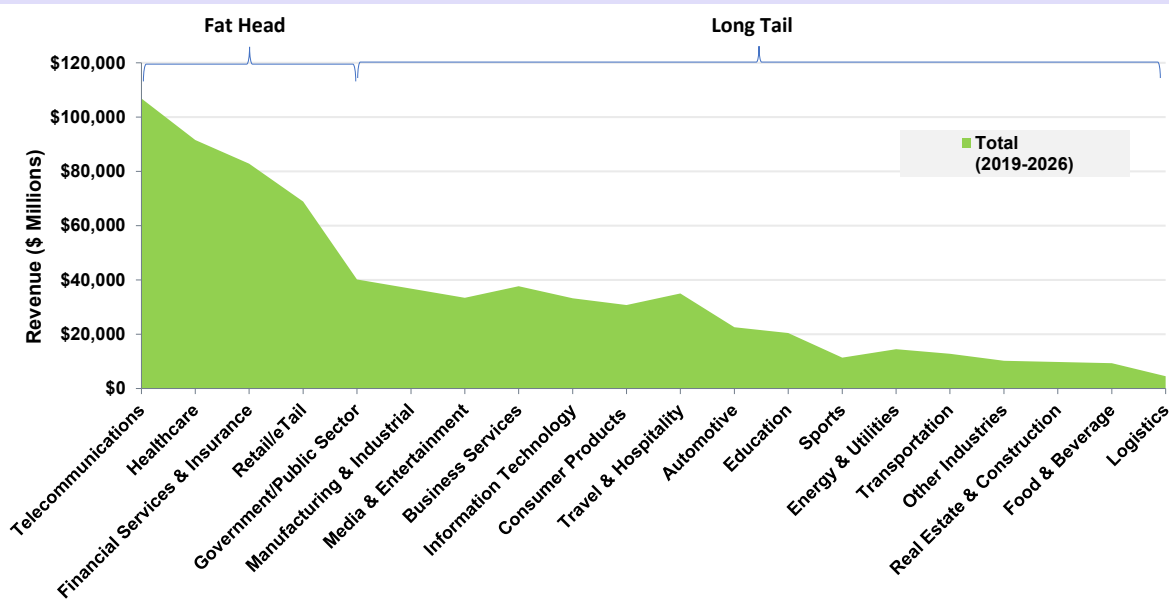
## Tables

- CX/CE Total Revenue by Region, World Markets: 2019-2026
- CX/CE Total Revenue by Function, World Markets: 2019-2026
- CX/CE Total Revenue by Product Offering, World Markets: 2019-2026
- CX/CE Total Revenue by Segment, World Markets: 2019-2026
- CX/CE Total Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- CX/CE Platform Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- CX/CE Services Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- CX/CE Applications Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- CX/CE Total Revenue by Industry, World Markets: 2019-2026
- CX/CE Platform Revenue by Industry, World Markets: 2019-2026
- CX/CE Services Revenue by Industry, World Markets: 2019-2026
- CX/CE Applications Revenue by Industry, World Markets: 2019-2026
- Total CX Total Revenue by Region, World Markets: 2019-2026
- Total CX Total Revenue by Function, World Markets: 2019-2026
- Total CX Total Revenue by Product Offering, World Markets: 2019-2026
- Total CX Total Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- Total CX Platform Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- Total CX Services Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- Total CX Applications Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- Total CX Total Revenue by Industry, World Markets: 2019-2026
- Total CX Platform Revenue by Industry, World Markets: 2019-2026
- Total CX Services Revenue by Industry, World Markets: 2019-2026
- Total CX Applications Revenue by Industry, World Markets: 2019-2026
- Total CE Total Revenue by Region, World Markets: 2019-2026
- Total CE Total Revenue by Function, World Markets: 2019-2026
- Total CE Total Revenue by Product Offering, World Markets: 2019-2026
- Total CE Total Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- Total CE Platform Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- Total CE Services Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- Total CE Applications Revenue, Customer Facing versus Back Office, World Markets: 2019-2026
- Total CE Total Revenue by Industry, World Markets: 2019-2026
- Total CE Platform Revenue by Industry, World Markets: 2019-2026
- Total CE Services Revenue by Industry, World Markets: 2019-2026
- Total CE Applications Revenue by Industry, World Markets: 2019-2026
- Telecom CX/CE Total Revenue by Region, World Markets: 2019-2026
- Telecom CX/CE Total Revenue by Function, World Markets: 2019-2026

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- CX/CE Platform Revenue, Customer Facing versus Back Office, Europe: 2019-2026
- CX/CE Services Revenue, Customer Facing versus Back Office, Europe: 2019-2026
- CX/CE Applications Revenue, Customer Facing versus Back Office, Europe: 2019-2026
- CX/CE Total Revenue by Industry, Europe: 2019-2026
- CX/CE Platform Revenue by Industry, Europe: 2019-2026
- CX/CE Services Revenue by Industry, Europe: 2019-2026
- CX/CE Applications Revenue by Industry, Europe: 2019-2026
- CX/CE Total Revenue by Function, Asia Pacific: 2019-2026
- CX/CE Total Revenue by Product Offering, Asia Pacific: 2019-2026
- CX/CE Total Revenue by Segment, Asia Pacific: 2019-2026
- CX/CE Total Revenue, Customer Facing versus Back Office, Asia Pacific: 2019-2026
- CX/CE Platform Revenue, Customer Facing versus Back Office, Asia Pacific: 2019-2026
- CX/CE Services Revenue, Customer Facing versus Back Office, Asia Pacific: 2019-2026
- CX/CE Applications Revenue, Customer Facing versus Back Office, Asia Pacific: 2019-2026
- CX/CE Total Revenue by Industry, Asia Pacific: 2019-2026
- CX/CE Platform Revenue by Industry, Asia Pacific: 2019-2026
- CX/CE Services Revenue by Industry, Asia Pacific: 2019-2026
- CX/CE Applications Revenue by Industry, Asia Pacific: 2019-2026
- CX/CE Total Revenue by Function, Latin America: 2019-2026
- CX/CE Total Revenue by Product Offering, Latin America: 2019-2026
- CX/CE Total Revenue by Segment, Latin America: 2019-2026
- CX/CE Total Revenue by Industry, Middle East & Africa: 2019-2026
- CX/CE Platform Revenue by Industry, Middle East & Africa: 2019-2026
- CX/CE Services Revenue by Industry, Middle East & Africa: 2019-2026
- CX/CE Applications Revenue by Industry, Middle East & Africa: 2019-2026
- CX/CE Total Revenue, Customer Facing versus Back Office, Latin America: 2019-2026
- CX/CE Platform Revenue, Customer Facing versus Back Office, Latin America: 2019-2026
- CX/CE Services Revenue, Customer Facing versus Back Office, Latin America: 2019-2026
- CX/CE Applications Revenue, Customer Facing versus Back Office, Latin America: 2019-2026
- CX/CE Total Revenue by Industry, Latin America: 2019-2026
- CX/CE Platform Revenue by Industry, Latin America: 2019-2026
- CX/CE Services Revenue by Industry, Latin America: 2019-2026
- CX/CE Applications Revenue by Industry, Latin America: 2019-2026
- CX/CE Total Revenue by Function, Middle East & Africa: 2019-2026
- CX/CE Total Revenue by Product Offering, Middle East & Africa: 2019-2026
- CX/CE Total Revenue by Segment, Middle East & Africa: 2019-2026
- CX/CE Total Revenue, Customer Facing versus Back Office, Middle East & Africa: 2019-2026
- CX/CE Platform Revenue, Customer Facing versus Back Office, Middle East & Africa: 2019-2026
- CX/CE Services Revenue, Customer Facing versus Back Office, Middle East & Africa: 2019-2026
- CX/CE Applications Revenue, Customer Facing versus Back Office, Middle East & Africa: 2019-2026

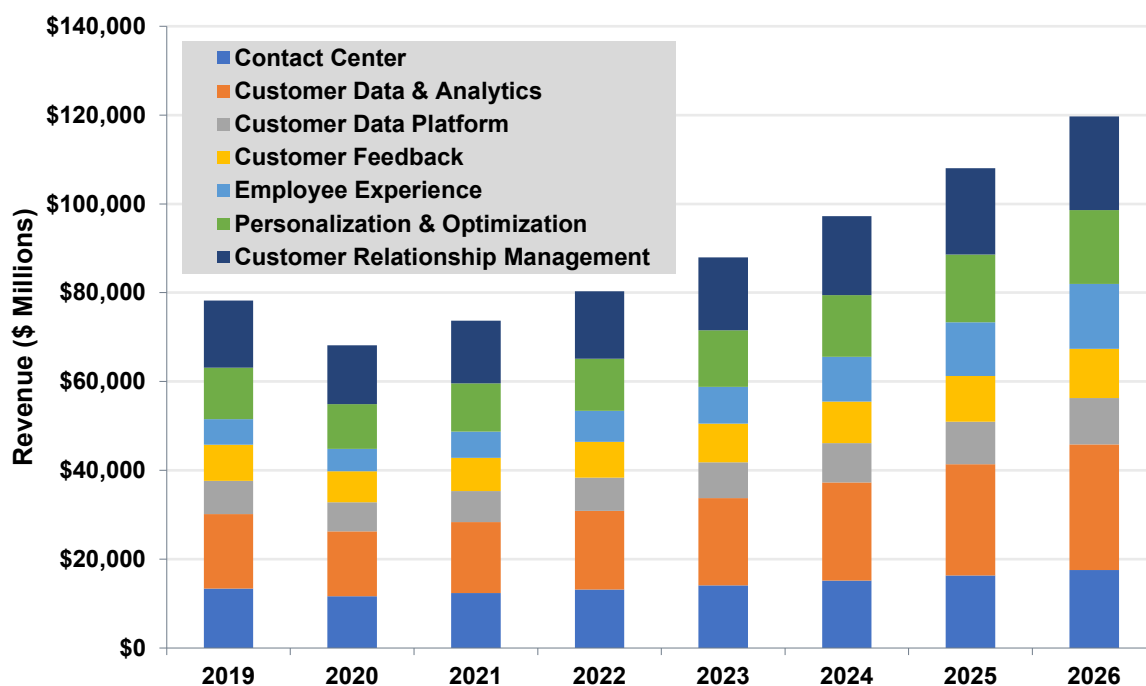
### Fat Head/Long Tail by Industry, by Cumulative Revenue, World Markets: 2019-2026



Source: Dash Research

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## CX/CE Total Revenue by Function, World Markets: 2019-2026



Source: Dash Research

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## Key Questions Addressed

- What is the total market size for Customer Experience and Customer Engagement software and services?
- Which industries will feature the largest amount of investment into CX/CE software and services?
- How is the market for CX/CE segmented by function?
- On which CX/CE functions will companies spend the most on software platforms, applications, and services?
- What are the key drivers and barriers for spending on CX/CE software and services?
- How will companies purchase CX/CE software and services?
- Which geographic regions will spend the most on CX/CE software and services?
- How does this year's forecast differ from Dash Research's 2021 report?

## Report Details

<b>Basic License</b> (1-5 users)	\$4,500
<b>Enterprise License</b> (unlimited users)	\$6,750
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<b>Tables, Charts, and Figures</b>	295
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## Who Needs This Report?

- End user companies (telecommunications, healthcare, financial services, retail, others)
- CX practitioners inside end-user companies
- Software vendors
- On-premises hardware technology vendors
- Contact center executives and leaders
- First/third-party marketers
- Data privacy specialists
- Technology specialists
- Legal professionals
- Investor community

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