

## **Web Content Management Market is estimated to be US\$ 25.3 Billion by 2030 with a CAGR of 15.6% during the forecast period**

The [Web Content Management market](#) accounted for US\$ 5.9 billion in 2020 and is estimated to be US\$ 25.3 billion by 2030 and is anticipated to register a CAGR of 15.6%. A web content management system (WCMS) is a type of content management system (CMS) that enables a business to manage digital information on a website by producing and updating content without knowing web programming or markup languages. Effective web content management can have tangible business benefits for a company, such as giving information for decision-making and generating revenue. A web content management system (WCMS) helps users manage, control, change, and reassemble content on a website. Users can store information in a database and compose it using a flexible language such as XML or .NET. A web content management system (WCMS) helps businesses create, manage, and distribute content on their websites, which are important marketing platforms.

The report "**Global Web Content Management Market, By Component (Services, Solutions, Consulting and Others), By Deployment Mode (On-Premises and Cloud), By Application (Document Management, Website Management, Social Media Management, Work Flow Management and Others) and By Region (North America, Europe, Asia Pacific, Latin America, and Middle East & Africa) - Market Trends, Analysis, and Forecast till 2030**"

### **Key Highlights:**

- In July 2021, Crafter Software, the company behind the open-source Crafter CMS, has launched DevContentOps.io, an online publication that underscores the benefits of integrating content management systems, tools and workflows into the DevOps process.
- In June 2020, Acquia Inc. announced the launch of Acquia CMS Migrate, a solution that helps organizations migrate their data from any CMS to Drupal 9 quickly and more cost-efficiently. It also minimizes risk and takes quite less time in migration, as compared to traditional website replatforming projects that typically take up to 12 months. Drupal 9 is built to handle more data at higher volumes, integrate easily with other platforms, and lower the barriers to entry for new Drupal users.

### **Analyst View:**

The global web content management market is estimated to grow throughout the forecast period. This may be related to the increased use of the internet and the proliferation of cellphones. Around the world, digital formats are becoming more popular for media consumption. Thanks to a growth in the number of devices capable of supporting digital media and quicker internet access speeds, consumers may now access media content of their choice, whether it's information, entertainment, or social activity, at any time and from any location. The capabilities and positioning of content management systems (CMS) are becoming increasingly significant to enterprises. CMSs provide features like as content classification, version control, replication, social media integration, strong analytics, and content personification to help businesses stand out from the competition. Marketers are experiencing an increase in demand for technology that allow them to collect data on potential customers who visit their websites and target their web content to those individuals.

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**Key Market Insights from the report:**

The global Web Content Management market accounted for US\$ 5.9 billion in 2020 and is estimated to be US\$ 25.3 billion by 2030 and is anticipated to register a CAGR of 15.6%. The Global Web Content Management Market is segmented based on the component, deployment mode, application and region.

- By Component, the Global Web Content Management Market is segmented into Services, Solutions, Consulting and Others.
- By Deployment Mode, the market is segmented into On-Premises and Cloud.
- By Application, the Global Web Content Management Market is segmented into Document Management, Website Management, Social Media Management, Work Flow Management and Others.
- By Region, the Global Web Content Management Market is segmented into North America, Europe, Asia Pacific, Latin America, and Middle East & Africa. North America is expected to dominate the Web Content Management market.

**Competitive Landscape:**

The key players operating in the global Web Content Management market includes Adobe Inc., IBM Corporation, Microsoft, OpenText Corporation, Upland Software, Duda, Oracle Corporation, SDL plc., Episerver Inc., Acquia Inc., Sitecore Corporation A/S and Others.

The market provides detailed information regarding the industrial base, productivity, strengths, manufacturers, and recent trends which will help companies enlarge the businesses and promote financial growth. Furthermore, the report exhibits dynamic factors including segments, sub-segments, regional marketplaces, competition, dominant key players, and market forecasts. In addition, the market includes recent collaborations, mergers, acquisitions, and partnerships along with regulatory frameworks across different regions impacting the market trajectory. Recent technological advances and innovations influencing the global market are included in the report.

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