

Southeast Asia CRM Market Revenues to Reach USD 2.39 Billion by 2028 - Market Size, Share, Forecasts, & Trends Analysis Report by Mordor Intelligence

According to a new market research report titled "[Southeast Asia CRM Market Report \(2023-2028\)](#)," the market is estimated at USD 2.21 billion in 2023. It is expected to register a CAGR of 1.56% during the forecast period.

The CRM market manages external business contacts and communication in marketing, sales, and acquisition. It offers software to help end-user industries manage a customer’s life cycle, like sales, customer services, and contact center.

Report Summary:

Report Attribute	Details
Market Size (2023)	USD 2.21 billion
Market Size (2028)	USD 2.39 billion
CAGR (2023-2028)	1.56%
Study Period	2018-2028
Forecast Units	Value (USD billion)
Report Scope	Market Dynamics, Revenue Forecast and Segmentation, Competitive Landscape and Recent Developments, Market Growth, Future Opportunities, and Trends
Key Market Drivers	The focus on customer engagement.
	The development of cloud computing technology.

Who are the Top Companies in the Southeast Asia CRM Market?

The market is highly competitive and consists of several local and international players. These companies are introducing new products and partnering with other companies to increase their market share.

Significant players in the Southeast Asian CRM market are,

- Salesforce.com Inc.
- Microsoft Dynamics
- Oracle Siebel
- SAP SE
- Hubspot Asia Pte Ltd
- IBM Corporation
- Zoho Corporation
- Barantum (PT Kosada Group)
- Capillary Technologies

- Infusion Software Inc.
- SugarCRM Inc.
- Qontak Pte Ltd
- Deskera Holdings Ltd
- Soft Solvers Solutions Sdn Bhd
- Tigernix Pte Ltd
- Vinno Software Company
- Creatio
- Sage Group PLC
- Insightly Inc.
- PT VADS Indonesia

Other Reports That Might Be of Your Interest:

- [Network Analytics Market Report](#) - The network analytics market is expected to register a CAGR of 20.12% during the forecast period (2023-2028).
- [Public Safety Analytics Market Report](#) - The public safety analytics market size is estimated at USD 7.74 billion in 2023. It is expected to reach USD 25.41 billion by 2028, registering a CAGR of 26.83% during the forecast period (2023-2028).

Key Highlights from the Southeast Asia CRM Market Report:

Demand for BYOD and IT Tools Driving Decision-making

- Big data technology used in decision-making is being integrated into CRM. Customer service is an important metric in organizations. Companies in the region are using real-time data to offer customized solutions to customers.
- CRM data includes the latest contacts, information, etc. Using big data, it is easy to process, store, and analyze massive unstructured data and gain additional insights.

Retail and Logistics to Drive the Market

- New players are capitalizing on the growing use of smartphones in their e-commerce business model. Retailers are adopting hands-on methods in analyzing customer data to predict customer preferences.
- Omnichannel retailers are at the forefront of developing customer segmentations into core customer profiles based on their shopping behavior.

What are the Latest Developments in the Southeast Asia CRM Market?

- In September 2022, Capgemini acquired Singapore-based Aodigy to expand its Salesforce business operations.
- In June 2022, Microsoft Viva Sales was launched by Microsoft Corp. to deliver customized suggestions and insights to help sellers connect to their customers.

Mordor Intelligence has Segmented the Southeast Asia CRM Market Based on Organization Size, Deployment Size, End-User Vertical, and Country:

- By Organization Size (Market Size and Forecast based on Value (USD billion), 2018-2028)
 - Small and Medium
 - Large Scale

- By Deployment Size (Market Size and Forecast based on Value (USD billion), 2018-2028)
 - Cloud
 - On-premise
 - Hybrid

- By End-user Vertical (Market Size and Forecast based on Value (USD billion), 2018-2028)
 - Services
 - Manufacturing
 - BFSI
 - Retail and Logistics
 - Government
 - Other End-user Verticals (Construction, Not for Profit, Education, Energy, and Utilities, etc.)

- By Country (Market Size and Forecast based on Value (USD billion), 2018-2028)
 - Indonesia
 - Singapore
 - Philippines
 - Malaysia
 - Rest of Southeast Asia

In a nutshell, the Mordor Intelligence market research report is a must-read for start-ups, industry players, investors, researchers, consultants, business strategists, and all those who are looking to understand this industry. Get a glance at the [Southeast Asia CRM Market Report \(2023-2028\)](#).

Mordor Intelligence constantly tracks industry trends. Some relevant market reports from the analysts that might be of interest to you:

- [Legal Analytics Market Report](#) - The legal analytics market size is estimated at USD 2.35 billion in 2023. It is expected to reach USD 4.91 billion by 2028, registering a CAGR of 15.92% during the forecast period (2023-2028).
- [Content Analytics Market Report](#) - The content analytics market is expected to register a CAGR of 24.70% during the forecast period (2023-2028).
- [North America In-Store Analytics Market Report](#) - The North American in-store analytics market size is estimated at USD 1.13 billion in 2023. It is expected to reach USD 3.05 billion by 2028, with a CAGR of 22.00% during the forecast period (2023-2028).

About Mordor Intelligence:

[Mordor Intelligence](#) is a market intelligence and advisory firm. At Mordor Intelligence, we believe in predicting butterfly effects that have the potential to change or significantly impact market dynamics.

Our market research reports are comprehensive and provide exclusive data, facts and figures, trends, and the competitive landscape of the industry.