

Maximizing Revenue: The Evolution of Sales Performance Management (SPM) Market

Rise in demand for improved customer targeting and customer acquisition tool, sales incentives management, & leads management solutions which boosts the market.

WILMINGTON, DE, UNITED STATES, February 13, 2025 /EINPresswire.com/ -- Allied Market Research published a new report, titled, " Maximizing Revenue: The Evolution of [Sales Performance Management \(SPM\) Market](#)."

The report offers an extensive analysis of key growth strategies, drivers, opportunities, key segment, Porter's Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain thorough understanding of the industry and determine steps to be taken to gain competitive advantage.



SALES PERFORMANCE MANAGEMENT (SPM) MARKET

OPPORTUNITIES AND FORECAST, 2021 - 2031

Sales performance management (spm) market is expected to reach **\$7.4 Billion** in 2031

Growing at a **CAGR of 15.2%** (2022-2031)

SALES PERFORMANCE MANAGEMENT (SPM) MARKET

The global sales performance management market size was valued at \$1.8 billion in 2021, and is projected to reach \$7.4 billion by 2031, growing at a CAGR of 15.2% from 2022 to 2031.

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Swift acceptance of advanced solutions for enhanced customer targeting drives the growth of the global sales performance management market. An increase in demand for sales optimization and data enrichment tools will create new growth opportunities for the global market in the years ahead. However, data privacy and risk-sharing related to third-party sales performance services can hinder the growth of the global industry over the years to come.

The sales performance management market is segmented on the basis of component, deployment model, enterprise size, solution type, industry vertical, and region. On the basis of component, the industry is divided into solution and service. Depending on deployment model,

the market is classified into on premise and cloud. Based on enterprise size, the market is bifurcated into large enterprises and SMEs. Based on the solution type the market is divided into incentive compensation management, territory management, sales planning and monitoring, sales performance analytics and reporting, and others. The industry vertical covered in the study include BFSI, IT and telecom, manufacturing, energy and utilities, healthcare, retail, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

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Based on the component, the solution segment contributed to the highest market share in 2021, accounting for nearly two-thirds of the global sales performance management (SPM) market share. Reportedly, this segment is predicted to contribute majorly toward an overall market share in 2031. The growth of the segment over the forecast period can be attributed to the growing need for effective management of sales and marketing campaigns. However, the service segment is predicted to register the fastest CAGR of nearly 16.5% from 2022 to 2031. The segmental growth over the next ten years can be attributed to the ability of the sales performance management services in providing analytical and visualization tools.

In terms of the deployment model, the on premise segment contributed to the highest market share in 2021, accounting for nearly three-fifths of the global sales performance management (SPM) market share. Reportedly, this segment is predicted to contribute majorly toward an overall market share in 2031. The expansion of this segment over the forecast timeline is due to the stringent security and compliance needs of organizations. However, the cloud segment is predicted to register the highest CAGR of nearly 16.3% from 2022 to 2031. The segmental surge can be due to the simplified deployment and operational capabilities of cloud-based Sales Performance Management (SPM) solutions.

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By Region, North America contributed notably in 2021, and is projected to continue its dominance during the forecast period. The region accounted for nearly two-fifths of the global sales performance management market share in 2021. The growth of the market in the region over the forecast timespan can be credited to the massive presence of social media companies in the region. However, the Asia-Pacific region is anticipated to record the fastest CAGR of 17.4% from 2022 to 2031. The growth of the regional market over the forecast period can be attributed to the digital transformation witnessed in the region. The report also analyzes other regions such as LAMEA and North America.

The key players profiled in the sales performance management market analysis are Anaplan Inc., beqom, Callidus Software Inc., Confidex, Gryphon Networks Corp, Iconixx, NICE Ltd., Obero Inc., Optymyze, Oracle Corporation, Salesforce Inc., SAP SE, Spotio, Telensa, Varicent, Velocify, and Xactly Corporation. These players have adopted various strategies to increase their market

penetration and strengthen their position in the industry.

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Covid-19 Scenario-

□ The COVID-19 pandemic favorably influenced the growth of the global sales performance management market as governments and businesses asked employees to work from home leading to a rise in acceptance of sales performance management (SPM) solutions.

□ Post-COVID-19, firms are focusing on using cloud-driven sales performance management (SPM) solutions in BFSI, IT and telecom, and healthcare industries for performing contactless functions. This will enhance the demand for sales performance management (SPM) solutions.

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Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

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with skilled analysts and experts and have a wide experience of working with many Fortune 500 companies and small & medium enterprises.

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