Gartner: CRM Software on the Up

Written by Marco Attard

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According to Gartner the global customer relationship management (CRM) software market totals $26.3 billion in 2015, a 12.3% increase from $23.4bn in 2014.

Table 1
CRM Software Spending by Vendor, Total Software Revenue Worldwide, 2015 (Millions of Dollars)

Company	2015 Revenue	2015 Market Share (%)	2014 Revenue	2014 Market Share (%)
Salesforce	5,170.9	19.7	4,268.5	18.2
SAP	2,684.4	10.2	2,669.0	13.0
Oracle	2,046.5	7.8	2,119.0	9.1
Microsoft	1,141.5	4.3	951.1	4.1
Adobe	936.8	3.6	738.1	3.2
Others	14,307.7	54.4	12,658.3	55.4
Total	26,287.8	100.0	23,404.0	100.0

Source: Gartner (May 2016)

"The merger and acquisition activity that began flowing through the market in 2009 continued in 2015, with more than 30 notable acquisitions," the analyst says. "This has resulted in increased competition at the top end of the CRM market, with the continued focus of global vendors' sales forces driving good growth worldwide in all CRM subsegments but only for cloud or software as a service (SaaS) applications."

However currency fluctuations impact EMEA results-- vendors with substantial EMEA revenues

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see revenue declines when reported in US growth. One such example is SAP, who shows just 0.6% CRM growth in US dollars, even if it actually sees 12.8% growth in euros.

In global vendor terms Salesforce continue to dominate the market, with 19.7% share of the 2015 market driven by strong growth in the sales and customer service and support (CSS) segments. In the rest of the top 5 are SAP, Oracle, Microsoft and newcomer Adobe, who managed to displace IBM through a focus on marketing agencies.

"CRM growth is driven by cloud service revenue, which, in the application space, uses SaaS as the major delivery model," Gartner concludes. "SaaS revenue grew 27% Y-o-Y, which is more than double overall CRM market growth in 2015. On-premises new license revenue declined -1% for the same period."

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