



Orion Market Research



Global Content Recommendation Engine Market Share, Trends, Size, Research and Forecast 2020-2026

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The global market for content recommendation engine is projected to have considerable CAGR of around 34.5% during the forecast period. The market growth mainly backed by the increasing adoption of various digital solutions by the companies to improve customer experience and growing demand of management of large consumer data for proper customer experience insights. The growing trend for a better understanding of the customer as the customer engagement strategy further propels the demand for content recommendation solutions in various industries such as retail & e-commerce, telecom and BFSI. The content recommendation solutions are essential part of these industries as these solutions provide focus on improving customer experience and brand reinforcement. The content recommendation engine becomes increasingly important to customers' expectations for choice between products, services, and preferred channels are growing across various industries such as retail and others.

A full Report of Global Content Recommendation Engine Market is Available at: <https://www.omrglobal.com/industry-reports/content-recommendation-engine-market>

Global content recommendation engine market to be driven by Retail & E-commerce Industry

Among Industry, the retail & e-commerce industry segment held a considerable share in the market. The increasing organized retail and e-commerce market is one of the major factors which is providing a significant market to the segment. The content recommendation engine for retail & e-commerce is used for various applications including visitors' interactions, dispute resolutions, browsers level experience, fraud investigations and so on. Apart from this, the engine offer content based on survey/poll management, feedback management, customer analysis, sentiment analysis, text analysis and so on. Organized retail is increasing significantly globally due to which a huge data is generating from customer feedback and purchasing pattern. Retail chains, cosmetic & apparel brands, furniture, books are included in the segment. Walmart is the largest retailer globally which is handling around 265 million customers each week and has more than 11,200 stores in 27 countries. Therefore the presence of large retail and e-commerce companies further increases the demand of content recommendation engine.

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Global Content Recommendation Engine Market - Segmentation

By Product Type

- Solution
- Services

By Industry

- BFSI

- Retail & E-Commerce
- Media & Entertainment
- Hospitality
- IT & Telecom
- Others(Healthcare and Education)

Regional Analysis

North America

- United States
- Canada

Europe

- UK
- Germany
- Italy
- Spain
- France
- Rest of Europe

Asia-Pacific

- China
- India
- Japan
- Rest of Asia-Pacific

Rest of the World

Company Profiles

- Amazon Web Services, Inc.
- Cxense ASA
- Curata, Inc.
- Certona Corp
- Dynamic Yield
- Flyp Technologies Inc.
- IBM Corp.
- Kibo Software, Inc.

- Muvi LLC
- Outbrain Inc.
- Personyze
- Revcontent
- Recombee, s.r.o.
- Taboola, Inc.
- ThinkAnalytics Ltd.

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