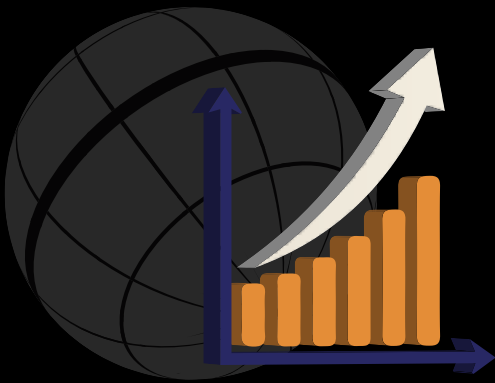


Global Digital Experience Platform (DXP) Market Report 2023

The global digital experience platform market grew to **\$10.91** billion in 2023 at a compound annual growth rate (CAGR) of 12.55%.

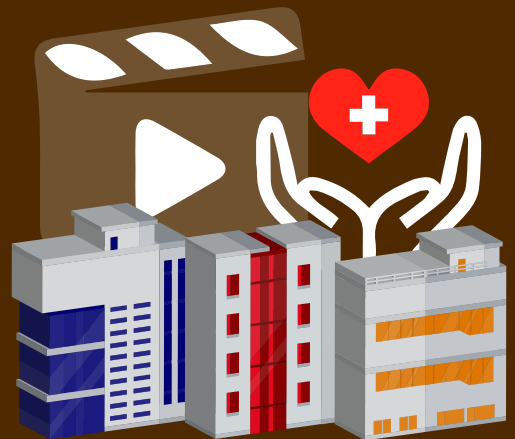


The digital experience platform market is expected to reach **\$17.58** billion in 2026 at a CAGR of 12.67%.



Major verticals used in the DXPs are retail, BFSI, travel & hospitality, IT & telecom, healthcare, manufacturing, media and entertainment, public sector, and others.

The different types of enterprises using these platforms include large enterprises and small and medium enterprises.



North America, India and **Asia-Pacific** were the largest regions in the digital experience platform market in 2023.

Key market players invested resources in advanced technologies such as **Artificial Intelligence (AI)**, **Machine Learning (ML)**, and **big data analytics** thus driving the market growth.

