

GLOBAL CONSENT MANAGEMENT PLATFORM MARKET RESEARCH REPORT

INDUSTRY ANALYSIS, SIZE, SHARE,
TRENDS AND FORECAST 2017-2032

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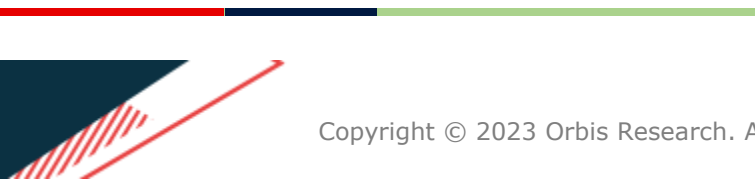


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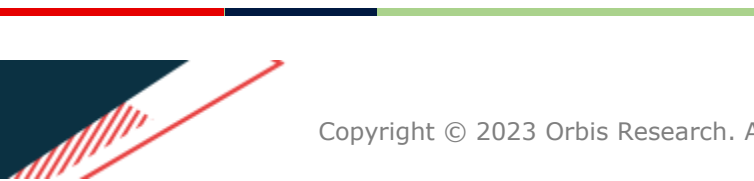
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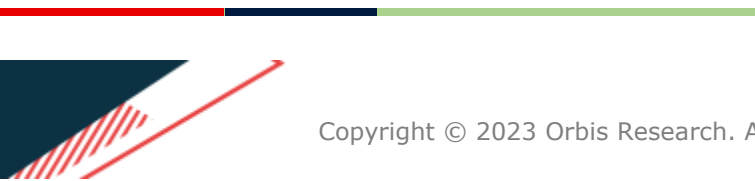


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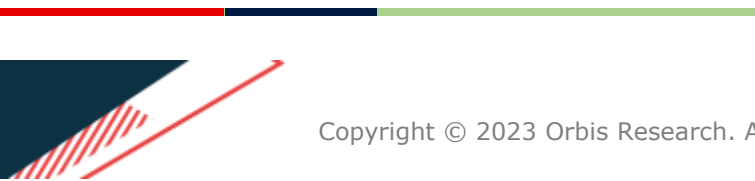
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Chapter 1 Executive Summary

1.1 Global Consent Management Platform Market: Executive Summary

The Consent Management Platform (CMP) industry emerges as a crucial segment within the contemporary digital landscape, addressing the intricate interplay between privacy regulations, user autonomy, and data-driven business operations. The era of information technology has ushered in a heightened awareness of personal data protection, catalyzed by both public sentiment and legislative actions. CMPs have risen as instrumental tools that facilitate the acquisition and management of user consent, ensuring the alignment of data practices with legal requirements and ethical standards.

The dynamics shaping the Consent Management Platform industry are multifaceted and responsive to a constellation of factors. Predominant among these is the evolving regulatory landscape. Stricter data protection regulations, such as the General Data Protection Regulation (GDPR) and its global counterparts, have necessitated a more intricate approach to data consent mechanisms. CMPs must be adaptable to these evolving legal frameworks, thereby emerging as indispensable assets in maintaining regulatory compliance.

The Consent Management Platform industry is replete with opportunities poised to drive both innovation and refinement. Customization stands as a salient avenue for CMP providers, as industries spanning diverse sectors necessitate tailored solutions in adherence to sector-specific regulations. This facilitates a nuanced approach to data consent while acknowledging the intricacies unique to each field.

Furthermore, the industry's growth is inherently linked to the global nature of contemporary privacy regulations. As diverse jurisdictions adopt unique privacy frameworks, CMPs that can harmoniously accommodate multiple legal regimes find themselves in high demand, catering to businesses with international reach. The progression of the industry is also steered by technological evolution, with emerging innovations such as AI and blockchain being harnessed to elevate transparency, security, and accountability in data processing.

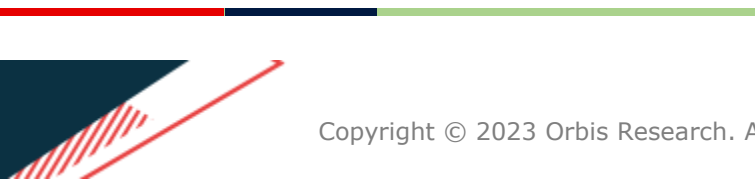


1.1.1 Market Synopsis

Market Size	2022: US\$ 562.9 Million 2032: US\$ 2,852.4 Million
CAGR % (2023-2032)	~ 17.7%
Key Market Opportunities	Key Market Opportunities • Proliferation of stringent data protection regulations • Integration with Emerging Technologies • Customization for Diverse Industries and Jurisdictions • Emphasis on Ethical Data Use • CMPs that prioritize user-centric design, with intuitive interfaces and clear communication of data usage
Key Vendors	• TrustArc • Quantcast Choice • OneTrust • Salesforce • Didomi
Key Regional Trends	• North America: 42.1% • Europe: 28.0% • Asia-Pacific: 21.8% • South America: 5.8% • Middle East and Africa (MEA): 2.3%

Source: Orbis Research Analysis

The report provides the company profiles of the key players operating in the market and a comparative analysis based on their business overviews industry offering, segment market share, regional presence, business strategies, innovations, mergers & acquisitions, recent developments, joint ventures, collaborations, partnerships, and key financial information. The key players in the market include TrustArc, Quantcast Choice, OneTrust, Salesforce, Didomi, and so on.





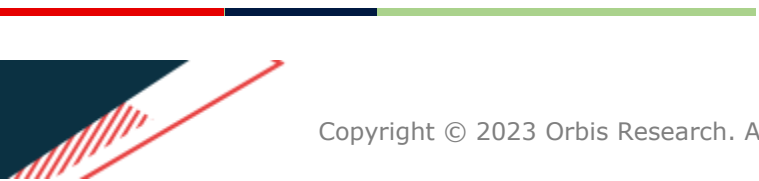
Chapter 2 Assumptions & Acronyms

2.1 Assumptions:

- 2017 to 2021 are considered as historical years, 2022 is the base year, and forecast is provided from 2023 to 2032.
- Market Value is in USD Million
- H- Historical Years, A= Actual/ Base Year, E= Estimated Years, P= Predicted Year
- Currency conversion rate has been considered from website: [www.irs.gov / Chemicals / international-taxpayers / yearly-average-currency-exchange-rates](http://www.irs.gov/Chemicals/international-taxpayers/yearly-average-currency-exchange-rates).
- Source: Secondary Research, Primary Research, and Market Research Analysis, 2023.

Sr. No.	Definition	Acronyms
1	Compound Annual Growth Rate	CAGR
2	Basis Point Share	BPS
3	Gross Domestic Product	GDP
4	Research and Development	R&D
5	Incorporated	Inc.

Source: Orbis Research Analysis





Chapter 3 Research Methodology

We have implemented a mix of primary and secondary research for our market estimate and forecast. Secondary research formed the initial phase of our study, where we conducted extensive data mining, referring to verified data sources such as independent studies, technical journals, trade magazines, and paid data sources.

3.1.1 Research Programs/Design

For forecasting, the following parameters were considered:

- Market drivers and restraints, along with their current and expected impacts.
- Technological scenario and expected developments.
- End-use industry trends and dynamics
- Consumer behaviour trends

We assigned weights to these parameters and have quantified their market impact using weighted average analysis, to derive an expected market growth rate.

All our estimates and forecasts were verified through exhaustive primary research with Key Industry Participants (KIPs) which typically include:

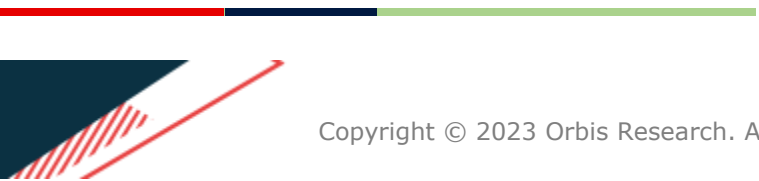
- Market leading companies
- Third party vendors

The key objectives of primary research are as follows:

- To validate our data in terms of accuracy and acceptability
- To gain insights to the current market and future expectations

Research Scope & Assumptions

- The report provides market estimates for base year 2022 and a yearly forecast to 2032 in terms of revenue (USD Millions) unless stated otherwise. Market for each segment has been provided on a global and regional for the above-mentioned forecast period.



- Key industry dynamics, regulatory scenario, major monitoring techniques, Distribution Channels are evaluated to understand their impact on demand for the forecast period. Growth rates were estimated using correlation, regression and time-series analysis.
- We have used a bottom-up approach for market sizing, analysing key regional markets, dynamics and trends for various monitoring techniques, Type and Distribution Channel. Global market has been estimated by integrating regional markets.
- Market estimates have mainly been based on feedback obtained through primary interviews with key industry participants.
- Inflation has not been accounted for to estimate the market.
- Numbers may not add up due to rounding off.

3.1.2 List of Data Sources

List of secondary sources include but are not limited to:

- Company's Annual Reports
- Investor Presentations
- Hoover's
- Journals
- Product Brochures

List of primary sources include but are not limited to:

- Key Manufacturers
- CXO-level Executives
- Distributors & Suppliers
- Consumers & End-Users
- Paid Consultants



Chapter 4 Market Overview

4.1 Introduction

In the Global Consent Management Platform Market, 2022 is considered as the base year. The data for 2023 is an estimate, based on the historical data and recent survey of the integrated view of industrial experts, companies, distributors and end users, etc. Top-down and bottom-up approaches are used to validate the Global Consent Management Platform Market size and to estimate the market size for company, regional division, product type and application (end users). In the complete market engineering process, both top-down and bottom-up approaches along with several data triangulation methods have been extensively utilized to perform market estimation and market forecast for the overall market division and subdivision listed in this report. Extensive qualitative and further quantitative analysis has also been done from all the numbers arrived at in the complete market engineering process to list key information throughout the report.

4.1.1 Market Taxonomy

By Type

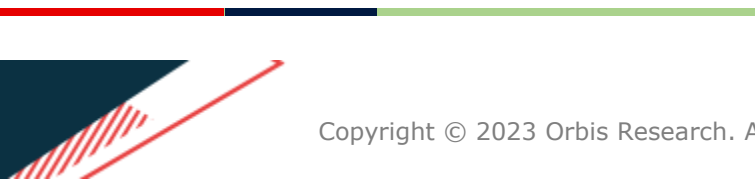
- Web-Based
- Cloud-Based

By Application

- Large Enterprises
- SMEs

By Region

- North America
- South America
- Europe
- Asia Pacific
- Middle East & Africa (MEA)





4.1.2 Market Definition

A Consent Management Platform (CMP) is a sophisticated digital solution designed to facilitate transparent and lawful handling of user data in compliance with data protection regulations and individual privacy rights. Operating at the intersection of legal compliance, user consent, and technological innovation, a CMP serves as a pivotal tool for organizations seeking to establish a responsible and ethical data governance framework.

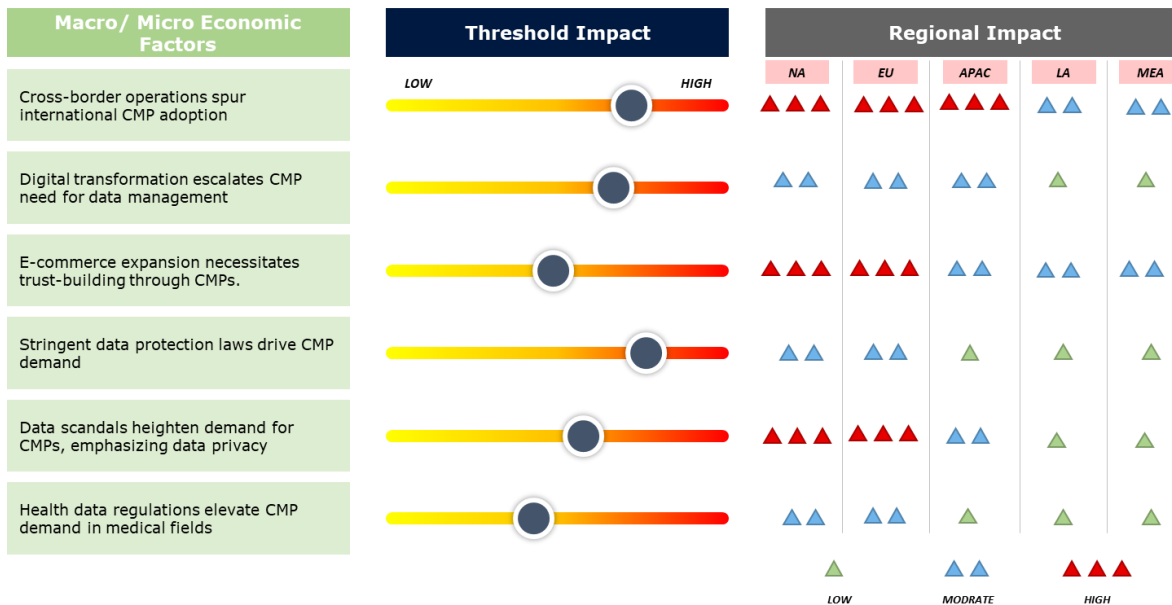
At its core, a CMP serves as an intermediary between businesses and users, enabling organizations to obtain, record, and manage user consent for the collection, processing, and sharing of personal data. By providing a seamless interface, typically integrated into websites, applications, and digital platforms, CMPs ensure that users are presented with clear and comprehensible information regarding the purposes and modalities of data processing. Users are empowered to make informed choices about their data, granting or denying consent as per their preferences.

CMPs are adept at adapting to the dynamic landscape of privacy regulations. They allow organizations to configure consent templates tailored to the specific data processing activities, ensuring alignment with legal requirements such as the General Data Protection Regulation (GDPR), California Consumer Privacy Act (CCPA), and other regional mandates. CMPs also provide mechanisms to record and store user consent, creating an audit trail that is invaluable for demonstrating regulatory compliance.

Furthermore, CMPs contribute to enhancing user trust by emphasizing transparency. They enable organizations to communicate the value proposition of data collection and processing, mitigating concerns about unauthorized or opaque data practices. As a result, CMPs foster a climate of trust between users and businesses, bolstering customer loyalty and positively influencing corporate reputations.

4.1.3 Macro-Economic Factors Impacting Market Growth

FIG. 1 Impact of Macro-economic Factors



Source: Orbis Research Analysis



4.2 Market Dynamics

4.2.1 Market Drivers

4.2.1.1 Rising Globalization and Cross-Border Operations

In present day interconnected global business environment, where companies extend their operations across borders, they confront a intricate web of diverse privacy regulations. These multifaceted cross-border laws present a considerable challenge for enterprises striving to maintain ethical data practices and legal conformity while conducting business internationally. This is where the Consent Management Platform (CMP) steps in, offering a unique competitive advantage by adeptly navigating this intricate landscape.

As businesses broaden their presence across multiple countries, they grapple with an array of privacy laws, each with its own requirements regarding user data protection, consent acquisition, and data processing. Regulations such as the General Data Protection Regulation (GDPR) in the European Union, the California Consumer Privacy Act (CCPA) in the United States, and similar laws in other regions underscore this diversity. CMPs, equipped with their adaptable architecture and advanced functionalities, act as a guiding compass through this intricate terrain. These platforms possess the agility to accommodate the intricacies of various legal requirements, providing businesses with a cohesive mechanism to streamline consent management across diverse jurisdictions. By customizing consent requests and data handling practices to align with regional regulations, CMPs empower organizations to foster user trust and maintain their ethical obligations, regardless of where their operations extend.

Furthermore, CMPs confer a competitive edge by fostering uniformity in compliance. They mitigate the risk of unintentional breaches of regional laws, which could lead to substantial financial penalties and reputational harm. By centralizing consent management and offering a standardized framework that adapts to regional variations, CMPs enhance operational efficiency and showcase a dedication to privacy, ultimately bolstering corporate credibility.



4.2.1.2 Expansion of E-commerce Sector is Driving the Market Growth

The remarkable expansion of the e-commerce sector has become intrinsically linked to the practice of tailoring consumer experiences through data-driven personalization. Within this dynamic framework, Consent Management Platforms (CMPs) occupy a pivotal position that transcends conventional compliance mechanisms. They function as ethical custodians, ensuring the principled acquisition and responsible management of user consent—a role critical for nurturing the sustained progression of e-commerce.

The propulsion of e-commerce's exponential growth fundamentally stems from its capacity to curate shopping encounters that resonate with individual preferences. This capacity for personalization derives its potency from the analytical insights provided by data, which empowers businesses to comprehend user behaviors, prognosticate preferences, and finely calibrate their offerings. Within this intricate landscape, CMPs emerge as crucial facilitators, standing as sentinels that bridge the chasm between data aggregation and the establishment of user trust.

Central to the bedrock of e-commerce's data-driven paradigm lies the concept of user consent. CMPs serve as vigilant gatekeepers, entrusted with the task of transparently securing and proficiently managing user consent. By articulating lucid and intelligible information concerning data utilization, CMPs empower users to make judicious decisions. This ethical process of obtaining consent imparts a profound sense of trust—a linchpin for nurturing the enduring sustenance of e-commerce. User engagement is notably amplified when platforms dutifully uphold their privacy prerogatives, thereby fostering brand loyalty, encouraging repeat patronage, and catalyzing positive word-of-mouth endorsements. CMPs also afford businesses the opportunity to showcase their steadfast commitment to the conscientious handling of data. In an era rife with data breaches and questionable practices, demonstrating an unwavering dedication to responsible data stewardship becomes a competitive asset. CMPs not only facilitate conformity with legislative mandates such as GDPR and CCPA but, more crucially, they serve as beacons that signal to users the earnestness with which their privacy concerns are respected and safeguarded.





4.2.2 Market Restraints

4.2.2.1 High Cost and Complexity Hinders the Market Growth

The perception of CMP adoption as a financial burden, rather than an investment in ethical data practices, is a challenge faced by businesses. This resistance often stems from several interrelated concerns.

Firstly, there's the complexity of integrating Consent Management Platforms (CMPs) into existing operations. Businesses may worry that this could disrupt established data workflows, leading to operational difficulties. This perceived learning curve and potential disruptions can discourage adoption, particularly among businesses with limited technical capabilities or well-established processes.

Secondly, financial considerations play a significant role. Incorporating a CMP involves costs such as licensing fees, customization expenses, and ongoing maintenance. Some enterprises might see these expenses as additional overhead, diverting resources from other strategic initiatives. The immediate financial outlay might overshadow the long-term benefits of enhanced data governance and the building of user trust.

Moreover, the notion that CMPs might hinder data collection and analysis can create reservations among businesses. In a landscape where data insights drive decision-making, concerns arise that CMPs could limit data accessibility, impacting marketing, personalization, and customer understanding. The fear that explicit consent requirements could lead to reduced opt-in rates and restrict access to valuable user data exacerbates these concerns.

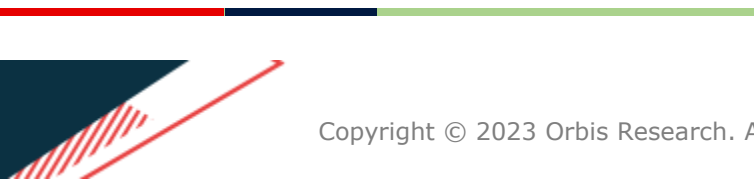


4.2.2.2 **Limited Enforcement Restraints its Adoption Rate Globally**

In jurisdictions where regulatory oversight is limited, businesses might perceive a diminished sense of urgency to establish robust Consent Management Solutions (CMS), potentially resulting in a notable lack of adoption. This situation underscores a broader challenge in regulatory dynamics and illustrates the intricate relationship between enforcement and the perceived imperative of adhering to data privacy standards.

In regions where regulatory enforcement lacks strictness, businesses could hold the view that the risk of legal repercussions arising from inadequate data privacy practices is relatively low. Consequently, the implementation of comprehensive CMS might not appear to be an immediate necessity. This perspective could stem from the belief that lenient enforcement reduces the probability of penalties or reputational harm due to non-compliance. As a result, certain businesses might allocate resources to other operational priorities instead of investing in advanced CMS.

Additionally, the absence of stringent regulations might contribute to an overarching mindset that assigns less significance to safeguarding user data and managing consent. Businesses might not fully grasp the potential advantages of ethical data practices, which include fostering user trust, cultivating brand loyalty, and proactively addressing risks linked to data breaches.





4.2.3 Market Opportunities

4.2.3.1 Integration of blockchain Offers Opportunistic Growth

The transparency and security features inherent in blockchain technology seamlessly align with the fundamental objectives of Consent Management Platforms (CMPs). This convergence presents an enticing opportunity for CMPs to harness the capabilities of blockchain, thereby bolstering their attractiveness to businesses seeking sophisticated solutions that ensure both secure and auditable consent management.

Blockchain's decentralized and tamper-resistant nature directly addresses critical challenges within the realm of consent management. Through its design, blockchain creates an immutable ledger where consent transactions can be meticulously recorded. This guarantees that user preferences and agreements concerning data usage are captured in a manner impervious to unauthorized alterations or disputes. The inherent transparency of blockchain instills a heightened sense of trust between businesses and users, as all parties possess the capacity to independently verify consent records. Furthermore, the cryptographic principles that underlie blockchain technology ensure the confidentiality and security of data. This facet gains heightened significance within the ambit of CMPs, where the handling of sensitive user information is paramount. Blockchain's adept employment of encryption techniques serves to fortify data protection, thereby mitigating the risks associated with unauthorized access or potential breaches.

Additionally, the integration of blockchain into CMPs introduces the notion of self-sovereign identity. Users can exercise heightened control over their consent data, facilitated by cryptographic keys that empower them to manage and authorize access to their consent preferences. This dynamic approach engenders a greater sense of user agency and aligns seamlessly with the tenets of user-centric data management. By harnessing the capabilities of blockchain, CMPs stand poised to offer businesses an innovative and forward-thinking approach to consent management. As organizations increasingly seek avant-garde solutions, the allure of blockchain's capacity to deliver heightened security, data integrity, and user empowerment becomes more pronounced.





4.2.3.2 **Integration with Marketing Technology Spur the Market Growth**

The integration of Consent Management Platforms (CMPs) with pre-existing marketing technology stacks presents a compelling avenue for elevating the value proposition of CMPs. This strategic alignment offers an opportunity to create a comprehensive solution that melds consent management seamlessly with personalized marketing strategies, thereby establishing a potent market differentiator.

By integrating CMPs into established marketing technology ecosystems, businesses can streamline their data management processes and ensure compliance with data privacy regulations. This integration allows for the seamless synchronization of user preferences and consent choices across various marketing channels. Consequently, businesses can tailor their marketing efforts in alignment with user consent, thereby fostering a deeper sense of trust and respect for individual privacy.

A holistic solution that combines consent management with personalized marketing has the potential to resonate profoundly with both businesses and users. For businesses, this integration streamlines operational efficiency by providing a centralized platform where consent data and marketing activities harmoniously converge. This streamlined approach not only enhances compliance but also enables businesses to demonstrate their commitment to ethical data practices.

From the user perspective, a comprehensive solution signifies a more coherent and transparent experience. Users are more likely to engage with brands that demonstrate a commitment to respecting their consent choices and privacy preferences. This, in turn, cultivates brand loyalty and positive user sentiment, augmenting the overall customer experience.

Moreover, this integration enables businesses to navigate the intricate balance between data-driven marketing and responsible data management. By delivering targeted content that aligns with user preferences and explicit consent, businesses can establish themselves as conscientious data custodians, setting them apart in an environment where data ethics are of increasing concern.





4.3 Supply Chain Analysis

The supply chain for the Consent Management Platform (CMP) market involves a series of interconnected processes and stakeholders working collaboratively to develop, distribute, and maintain CMP solutions. This intricate chain encompasses various stages that collectively contribute to the functioning and availability of CMPs for businesses and organizations seeking robust consent management solutions. Let's analyze the key components of the supply chain:

- 1. Research and Development (R&D):** CMP development begins with R&D efforts aimed at designing and engineering solutions that address the complex landscape of data privacy regulations, user preferences, and technological requirements. This stage involves conceptualizing features, user interfaces, compliance mechanisms, and security protocols.
- 2. Technology Providers:** Technology companies specializing in software development, data management, and cybersecurity contribute critical components to CMPs. They create the technological infrastructure, including user interfaces, consent preference tracking systems, data storage, and encryption mechanisms.
- 3. Regulatory Experts:** Legal and regulatory experts play a crucial role in ensuring that CMPs align with evolving data protection regulations. They provide insights into regional compliance requirements, data handling practices, and consent frameworks, which shape the architecture and functionality of CMPs.
- 4. Marketing and Sales:** CMP providers collaborate with marketing and sales teams to promote their solutions, showcase their benefits, and attract potential customers. Effective marketing strategies and sales efforts disseminate information about CMPs and their role in data protection and compliance.
- 5. Business Development:** Establishing partnerships with other technology vendors, data service providers, and integration partners enhances the value



proposition of CMPs. Collaboration with other businesses expands the reach and capabilities of CMP solutions.

- 6. Customization and Integration:** CMPs often need to be tailored to fit the specific needs of businesses. Customization services involve adapting the platform to match the branding, user experience, and technical requirements of individual clients. Integration with existing technology stacks, such as CRM systems or marketing platforms, ensures seamless functionality.
- 7. Distribution Channels:** CMP providers use distribution channels such as direct sales, online platforms, resellers, and technology partners to make their solutions accessible to businesses seeking consent management capabilities.
- 8. Implementation and Onboarding:** After procurement, CMP solutions are implemented by businesses to manage consent and data privacy. This stage involves technical setup, configuration, and user onboarding to ensure that the CMP aligns with the organization's goals.
- 9. Maintenance and Support:** CMP providers offer ongoing maintenance and support to address technical issues, update features based on evolving regulations, and provide assistance to users in managing their consent preferences effectively.
- 10. User Engagement and Feedback:** Businesses gather insights from users and monitor their engagement with CMPs. Feedback helps enhance user experience, align the platform with user needs, and implement improvements that foster higher adoption rates.
- 11. Compliance Auditing and Reporting:** CMPs may incorporate features that facilitate compliance auditing and reporting. This involves monitoring consent management processes, generating compliance reports, and providing insights for businesses to ensure adherence to regulations.



4.4 Key Forces Shaping Industry Trends / Porter's Analysis

Porter's Five Forces is a simple but powerful tool for understanding the competitiveness of the business environment, and for identifying your strategy's potential profitability. This is useful, because, when you understand the forces in your environment or industry that can affect your profitability, you'll be able to adjust your strategy accordingly.

4.4.1 Competitive Rivalry

Competition within the CMP market is intensifying as more players enter the space. Established companies and startups vie for market share by offering innovative features, integrations, compliance capabilities, and user experience. While differentiation can help mitigate price competition, the proliferation of providers means that intense rivalry is a significant factor.

4.4.2 Supplier Power

CMP suppliers consist of technology providers, legal experts, and marketing professionals. The bargaining power of suppliers can be considered moderate. While there's a range of technology providers, customization and integration require specialized skills, potentially giving them some leverage. However, CMP providers can diversify their supplier base to mitigate supplier power and maintain competitive pricing.

4.4.3 Buyer Power

Buyers in the CMP market, typically businesses and organizations, possess moderate bargaining power. While they need effective consent management solutions for regulatory compliance and user trust, they have a range of providers to choose from. However, the differentiation between CMP offerings and the importance of regulatory compliance could mitigate some buyer power.

4.4.4 Threat of Substitution

The threat of substitutes in the CMP market is relatively low. There are limited alternatives to dedicated CMP solutions for managing user consent in compliance with

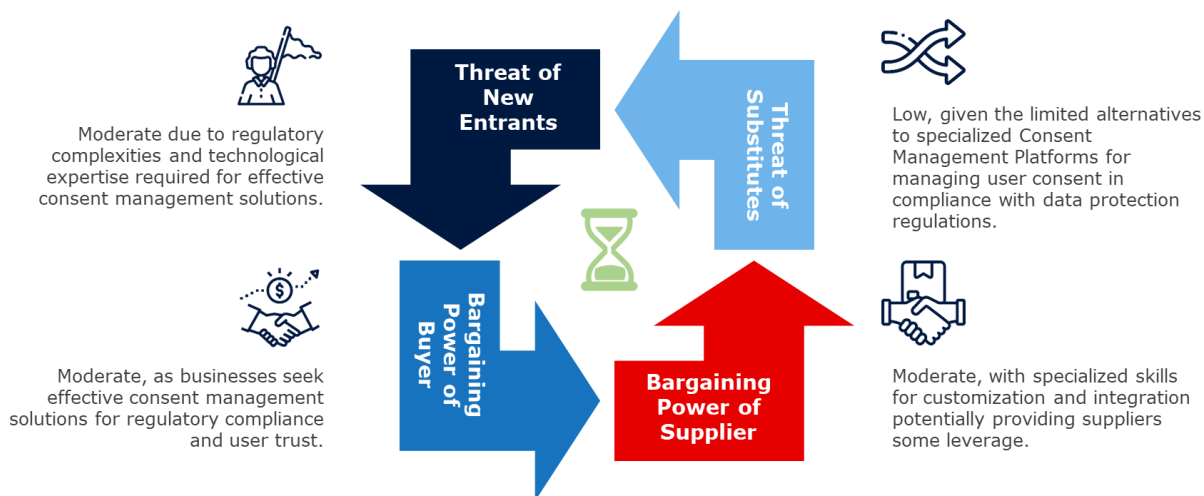


data protection regulations. While some businesses might attempt to manage consent manually or through existing systems, the complexity and legal ramifications make specialized CMPs the preferred choice.

4.4.5 Threat of New Entry

The CMP market has a moderate barrier to entry due to the complexities involved in developing and deploying effective solutions. Regulatory compliance, technological expertise, and user-friendly interfaces are prerequisites. However, as data privacy regulations become more stringent, the barrier is increasing. Established players benefit from economies of scale, brand recognition, and existing customer relationships, which can deter new entrants.

FIG. 2 Key Forces Shaping the Global Consent Management Platform Market



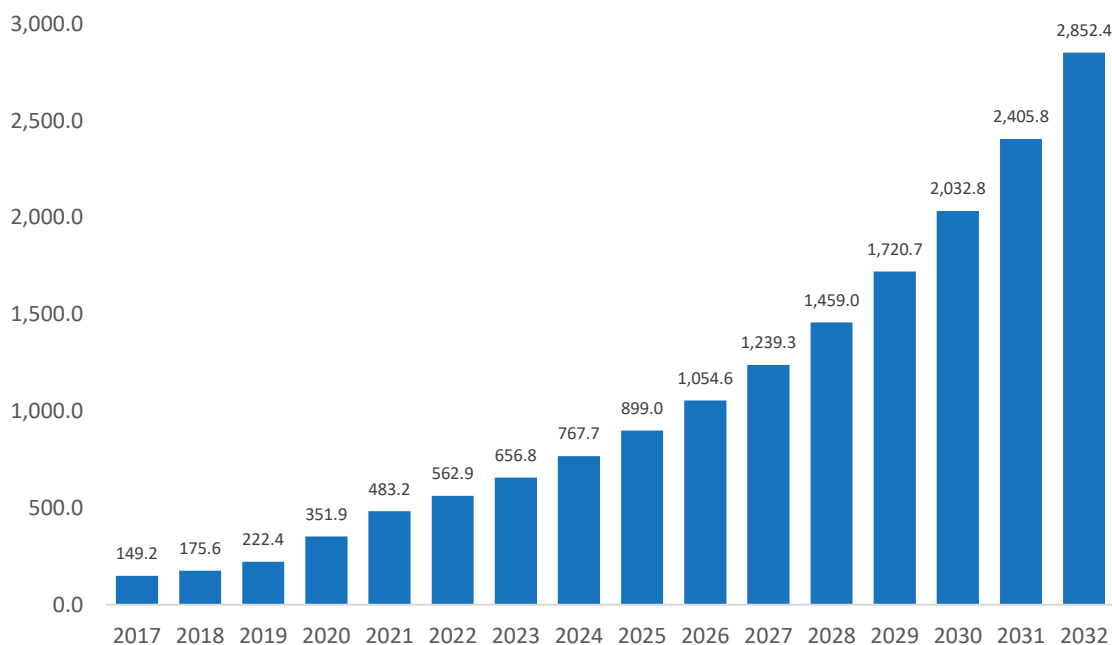
Source: Orbis Research Analysis

4.5 Global Consent Management Platform Market Size & Forecast

The figure below depicts the Global Consent Management Platform Market size from 2017-2032. The market size is expected to grow from USD 562.9 Million in 2022 to USD 2,852.4 Million by 2032, at a CAGR of 17.7% during the forecast period, mainly due to the growing adoption of the product.

4.5.1 Global Consent Management Platform Market Size and Forecast, 2017-2032 (USD Million)

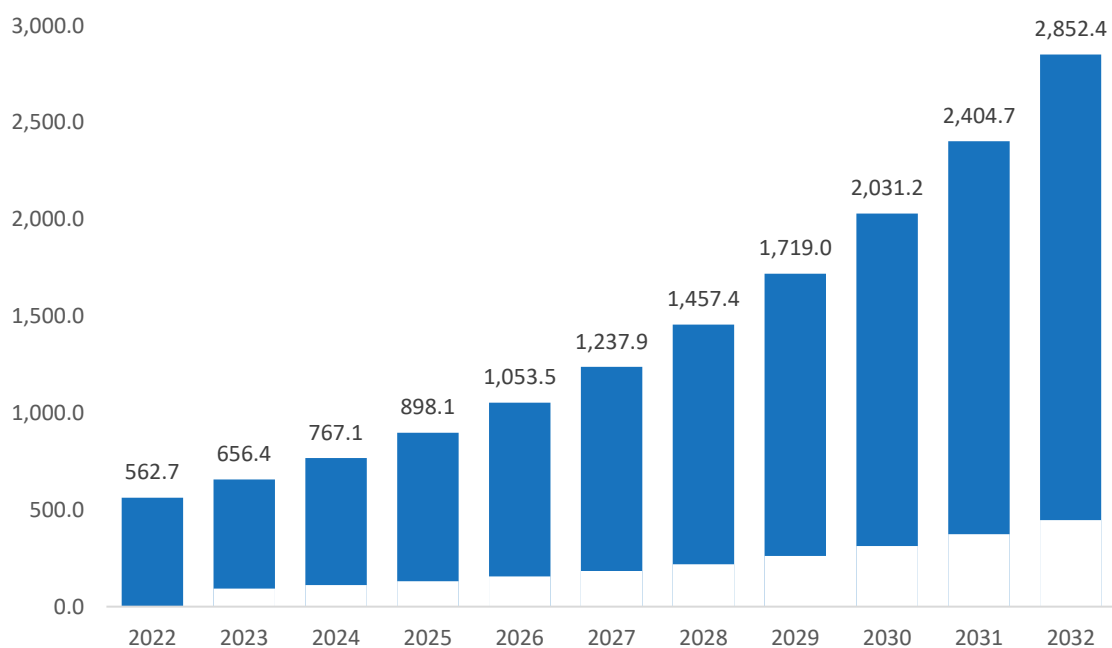
FIG. 3 Global Consent Management Platform Market Size and Forecast, 2017-2032 (USD Million)



Source: Orbis Research Analysis

4.5.2 Global Consent Management Platform Market Absolute \$ Opportunity, 2023-2032 (USD Million)

FIG. 4 Global Consent Management Platform Market Absolute \$ Opportunity, 2023-2032 (USD Million)



Source: Orbis Research Analysis



4.6 End-User Awareness and Usage of Consent Management Platform by Region

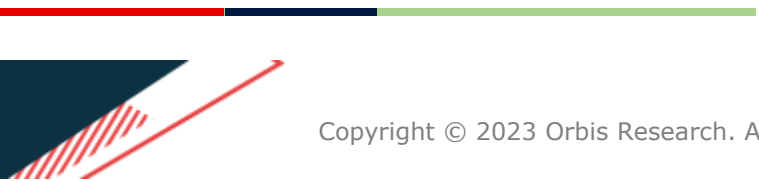
North America: End-user awareness and usage of CMPs are relatively high in North America. The presence of robust data protection regulations, such as the California Consumer Privacy Act (CCPA) and Canada's Personal Information Protection and Electronic Documents Act (PIPEDA), has driven awareness. Technologically advanced populations and heightened privacy consciousness contribute to the adoption of CMPs, especially in sectors dealing with sensitive user data.

Europe: The European Union (EU) showcases one of the most mature CMP adoption landscapes due to the General Data Protection Regulation (GDPR), which mandates explicit user consent. High awareness stems from extensive media coverage and stringent enforcement. CMPs are integral for businesses to comply with GDPR's consent requirements, and users are more likely to engage due to strong privacy advocacy and regulatory emphasis on user rights.

Asia-Pacific: Awareness and usage of CMPs in the Asia-Pacific region vary widely. Countries like Japan and South Korea, with advanced technological infrastructure and privacy-conscious populations, exhibit higher adoption. In contrast, awareness might lag in countries with evolving or less-stringent data protection regulations, where user consent is not yet a focal point.

South America: Awareness and usage of CMPs are growing in South America due to emerging data protection laws in countries like Brazil and Mexico. As these regulations gain traction, businesses and users are becoming more familiar with the concept of explicit consent, fostering adoption of CMPs to navigate compliance requirements.

Africa and the Middle East: CMP awareness and usage in the Middle East and Africa are influenced by the diversity of countries and regulatory frameworks. Developed nations with strong privacy laws and digitally literate populations may demonstrate higher adoption. However, in regions with nascent data protection regulations, awareness might be limited and CMP adoption less prevalent.





4.7 Global Consent Management Platform Market: Supply-Demand Analysis

4.7.1 Supply Analysis

Number of Providers: The number of CMP providers in the market influences supply. As more companies enter the market, supply increases, leading to greater competition and innovation.

Technological Expertise: The technical capabilities of CMP providers determine the quality and features of CMP solutions. Providers with advanced technology and user-friendly interfaces are more likely to attract demand.

Customization Options: CMP solutions that offer customization to match specific business needs contribute to supply diversity, catering to a range of industries and use cases.

Integration with Marketing Tech: CMPs that integrate seamlessly with existing marketing technology stacks provide a more comprehensive solution, enhancing supply value.

4.7.2 Demand Analysis

Regulatory Compliance: Stringent data protection laws like GDPR and CCPA drive demand for CMPs as businesses seek compliance solutions to avoid penalties and legal consequences.

User Privacy Expectations: Rising privacy consciousness among users leads to increased demand for CMPs that transparently manage user consent, fostering trust and loyalty.

Industry-Specific Needs: Different industries have varying data privacy requirements. Demand for CMPs is influenced by the degree to which a solution caters to sector-specific needs.

Global Operations: Businesses operating across multiple jurisdictions require CMPs that can manage consent in compliance with diverse regional regulations, driving demand for comprehensive solutions.



Chapter 5 Market Analysis & Forecast By Type

5.1 Introduction

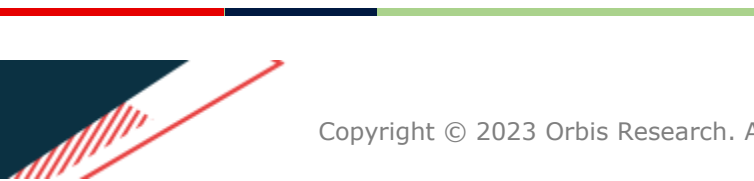
By Type, the Global Consent Management Platform Market is primarily split into cloud-based and web-based. The table and charts below clearly detail the market size of Global Consent Management Platform Market, in value (US\$ Millions), market share and growth trend of each type from 2017-2032. The CAGR (2023-2032) is based on the value of Global Consent Management Platform Market for each Type and the overall market.

5.1.1 Global Consent Management Platform Market Size & Forecast, Type, 2017-2032

TABLE 1 Global Consent Management Platform Market Size & Forecast, Type, 2017-2032

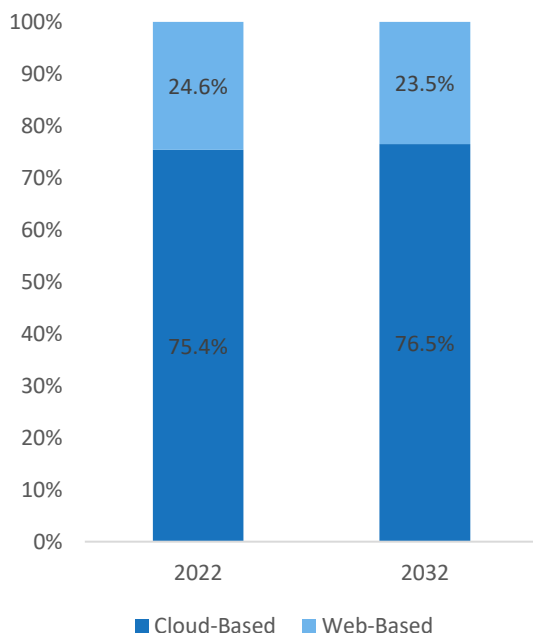
Type	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	CAGR% (2023-2032)
Cloud-Based	111.8	131.8	167.1	264.7	363.8	424.4	495.9	580.5	680.8	799.8	941.3	1,109.8	1,310.8	1,550.8	1,838.1	2,182.5	17.9%
Web-Based	37.4	43.8	55.3	87.3	119.4	138.5	160.9	187.2	218.2	254.8	298.0	349.2	409.9	482.0	567.7	669.9	17.2%
Total	149.2	175.6	222.4	351.9	483.2	562.9	656.8	767.7	899.0	1,054.6	1,239.3	1,459.0	1,720.7	2,032.8	2,405.8	2,852.4	17.7%

Source: Orbis Research



5.1.2 Global Consent Management Platform Market Basis Point Share (BPS) Analysis, By Type, 2023-2032

FIG. 5 Global Consent Management Platform Market Basis Point Share Analysis, By Type, 2022 and 2032



Growth Rate Type:

- Cloud-Based CAGR – 17.9% (2023-2032)
- Web-Based CAGR – 17.2% (2023-2032)

Attractive Market Opportunities:

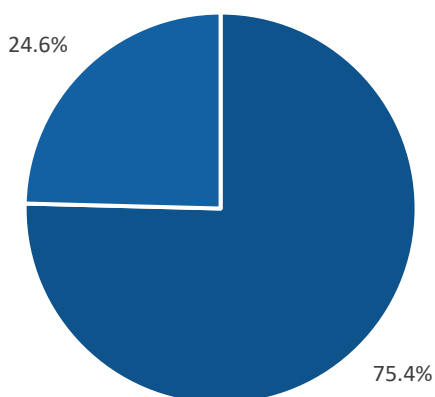
- Evolving ever-changing and stringent data privacy regulations, such as GDPR, CCPA.
- Increasing demand for personalized marketing strategies and user experiences
- Increasing varying data volumes, user interactions, and potential surges in traffic

Source: Orbis Research Analysis



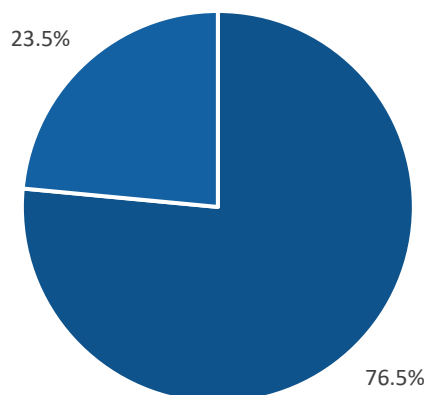
5.1.3 Global Consent Management Platform Market Absolute \$ Opportunity Assessment, By Type, 2022 VS 2032

FIG. 6 Market Share (%) Outlook, By Type, 2022



■ Cloud-Based ■ Web-Based

FIG. 7 Market Share (%) Outlook, By Type, 2032



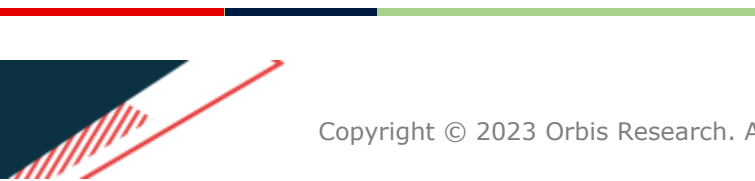
■ Cloud-Based ■ Web-Based

Source: Orbis Research Analysis

5.2 Global Consent Management Platform Market Size & Forecast, Type, 2017-2032

The Global Consent Management Platform Market

- The global cloud-based consent management platform was valued at US\$ 424.4 million in 2022 and is expected to reach US\$ 2,182.5 million by 2032, projecting a CAGR of 17.9% during the forecast period.
- The global web-based consent management platform was valued at US\$ 138.5 million in 2022 and is expected to reach US\$ 669.9 million by 2032, projecting a CAGR of 17.2% during the forecast period.



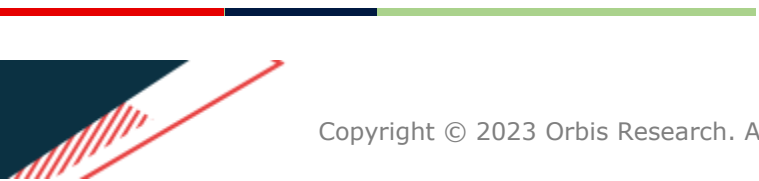


5.2.1 Global Consent Management Platform Market Size & Forecast, Cloud-Based, 2017-2032

A cloud-based Consent Management Platform (CMP) is hosted on remote servers managed by third-party cloud service providers. This type of CMP offers distinct advantages in terms of accessibility, scalability, and rapid deployment. Users and businesses can access the platform from anywhere with an internet connection and a compatible device, facilitating flexibility and remote management of consent and data privacy. The cloud-based architecture allows for scalability, enabling resources to be adjusted to handle varying data volumes and user interactions. Rapid deployment is a hallmark of cloud-based CMPs, as they leverage existing cloud infrastructure, making them particularly suitable for businesses seeking swift compliance with evolving data privacy regulations. Additionally, cloud-based CMPs are globally accessible, making them well-suited for businesses with international operations that need to manage consent while adhering to regional regulations. The subscription-based pricing model often reduces upfront costs and eliminates the need for extensive on-premises infrastructure, providing a cost-efficient solution for consent management.

5.2.2 Global Consent Management Platform Market Size & Forecast, Web-Based, 2017-2032

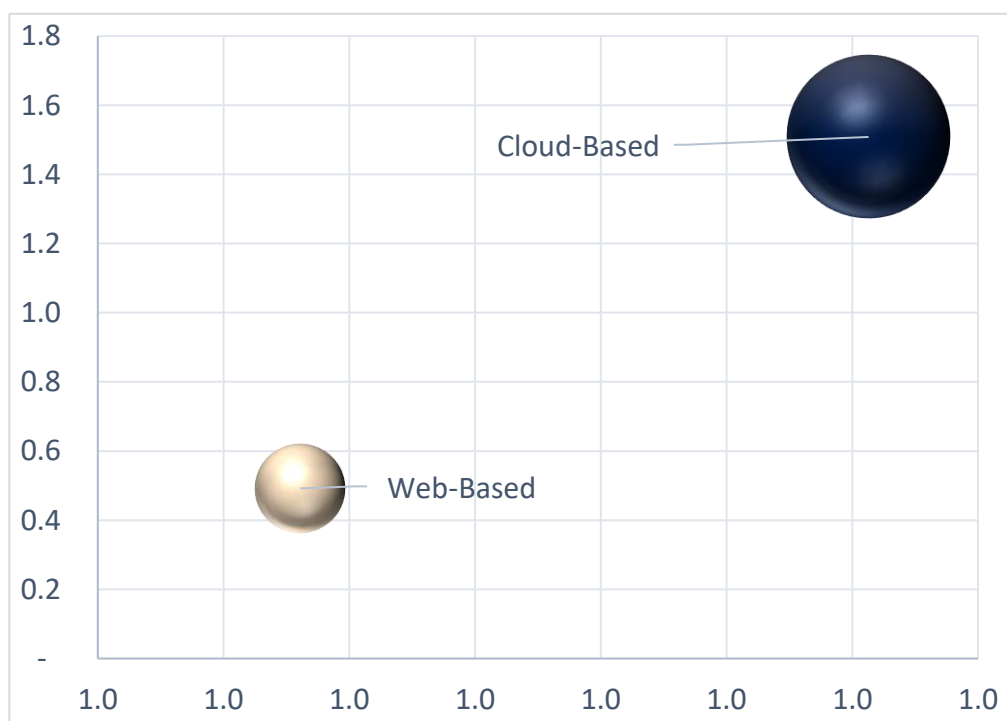
A web-based Consent Management Platform (CMP) is typically hosted on the business's own servers or data centers and accessed through a web browser. This type of CMP offers advantages in terms of customization, control, and data localization. Web-based CMPs allow for greater customization options since they are hosted by the business, enabling tailored branding and user experiences. Businesses have more control over the security and data privacy measures of web-based CMPs, as they manage the hosting environment. This level of control can be particularly appealing for organizations with specific security requirements or data residency considerations. Web-based CMPs also offer the ability to manage data localization more effectively, accommodating businesses with stringent data residency requirements. However, maintenance responsibilities, including updates, security patches, and infrastructure management, fall on the business when using a web-



based solution. While web-based CMPs provide more control over the hosting environment, they may require additional investment in terms of resources and expertise to ensure optimal performance and security. Ultimately, the choice between cloud-based and web-based CMPs should be based on factors such as scalability needs, customization requirements, control preferences, and the balance between convenience and infrastructure management.

5.3 Global Consent Management Platform Market Size Attractiveness Analysis, By Type, 2023-2032

FIG. 8 Global Consent Management Platform Market Size Attractiveness Analysis, By Type, 2023-2032



Source: Orbis Research Analysis



Chapter 6 Market Analysis & Forecast By Application

6.1 Introduction

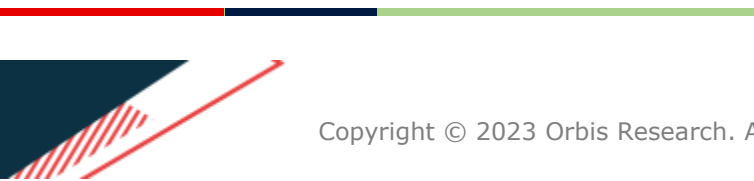
By Application, the Global Consent Management Platform Market is primarily split into large enterprises and SMEs. The table and charts below clearly detail the market size of Global Consent Management Platform Market, in value (US\$ Millions), market share and growth trend of each type from 2017-2032. The CAGR (2023-2032) is based on the value of Global Consent Management Platform Market for each Application and the overall market.

6.1.1 Global Consent Management Platform Market Size & Forecast, Application, 2017-2032

TABLE 2 Global Consent Management Platform Market Size & Forecast, Application, 2017-2032

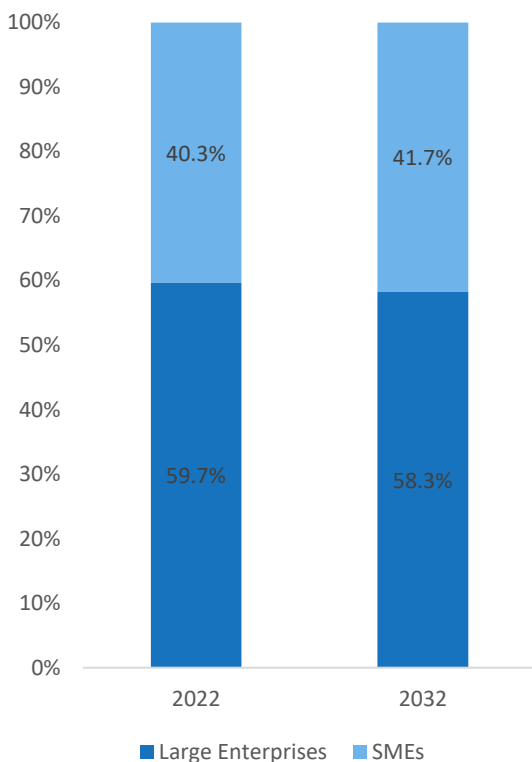
Application	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	CAGR% (2023-2032)
Large Enterprises	90.2	105.9	133.8	211.3	289.4	336.3	391.4	456.4	533.1	623.8	731.3	858.8	1,010.3	1,190.6	1,405.6	1,662.3	17.4%
SMEs	59.0	69.7	88.6	140.6	193.8	226.6	265.3	311.3	365.9	430.7	508.0	600.2	710.4	842.2	1,000.3	1,190.1	18.1%
Total	149.2	175.6	222.4	351.9	483.2	562.9	656.8	767.7	899.0	1,054.6	1,239.3	1,459.0	1,720.7	2,032.8	2,405.8	2,852.4	17.7%

Source: Orbis Research



6.1.2 Global Consent Management Platform Market Basis Point Share (BPS) Analysis, By Application, 2023-2032

FIG. 9 Global Consent Management Platform Market Basis Point Share Analysis, By Application, 2022 and 2032



Growth Rate Application:

- Large Enterprises CAGR – 17.4% (2023-2032)
- SMEs CAGR – 18.1% (2023-2032)

Attractive Market Opportunities:

- By outsourcing consent management to CMPs, SMEs can optimize internal resources for core business activities.
- Increasing support from government for SMEs

Source: Orbis Research Analysis



6.1.3 Global Consent Management Platform Market Absolute \$ Opportunity Assessment, By Application, 2022 VS 2032

FIG. 10 Market Share (%) Outlook, By Application, 2022

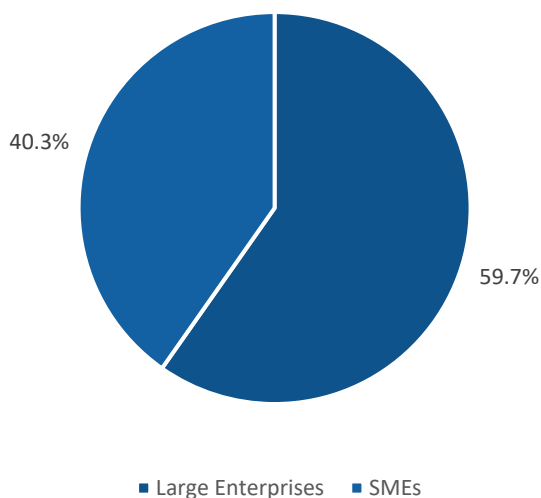
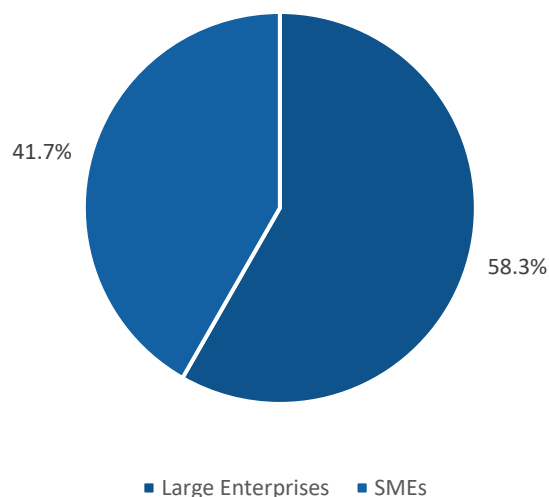


FIG. 11 Market Share (%) Outlook, By Application, 2032

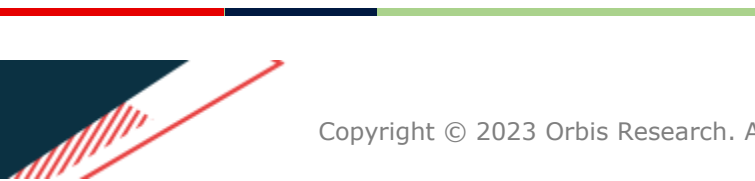


Source: Orbis Research Analysis

6.2 Global Consent Management Platform Market Size & Forecast, Application, 2017-2032

The Global Consent Management Platform Market

- The global consent management platform for large enterprises market was valued at US\$ 336.3 million in 2022 and is expected to reach US\$ 1,662.3 million by 2032, projecting a CAGR of 17.4% during the forecast period.
- The global consent management platform for SMEs market was valued at US\$ 226.6 million in 2022 and is expected to reach US\$ 1,190.1 million by 2032, projecting a CAGR of 18.1% during the forecast period.





6.2.1 Global Consent Management Platform Market Size & Forecast, Large Enterprises, 2017-2032

In the context of large enterprises, Consent Management Platforms (CMPs) play a pivotal role in managing the intricate web of user consent and data privacy across vast and complex organizational structures. These enterprises deal with extensive user data from multiple business units, products, and global regions, demanding a CMP capable of handling diverse consent scenarios and compliance requirements. With global operations, these CMPs must navigate a spectrum of data protection regulations, necessitating solutions that can manage consent in alignment with regional laws. Integration with existing systems such as Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP) platforms is critical, allowing seamless data flow while ensuring compliance. Customization and flexibility are key as these CMPs need to accommodate branding, user experience, and the unique needs of various business units. Dedicated legal, compliance, and IT teams collaborate to ensure CMP implementation adheres to regulatory standards and internal policies. Data analytics and insights gained from consent data inform personalized marketing strategies and enhance user experiences, while robust security measures ensure data protection and compliance with stringent industry standards.

6.2.2 Global Consent Management Platform Market Size & Forecast, SMEs, 2017-2032

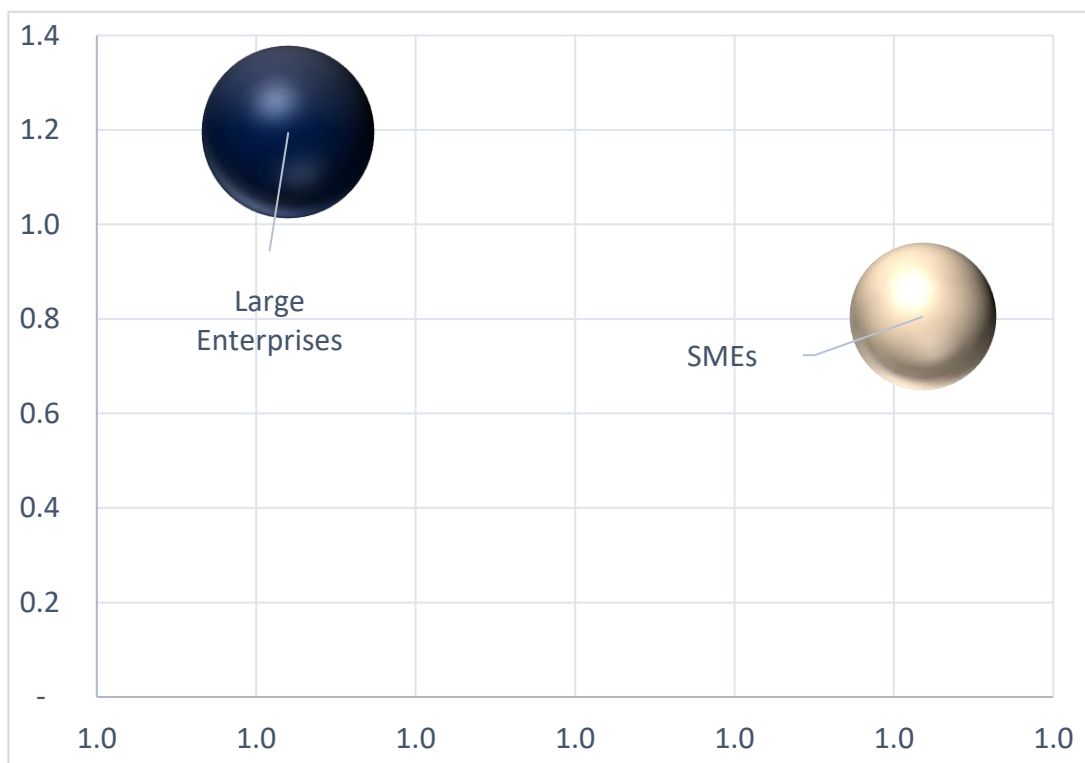
For Small and Medium Enterprises (SMEs), Consent Management Platforms serve as streamlined solutions that address regulatory compliance and data privacy concerns while catering to resource constraints. SMEs often lack the resources of their larger counterparts, including IT staff and legal experts. CMPs designed for SMEs prioritize simplicity and ease of implementation. They offer user-friendly interfaces that require minimal technical expertise, enabling non-technical staff to manage consent effectively. Regulatory compliance is simplified, with CMPs providing a clear and standardized way to manage user consent without necessitating extensive legal knowledge. Cost efficiency is paramount, and cloud-based CMPs align with the budgetary constraints of SMEs through subscription-based pricing models that



eliminate the need for significant upfront investments in infrastructure. These CMPs accommodate growth, offering scalability without the need for resource-intensive adjustments. Cloud-based solutions also ensure global accessibility, allowing SMEs to manage consent and data privacy across international boundaries.

6.3 Global Consent Management Platform Market Size Attractiveness Analysis, By Application, 2023-2032

FIG. 12 Global Consent Management Platform Market Size Attractiveness Analysis, By Application, 2023-2032



Source: Orbis Research Analysis



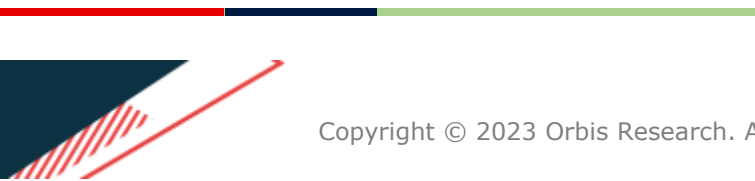
Chapter 7 Coronavirus Disease (COVID-19) Impact

7.1 Introduction

The COVID-19 pandemic had an overall positive impact on the consent management platform (CMP) market. The pandemic led to a significant shift towards increased internet activity, as people were forced to stay home and work remotely. This increased the need for businesses to collect and use personal data in order to deliver personalized experiences to their customers. However, the pandemic also raised awareness of data privacy concerns, and businesses were required to comply with new data privacy regulations, such as the General Data Protection Regulation (GDPR). This led to an increased demand for CMPs, which help businesses to collect and manage consent in a compliant way.

The pandemic prompted an accelerated shift toward digital channels and remote interactions. Businesses swiftly adopted online platforms for communication, transactions, and marketing, increasing the need for robust data privacy management. This drove the demand for CMPs to ensure compliant data collection, storage, and user consent in the rapidly evolving digital landscape. Also, as the pandemic highlighted the importance of personal data protection, consumers became more aware of their digital footprints and privacy rights. Businesses responding to changing consumer attitudes incorporated CMPs to transparently manage user consent and foster trust.

With physical interactions limited, businesses relied heavily on digital engagement methods such as online events, webinars, and e-commerce. CMPs played a crucial role in obtaining user consent for data collection and personalized experiences within these virtual contexts.





7.2 Current & Future Impact Analysis

7.2.1 Current impact

The following are some of the current impacts of COVID-19 on the global consent management platform market:

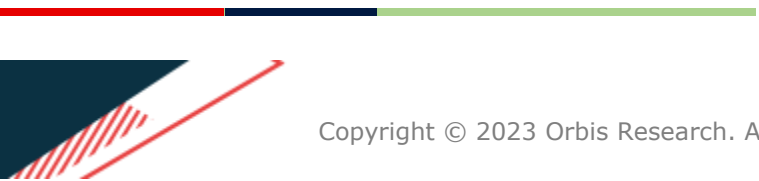
- **Accelerated Digital Adoption:** The pandemic forced businesses to rapidly shift their operations online, leading to increased digital engagement. CMPs became essential for managing user consent and data privacy as more interactions occurred in the digital realm.
- **Remote Work and Data Protection:** With the widespread adoption of remote work, ensuring data protection and privacy compliance for remote employees became a priority. CMPs helped organizations manage consent for data access and storage in remote work environments.
- **Evolving Consumer Awareness:** As consumers became more digitally active during lockdowns, their awareness of data privacy and consent management grew. Businesses that demonstrated responsible data handling through CMPs could build trust and loyalty.
- **Regulatory Adaptation:** Data protection regulations continued to evolve, requiring businesses to adapt their CMP strategies to changing compliance requirements. This dynamic regulatory landscape prompted businesses to rely on flexible and adaptable CMP solutions.
- **Digital Engagement Strategies:** The pandemic compelled businesses to rethink their engagement strategies, leading to an increased reliance on online events, webinars, and virtual interactions. CMPs played a crucial role in managing consent for these digital touchpoints.



7.2.2 Future impact

The following are some of the future impacts of COVID-19 on the global consent management platform market:

- **Sustained Digital Transformation:** The pandemic accelerated digital transformation trends that are likely to persist post-pandemic. This sustained shift will continue to drive the need for robust CMP solutions to manage data privacy in the digital space.
- **Remote Work and Hybrid Models:** The remote work trend is expected to endure, with many organizations adopting hybrid work models. CMPs will remain crucial for managing consent in remote and hybrid work environments.
- **Heightened Privacy Expectations:** Consumer expectations around data privacy are likely to remain elevated. CMPs will continue to be vital in maintaining transparency, obtaining proper consent, and ensuring ethical data practices.
- **Emerging Technologies:** As businesses adopt new technologies like AI, IoT, and wearables, CMPs will be instrumental in managing consent for data collected through these channels and addressing associated privacy concerns.
- **Global Data Governance:** International data transfers will continue to be a focus, driven by regulations like Schrems II and evolving global privacy standards. CMPs will aid businesses in managing cross-border data transfers compliantly.
- **CMP Innovation:** CMP providers will innovate to address new challenges arising from the post-pandemic landscape, such as managing consent for health-related data, contact tracing, and emerging regulations.





Chapter 8 Market Analysis & Forecast by Region

8.1 Introduction

By Region, the Global Consent Management Platform Market is primarily split into North America, Europe, Asia Pacific, South America and Middle East & Africa (MEA). The table and charts below clearly detail the market size of Global Consent Management Platform Market, in value (US\$ Millions), market share and growth trend of each type from 2017-2032.

The CAGR (2023-2032) is based on the value of Global Consent Management Platform Market for each By Region and the overall market.

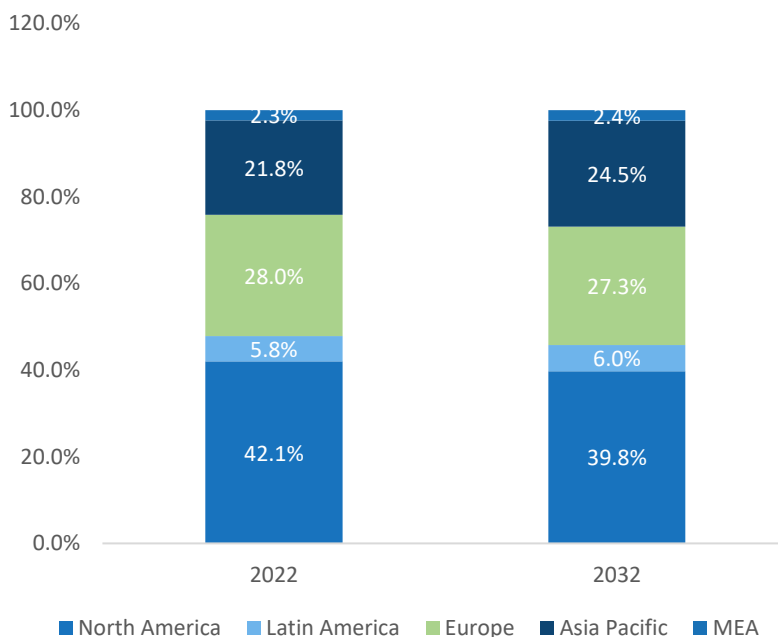
8.1.1 Global Consent Management Platform Market Key Market Trends & Growth Opportunities by Region

The Global Consent Management Platform Market

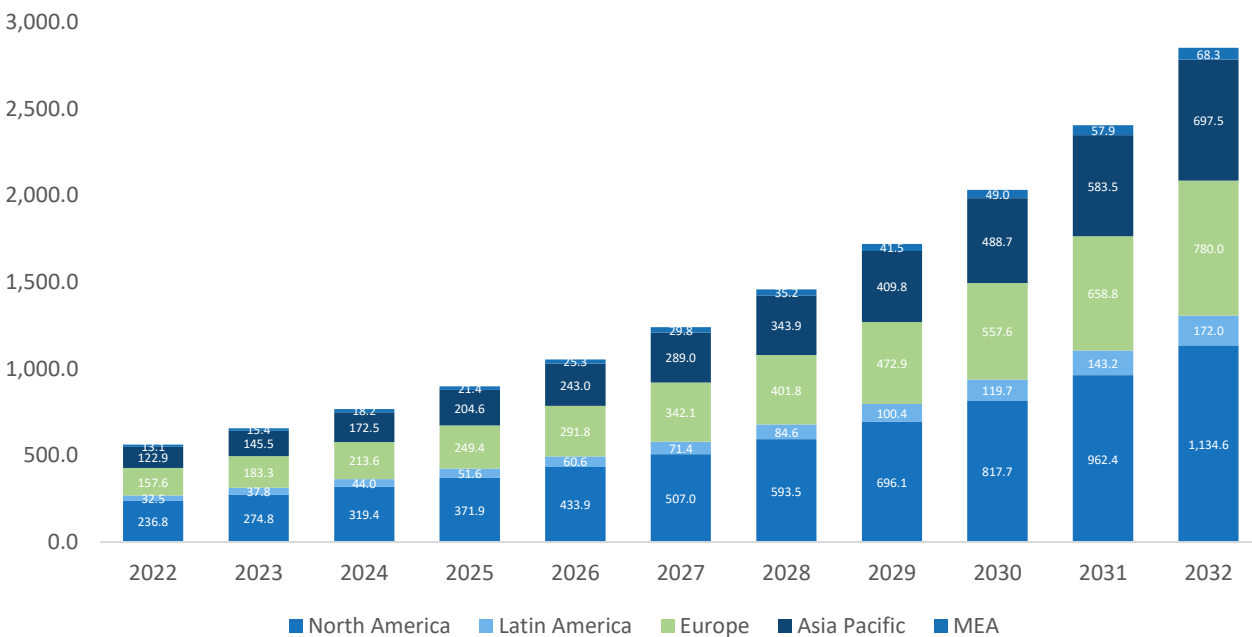
- North America consent management platform market was valued at US\$ 236.8 million in 2022 and is expected to reach US\$ 1,314.6 million by 2032, projecting a CAGR of 17.1% during the forecast period.
- South America consent management platform market was valued at US\$ 32.5 million in 2022 and is expected to reach US\$ 172.0 million by 2032, projecting a CAGR of 18.4% during the forecast period.
- Europe consent management platform market was valued at US\$ 157.6 million in 2022 and is expected to reach US\$ 780.0 million by 2032, projecting a CAGR of 17.5% during the forecast period.
- Asia Pacific consent management platform market was valued at US\$ 122.9 million in 2022 and is expected to reach US\$ 697.5 million by 2032, projecting a CAGR of 19.0% during the forecast period.
- MEA consent management platform market was valued at US\$ 13.1 million in 2022 and is expected to reach US\$ 68.3 million by 2032, projecting a CAGR of 18.0% during the forecast period.



8.1.2 Global Consent Management Platform Market Basis Point Share (BPS) Analysis by Region



8.1.3 Global Consent Management Platform Market Absolute \$ Opportunity Assessment by Region





8.2 Global Consent Management Platform Market Size & Forecast, Region, 2017-2032

TABLE 3 Global Consent Management Platform Market Size & Forecast, Region, 2017-2032

Region	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	CAGR% (2023-2032)
North America	65.5	76.7	96.4	150.4	204.4	236.8	274.8	319.4	371.9	433.9	507.0	593.5	696.1	817.7	962.4	1,134.6	17.1%
South America	9.4	10.9	13.5	20.8	28.0	32.5	37.8	44.0	51.6	60.6	71.4	84.6	100.4	119.7	143.2	172.0	18.4%
Europe	43.1	50.5	63.5	99.6	135.8	157.6	183.3	213.6	249.4	291.8	342.1	401.8	472.9	557.6	658.8	780.0	17.5%
Asia Pacific	28.2	33.9	44.2	73.2	103.9	122.9	145.5	172.5	204.6	243.0	289.0	343.9	409.8	488.7	583.5	697.5	19.0%
Middle East and Africa	3.0	3.7	4.8	7.9	11.1	13.1	15.4	18.2	21.4	25.3	29.8	35.2	41.5	49.0	57.9	68.3	18.0%
Total	149.2	175.6	222.4	351.9	483.2	562.9	656.8	767.7	899.0	1,054.6	1,239.3	1,459.0	1,720.7	2,032.8	2,405.8	2,852.4	17.7%

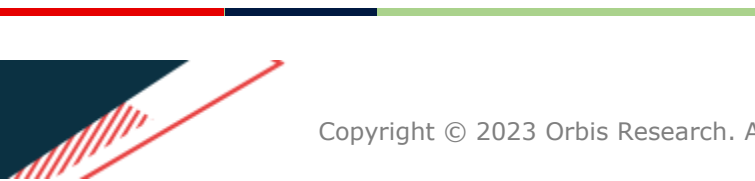
Source: Orbis Research

8.2.1 North America

In North America, the Consent Management Platform (CMP) landscape is shaped by a digitally mature environment and stringent data protection regulations such as the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA). This has driven a significant adoption of CMPs, especially among tech giants, e-commerce enterprises, and industries heavily reliant on data-driven operations. The growth projection for CMPs in this region remains positive as more states within the U.S. consider enacting comprehensive privacy laws. The strong emphasis on data privacy, coupled with the data-driven economy and thriving cloud infrastructure, continues to spur CMP adoption. CMPs are also integral to the region's highly developed digital marketing strategies, making them a pivotal tool for maintaining compliance and building user trust.

8.2.2 Europe

Europe stands as a trailblazer in data protection regulations, largely due to the influence of GDPR. This regulatory framework has fostered widespread CMP adoption across industries. CMPs are critical for businesses in Europe to manage complex data consent scenarios and adhere to user privacy requirements. As a result, the growth of CMPs in Europe remains robust. GDPR's rigorous provisions continue to drive





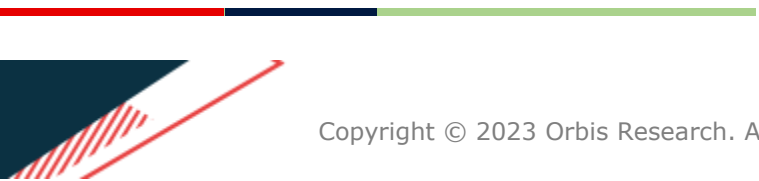
demand for consent management solutions that ensure transparency and user rights. Additionally, the region's high volume of cross-border operations and data flows further underscores the significance of CMPs. The growing culture of user privacy expectations continues to stimulate CMP adoption, ensuring that businesses are in compliance with the strictest privacy standards.

8.2.3 Asia Pacific

The Asia-Pacific region is currently undergoing a rapid digital transformation, impacting various aspects of business operations. This transformation is accompanied by an increasing awareness of data privacy rights among consumers. Consequently, the adoption of CMPs is on the rise as businesses seek to align with evolving privacy standards and build trust with users. The growth projection for CMPs in this region is significant due to factors such as emerging data protection regulations and the expansion of the e-commerce and fintech sectors. As more countries in the region enact data protection laws, businesses are realizing the importance of transparent consent management. CMPs are becoming integral to digital expansion efforts, allowing businesses to navigate the intricate landscape of user data management and regulatory compliance.

8.2.4 South America

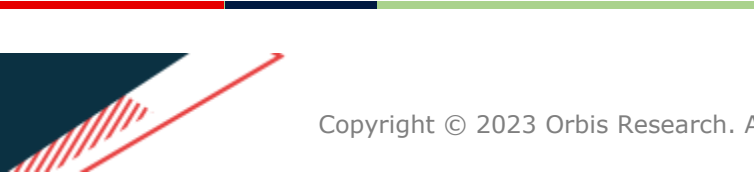
Latin America is experiencing a shift in focus toward data protection and privacy, driven by the enactment of privacy laws in countries like Brazil. While CMP adoption is in its early stages compared to other regions, the growth projection is notable. The momentum of regulatory developments and increased user awareness of data privacy rights is expected to drive CMP adoption in the coming years. As businesses modernize and embrace digital operations, they are seeking to implement robust consent management practices. The growing empowerment of consumers in asserting their privacy rights further underscores the importance of CMPs in this region. As economies in Latin America continue to grow, businesses are recognizing the need to invest in data privacy solutions to meet evolving global standards.





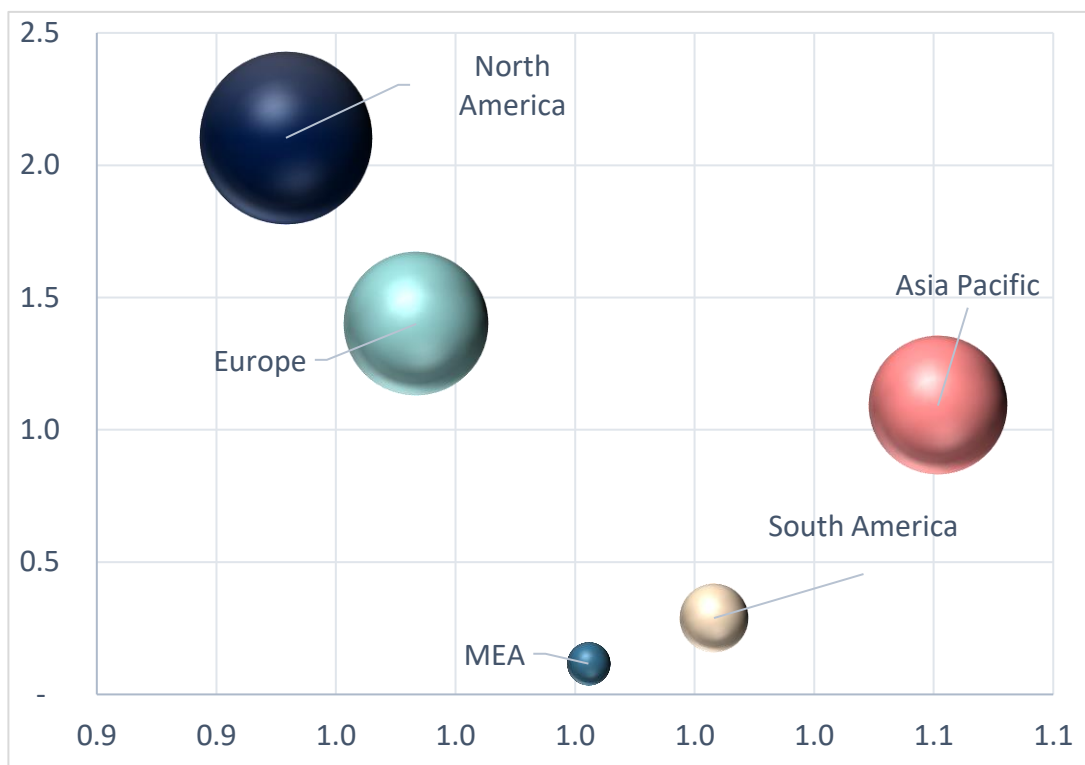
8.2.5 Middle East & Africa (MEA)

The Middle East & Africa region exhibits diverse levels of digital maturity and regulatory frameworks, resulting in a varied landscape for CMP adoption. As data protection laws evolve, CMP adoption is expected to grow in response. The emergence of regulations is driving businesses to prioritize responsible data management practices and adopt consent management solutions. The pace of digital transformation also plays a role in CMP adoption, as businesses embracing digitalization require tools to manage consent in online environments. Global compliance considerations, especially for businesses expanding their reach beyond the region, add to the demand for CMPs. Moreover, the growing awareness of privacy rights among users in the Middle East & Africa further fuels the adoption of CMPs as businesses respond to changing expectations and global privacy trends.



8.3 Global Consent Management Platform Market Size Attractiveness Analysis, By Region, 2023-2032

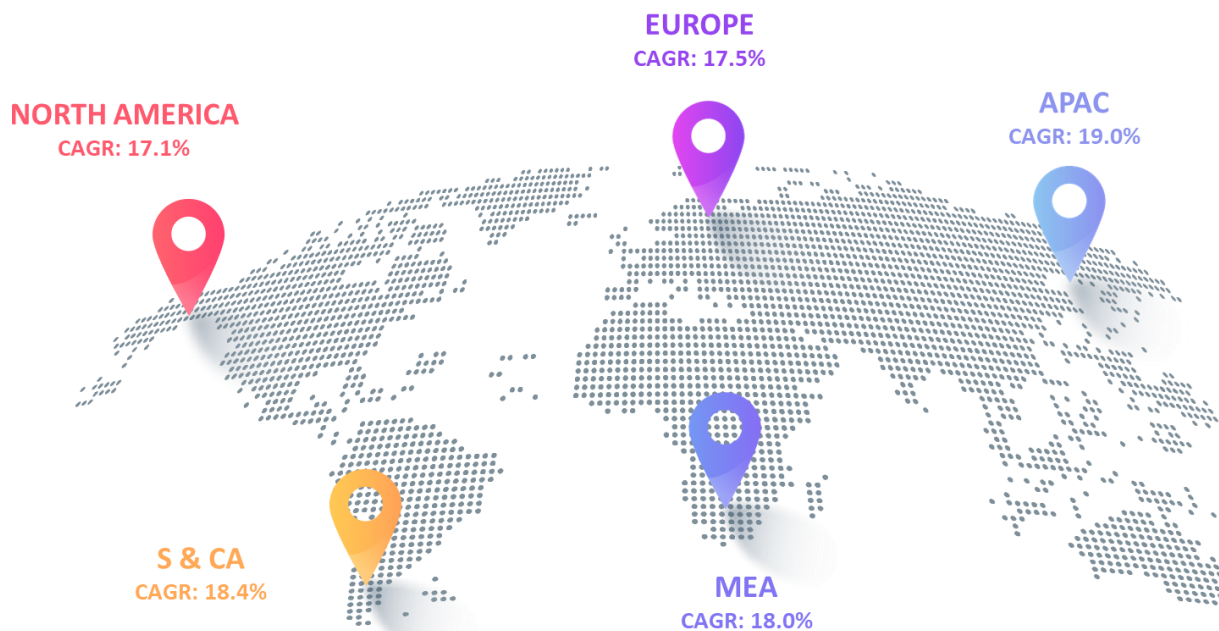
FIG. 13 Global Consent Management Platform Market Size Attractiveness Analysis, By Region, 2023-2032



Source: Orbis Research

8.4 Global Consent Management Platform Market Outlook, By Region – 2017-2032

FIG. 14 Global Consent Management Platform Market Outlook, By Region – 2017-2032



Source: Orbis Research Analysis



Chapter 9 North America Market Size Analysis and Forecast

9.1 North America

By North America, the Consent Management Platform Market is primarily split into United States, Canada, and Mexico. The United States dominated the consent management platform market with 83.5% share in 2022. US consent management platform market was valued at USD 197.7 million in 2022, which is further expected to reach USD 921.8 million by 2032. Whereas Canada will account the highest CAGR of 16.7% for the forecast period. Canada consent management platform market was valued at USD 24.2 million in 2022, which is further expected to reach USD 135.7 million by 2032.

North America

North America Consent Management Platform Market was valued at US\$ 236.8 Million in 2022	Cloud-based North America Consent Management Platform Market is expected to hold 77.6% share by 2032.	Driving factors: • The prevalence of data-driven marketing and personalized user experiences is a hallmark of North American businesses. • High-profile data breaches have raised awareness about the importance of data security and user privacy in the US.
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9.2 North America Consent Management Platform Market Overview By Share, By Revenue, 2022 – 2032

FIG. 15 North America Market Share (%)

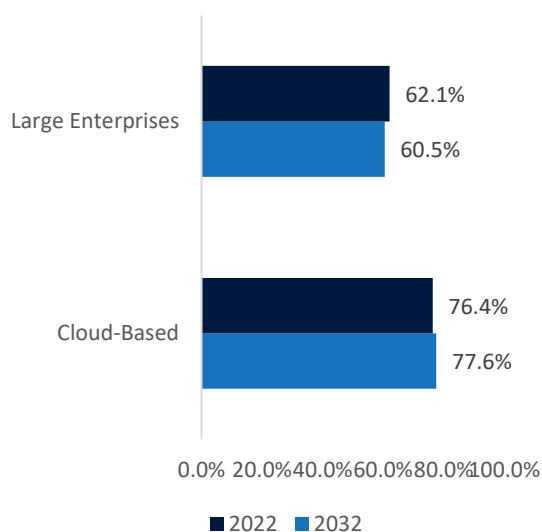
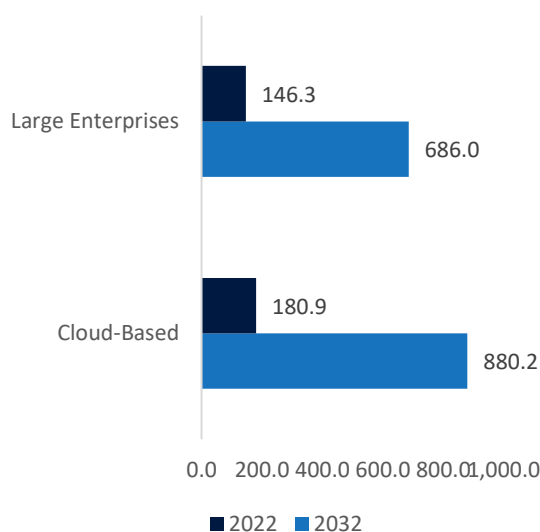


FIG. 16 North America Market Revenue (US\$ Millions)



Source: Orbis Research Analysis

9.3 North America Consent Management Platform Market Overview By Market Size, By Factors, 2017 - 2032

FIG. 17 Market Size, North America 2022

	Market Size (US\$ Millions)	CAGR (2023-2032)
Cloud-Based	180.9	17.2%
SMEs	90.5	17.5%

FIG. 18 Factors Supporting Growth of Market in North America

- The United States is witnessing a push towards more comprehensive data privacy regulations at the state level.
- Many U.S. businesses heavily rely on marketing technology (MarTech) and advertising technology (AdTech) solutions.

Source: Orbis Research Analysis

9.4 North America Consent Management Platform Market Revenue, By Country 2017 - 2032 (USD Million)

TABLE 4 North America Consent Management Platform Market Revenue, By Country 2017 - 2032 (USD Million)

Country	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	CAGR% (2023-2032)
U. S.	55.7	65.0	81.5	126.5	171.1	197.7	228.9	265.4	308.3	358.7	418.0	488.0	570.7	668.4	784.3	921.8	16.7%
Canada	6.0	7.2	9.2	14.8	20.6	24.2	28.5	33.6	39.8	47.1	55.9	66.4	79.2	94.6	113.2	135.7	18.9%
Mexico	3.8	4.5	5.7	9.2	12.7	14.8	17.3	20.3	23.9	28.1	33.1	39.1	46.2	54.7	64.9	77.1	18.0%
Total	65.5	76.7	96.4	150.4	204.4	236.8	274.8	319.4	371.9	433.9	507.0	593.5	696.1	817.7	962.4	1,134.6	17.1%

Source: Orbis Research

9.4.1 North America Consent Management Platform Market Revenue, Type, 2017 - 2032 (USD Million)

TABLE 5 North America Consent Management Platform Market Revenue, Type, 2017 - 2032 (USD Million)

Type	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	CAGR% (2023-2032)
Cloud-Based	49.7	58.2	73.3	114.6	155.9	180.9	210.2	244.8	285.5	333.6	390.4	457.7	537.6	632.5	745.5	880.2	17.2%
Web-Based	15.8	18.4	23.1	35.8	48.5	55.9	64.5	74.6	86.4	100.3	116.6	135.8	158.5	185.2	216.9	254.4	16.5%
Total	65.5	76.7	96.4	150.4	204.4	236.8	274.8	319.4	371.9	433.9	507.0	593.5	696.1	817.7	962.4	1,134.6	17.1%

Source: Orbis Research

9.4.2 North America Consent Management Platform Market Revenue, Application, 2017 - 2032 (USD Million)

TABLE 6 North America Consent Management Platform Market Revenue,
Application, 2017 - 2032 (USD Million)

Application	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	CAGR% (2023-2032)
Large Enterprises	40.9	47.7	59.9	93.3	126.6	146.3	169.4	196.5	228.3	265.8	309.9	362.0	423.6	496.6	583.2	686.0	16.8%
SMEs	24.6	28.9	36.5	57.1	77.8	90.5	105.3	122.9	143.6	168.1	197.1	231.5	272.4	321.1	379.2	448.6	17.5%
Total	65.5	76.7	96.4	150.4	204.4	236.8	274.8	319.4	371.9	433.9	507.0	593.5	696.1	817.7	962.4	1,134.6	17.1%

Source: Orbis Research



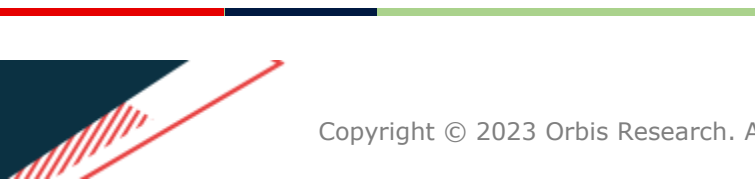
Chapter 10 Europe Market Size Analysis and Forecast

10.1 Europe

By Europe, the Consent Management Platform Market is primarily split into Germany, UK, Italy, France, Spain, and Rest of Europe. The Rest of Europe dominated the consent management platform market with 25.4% share in 2022. Rest of Europe consent management platform market was valued at USD 40.0 million in 2022, which is further expected to reach USD 176.8 million by 2032. Whereas Germany will account the highest CAGR of 19.0% for the forecast period.

Europe

Europe Consent Management Platform Market was valued at US\$ 157.6 Million in 2022	Based on application, SMEs in Europe Consent Management Platform Market is expected to hold 17.9% share by 2032.	Driving factors: - Beyond GDPR, various European countries are introducing their own data protection regulations. This fragmented landscape drives the need for adaptable CMPs. - European consumers are highly privacy-conscious, and their expectations for transparent data handling are increasing.
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10.2 Europe Consent Management Platform Market Overview By Share, By Revenue, 2022 – 2032

FIG. 19 Europe Market Share (%)

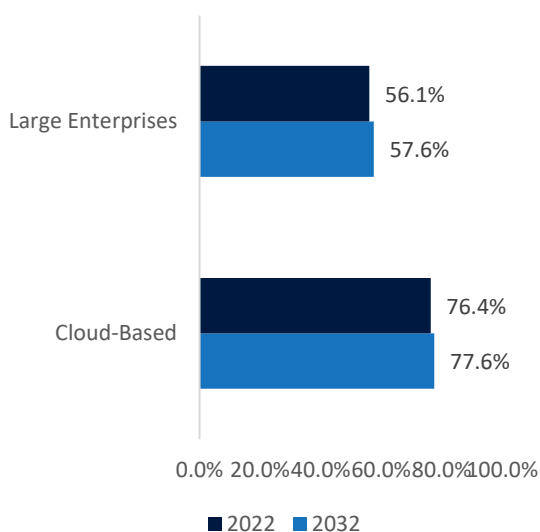
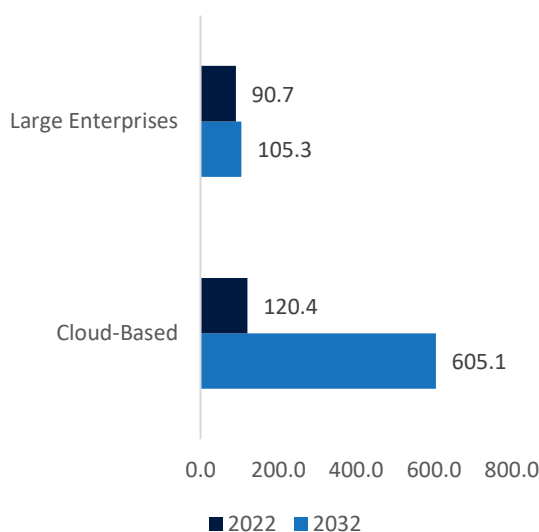


FIG. 20 Europe Market Revenue (US\$ Millions)



Source: Orbis Research Analysis

10.3 Europe Consent Management Platform Market Overview By Market Size, By Factors, 2017 - 2032

FIG. 21 Market Size, Europe 2022

	Market Size (US\$ Millions)	CAGR (2023-2032)
Cloud-Based	120.4	17.6%
SMEs	90.7	17.9%

Source: Orbis Research Analysis

FIG. 22 Factors Supporting Growth of Market in Europe

- Cloud-based solutions can be accessed from various locations, allowing European companies with a global presence to manage consent preferences consistently across different regions.
- Europe's linguistic diversity requires solutions that can communicate consent effectively in multiple languages, which cloud-based CMPs can achieve.

10.4 Europe Consent Management Platform Market Revenue, By Country 2017 - 2032 (USD Million)

TABLE 7 Europe Consent Management Platform Market Revenue, By Country 2017 - 2032 (USD Million)

Country	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	CAGR% (2023-2032)
Germany	9.0	10.7	13.7	22.3	31.2	36.6	43.2	51.0	60.3	71.5	84.9	101.0	120.4	143.9	172.2	206.4	19.0%
UK	7.8	9.1	11.3	17.6	23.8	27.5	31.8	36.9	42.9	50.0	58.3	68.0	79.6	93.3	109.6	128.9	16.8%
Italy	4.6	5.4	6.9	10.8	14.7	17.1	19.9	23.2	27.1	31.7	37.2	43.7	51.5	60.8	71.8	85.1	17.5%
France	6.6	7.7	9.8	15.4	21.1	24.6	28.7	33.6	39.4	46.3	54.5	64.4	76.3	90.6	107.7	128.5	18.1%
Spain	3.4	4.0	5.0	7.6	10.2	11.8	13.6	15.8	18.3	21.2	24.7	28.8	33.6	39.3	46.1	54.2	16.6%
Rest of Europe	11.7	13.6	16.9	25.9	34.8	40.0	46.1	53.2	61.5	71.2	82.5	95.8	111.4	129.7	151.3	176.8	16.1%
Total	43.1	50.5	63.5	99.6	135.8	157.6	183.3	213.6	249.4	291.8	342.1	401.8	472.9	557.6	658.8	780.0	17.5%

Source: Orbis Research

10.4.1 Europe Consent Management Platform Market Revenue, Type, 2017 - 2032 (USD Million)

TABLE 8 Europe Consent Management Platform Market Revenue, Type, 2017 - 2032 (USD Million)

Type	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	CAGR% (2023-2032)
Cloud-Based	32.7	38.3	48.3	75.9	103.6	120.4	140.3	163.7	191.5	224.3	263.4	309.8	365.2	431.3	510.4	605.1	17.6%
Web-Based	10.4	12.1	15.2	23.7	32.2	37.2	43.0	49.9	58.0	67.5	78.7	91.9	107.7	126.3	148.5	174.9	16.9%
Total	43.1	50.5	63.5	99.6	135.8	157.6	183.3	213.6	249.4	291.8	342.1	401.8	472.9	557.6	658.8	780.0	17.5%

Source: Orbis Research

10.4.2 Europe Consent Management Platform Market Revenue, Application, 2017 - 2032 (USD Million)

TABLE 9 Europe Consent Management Platform Market Revenue, Application, 2017 - 2032 (USD Million)

Application	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	CAGR% (2023-2032)
Large Enterprises	25.1	29.3	36.8	57.6	78.4	90.7	105.3	122.4	142.5	166.3	194.4	227.8	267.4	314.5	370.6	437.6	17.2%
SMEs	18.0	21.2	26.7	42.0	57.4	66.9	78.0	91.3	106.9	125.5	147.6	174.0	205.5	243.1	288.3	342.4	17.9%
Total	43.1	50.5	63.5	99.6	135.8	157.6	183.3	213.6	249.4	291.8	342.1	401.8	472.9	557.6	658.8	780.0	17.5%

Source: Orbis Research



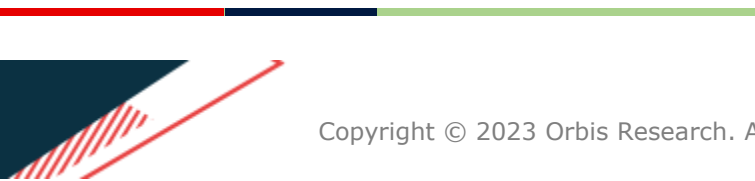
Chapter 11 Asia Pacific Market Size Analysis and Forecast

11.1 Asia Pacific

By Asia Pacific, the Consent Management Platform Market is primarily split into China, Japan, South Korea, Australia and New Zealand, India, and Rest of Asia Pacific. China dominated the consent management platform market with 42.5% share in 2022. China consent management platform market was valued at USD 52.3 million in 2022, which is further expected to reach USD 310.2 million by 2032. Whereas India will account the highest CAGR of 21.7% for the forecast period. India consent management platform market was valued at USD 16.3 million in 2022, which is further expected to reach USD 116.1 million by 2032.

Asia Pacific

Asia Pacific Consent Management Platform Market was valued at US\$ 122.9 Million in 2022	By cloud-based segment in Asia Pacific Consent Management Platform Market is expected to hold 19.2% share by 2032.	Driving factors: • APAC countries are enacting and enhancing data privacy regulations, similar to the European GDPR. For instance, countries like Japan, South Korea, and India are implementing stringent data protection laws. • APAC is experiencing rapid digital transformation across various sectors. • With the growth of e-commerce, fintech, and other digital services, there is a heightened demand for effective CMPs in APAC.
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11.2 Asia Pacific Consent Management Platform Market Overview By Share, By Revenue, 2022 – 2032

FIG. 23 Asia Pacific Market Share (%)

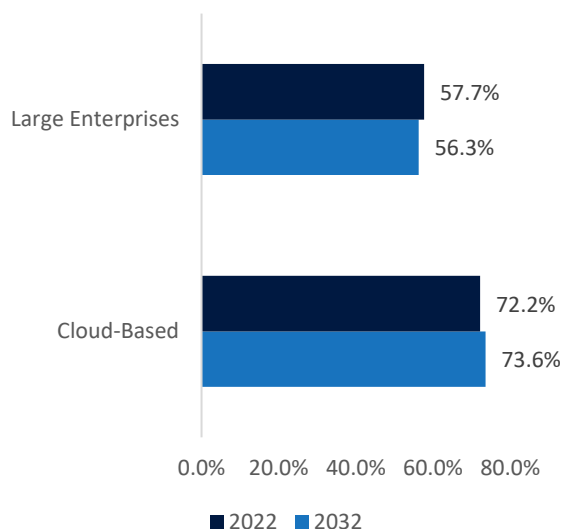
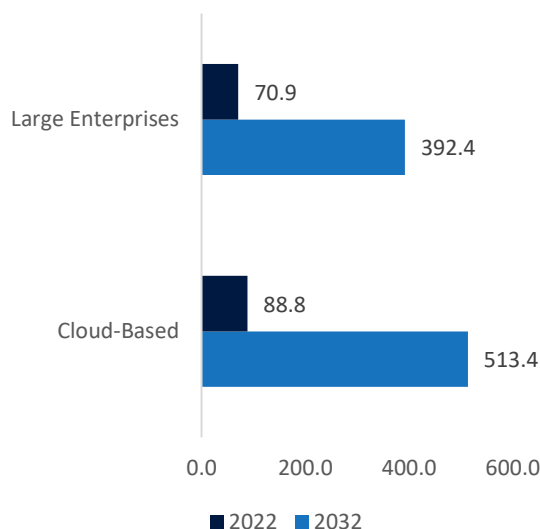


FIG. 24 Asia Pacific Market Revenue (US\$ Millions)



Source: Orbis Research Analysis

11.3 Asia Pacific Consent Management Platform Market Overview By Market Size, By Factors, 2017 - 2032

FIG. 25 Market Size, Asia Pacific 2022

	Market Size (US\$ Millions)	CAGR (2023-2032)
Cloud-Based	88.8	19.2%
SMEs	52.0	19.4%

FIG. 26 Factors Supporting Growth of Market in Asia Pacific

- Cloud-based CMPs can be tailored to local cultural preferences and communication styles, ensuring consent requests resonate with users.
- The APAC region has a burgeoning startup and SME ecosystem. Cloud-based CMPs provide accessible and affordable solutions for smaller businesses seeking to comply with data privacy regulations.

Source: Orbis Research Analysis

11.4 Asia Pacific Consent Management Platform Market Revenue, By Country 2017 - 2032 (USD Million)

TABLE 10 Asia Pacific Consent Management Platform Market Revenue, By Country 2017 - 2032 (USD Million)

Country	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	CAGR% (2023-2032)
China	11.4	13.8	18.2	30.6	43.9	52.3	62.2	74.1	88.4	105.5	126.0	150.6	180.2	215.8	258.6	310.2	19.5%
Japan	6.4	7.6	9.8	15.9	22.1	25.9	30.4	35.6	41.8	49.0	57.6	67.7	79.7	93.8	110.5	130.3	17.6%
South Korea	2.6	3.1	3.9	6.2	8.4	9.7	11.3	13.0	15.1	17.4	20.2	23.4	27.1	31.4	36.3	42.1	15.8%
Australia and New Zealand	1.3	1.6	2.2	3.7	5.4	6.5	7.8	9.3	11.2	13.5	16.2	19.6	23.6	28.5	34.4	41.6	20.5%
India	3.1	3.8	5.2	9.1	13.5	16.3	19.8	24.0	29.1	35.4	43.1	52.4	63.8	77.8	95.0	116.1	21.7%
Rest of Asia Pacific	3.3	3.9	4.9	7.7	10.5	12.2	14.1	16.4	19.0	22.2	25.9	30.2	35.4	41.4	48.6	57.1	16.8%
Total	28.2	33.9	44.2	73.2	103.9	122.9	145.5	172.5	204.6	243.0	289.0	343.9	409.8	488.7	583.5	697.5	19.0%

Source: Orbis Research

11.4.1 Asia Pacific Consent Management Platform Market Revenue, Type, 2017 - 2032 (USD Million)

TABLE 11 Asia Pacific Consent Management Platform Market Revenue, Type, 2017 - 2032 (USD Million)

Type	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	CAGR% (2023-2032)
Cloud-Based	20.2	24.3	31.8	52.7	74.9	88.8	105.3	125.1	148.7	176.9	210.8	251.3	300.0	358.5	428.8	513.4	19.2%
Web-Based	8.0	9.6	12.4	20.5	29.0	34.1	40.2	47.4	55.9	66.1	78.2	92.6	109.8	130.3	154.8	184.0	18.4%
Total	28.2	33.9	44.2	73.2	103.9	122.9	145.5	172.5	204.6	243.0	289.0	343.9	409.8	488.7	583.5	697.5	19.0%

Source: Orbis Research

11.4.2 Asia Pacific Consent Management Platform Market Revenue, Application, 2017 - 2032 (USD Million)

**TABLE 12 Asia Pacific Consent Management Platform Market Revenue,
Application, 2017 - 2032 (USD Million)**

Application	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	CAGR% (2023-2032)
Large Enterprises	16.5	19.7	25.7	42.4	60.1	70.9	83.8	99.0	117.2	138.8	164.7	195.5	232.3	276.4	329.1	392.4	18.7%
SMEs	11.8	14.2	18.5	30.8	43.8	52.0	61.7	73.4	87.4	104.2	124.3	148.4	177.4	212.3	254.4	305.1	19.4%
Total	28.2	33.9	44.2	73.2	103.9	122.9	145.5	172.5	204.6	243.0	289.0	343.9	409.8	488.7	583.5	697.5	19.0%

Source: Orbis Research



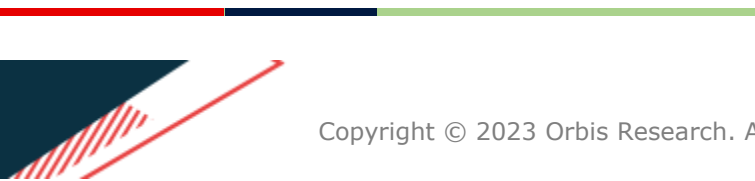
Chapter 12 Middle East & Africa Market Size Analysis and Forecast

12.1 Middle East & Africa

By Middle East & Africa, the Consent Management Platform Market is primarily split into Saudi Arabia, South Africa, UAE, and Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the consent management platform market with 40.4% share in 2022. Rest of Middle East & Africa consent management platform market was valued at USD 5.3 million in 2022, which is further expected to reach USD 28.6 million by 2032. Whereas Saudi Arabia will account the highest CAGR of 18.7% for the forecast period. Saudi Arabia consent management platform market was valued at USD 4.5 million in 2022, which is further expected to reach USD 24.6 million by 2032.

Middle East & Africa

Middle East & Africa Consent Management Platform Market was valued at US\$ 13.1 Million in 2022	By application, large enterprises of Middle East & Africa Consent Management Platform Market is expected to hold 57.5% share by 2032.	Driving factors: - The rise of the digital economy in the MEA region, including e-commerce and digital services, creates a demand for CMPs. - Cloud-based solutions align with the MEA region's increasing focus on sustainability by being more environmentally friendly compared to traditional data center setups.
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12.2 Middle East & Africa Consent Management Platform Market Overview By Share, By Revenue, 2022 – 2032

FIG. 27 Middle East & Africa Market
Share (%)

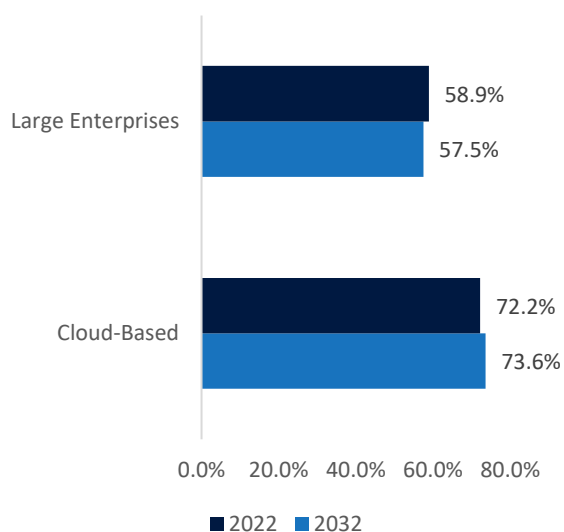
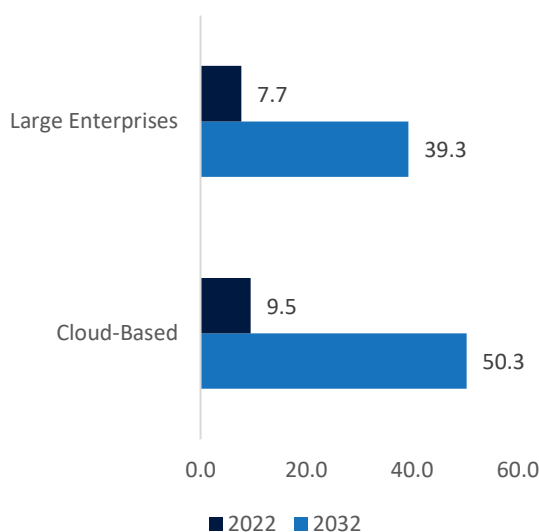


FIG. 28 Middle East & Africa Market
Revenue (US\$ Millions)



Source: Orbis Research Analysis

12.3 Middle East & Africa Consent Management Platform Market Overview By Market Size, By Factors, 2017 - 2032

FIG. 29 Market Size, Middle East &
Africa 2022

	Market Size (US\$ Millions)	CAGR (2023- 2032)
Cloud-Based	9.5	18.2%
SMEs	5.4	18.4%

Source: Orbis Research Analysis

FIG. 30 Factors Supporting Growth of
Market in Middle East & Africa

- SMEs in the MEA region can leverage technological innovation through cloud-based CMPs, gaining access to advanced features and capabilities.
- Many SMEs in the MEA region use a variety of software tools for their operations. Cloud-based CMPs can integrate with local marketing and advertising technologies, streamlining data management processes.

12.4 Middle East & Africa Consent Management Platform Market Revenue, By Country 2017 - 2032 (USD Million)

TABLE 13 Middle East & Africa Consent Management Platform Market Revenue, By Country 2017 - 2032 (USD Million)

Country	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	CAGR% (2023-2032)
Saudi Arabia	1.0	1.2	1.6	2.6	3.8	4.5	5.3	6.3	7.4	8.8	10.5	12.4	14.7	17.5	20.7	24.6	18.7%
South Africa	0.5	0.6	0.8	1.3	1.7	2.0	2.4	2.7	3.2	3.7	4.3	5.0	5.9	6.8	8.0	9.3	16.4%
UAE	0.3	0.4	0.5	0.8	1.1	1.3	1.5	1.8	2.1	2.4	2.8	3.2	3.7	4.3	5.0	5.8	15.9%
Rest of MEA	1.2	1.4	1.9	3.1	4.5	5.3	6.3	7.4	8.8	10.4	12.3	14.5	17.2	20.4	24.1	28.6	18.4%
Total	3.0	3.7	4.8	7.9	11.1	13.1	15.4	18.2	21.4	25.3	29.8	35.2	41.5	49.0	57.9	68.3	18.0%

Source: Orbis Research

12.4.1 Middle East & Africa Consent Management Platform Market Revenue, Type, 2017 - 2032 (USD Million)

TABLE 14 Middle East & Africa Consent Management Platform Market Revenue, Type, 2017 - 2032 (USD Million)

Type	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	CAGR% (2023-2032)
Cloud-Based	2.2	2.6	3.4	5.7	8.0	9.5	11.2	13.2	15.6	18.4	21.8	25.7	30.4	36.0	42.5	50.3	18.2%
Web-Based	0.9	1.0	1.3	2.2	3.1	3.6	4.3	5.0	5.9	6.9	8.1	9.5	11.1	13.1	15.3	18.0	17.4%
Total	3.0	3.7	4.8	7.9	11.1	13.1	15.4	18.2	21.4	25.3	29.8	35.2	41.5	49.0	57.9	68.3	18.0%

Source: Orbis Research

12.4.2 Middle East & Africa Consent Management Platform Market Revenue, Application, 2017 - 2032 (USD Million)

**TABLE 15 Middle East & Africa Consent Management Platform Market
Revenue, Application, 2017 - 2032 (USD Million)**

Application	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	CAGR% (2023-2032)
Large Enterprises	1.8	2.2	2.8	4.7	6.6	7.7	9.1	10.7	12.5	14.8	17.4	20.4	24.1	28.3	33.4	39.3	17.7%
SMEs	1.2	1.5	1.9	3.2	4.6	5.4	6.4	7.5	8.9	10.5	12.5	14.8	17.5	20.7	24.5	29.0	18.4%
Total	3.0	3.7	4.8	7.9	11.1	13.1	15.4	18.2	21.4	25.3	29.8	35.2	41.5	49.0	57.9	68.3	18.0%

Source: Orbis Research



Chapter 13 South America Market Size Analysis and Forecast

13.1 South America

By South America, the Consent Management Platform Market is primarily split into Brazil, Argentina, and Rest of South America. The Brazil dominated the consent management platform market with 58.0% share in 2022. Brazil consent management platform market was valued at USD 18.9 million in 2022, which is further expected to reach USD 98.1 million by 2032. Whereas Argentina will account the highest CAGR of 19.9% for the forecast period. Argentina consent management platform market was valued at USD 16.2 million in 2022, which is further expected to reach USD 37.0 million by 2032.

South America

South America Consent Management Platform Market was valued at US\$ 32.5 Million in 2022	By type, cloud-based of South America Consent Management Platform Market is expected to hold 76.4% share by 2032.	Driving factors: • The growth of e-commerce, fintech, and other digital services in Latin America is driving the demand for CMPs to manage user consent for data collection, processing, and personalized experiences. • The enactment and enforcement of data protection regulations, such as the Brazilian General Data Protection Law (LGPD) and similar laws in other countries, are driving the adoption of CMPs
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13.2 South America Consent Management Platform Market Overview By Share, By Revenue, 2022 – 2032

FIG. 31 South America Market Share (%)

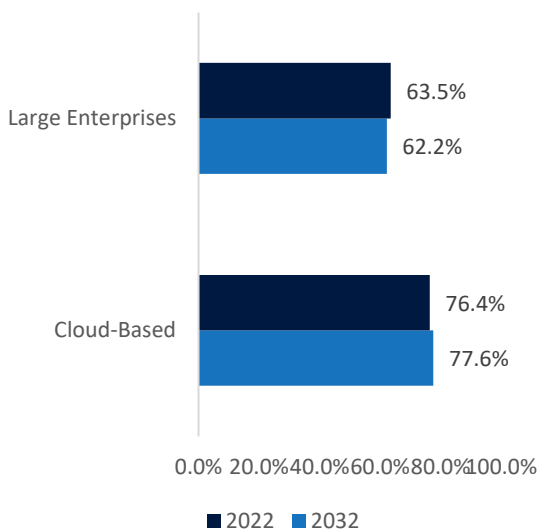
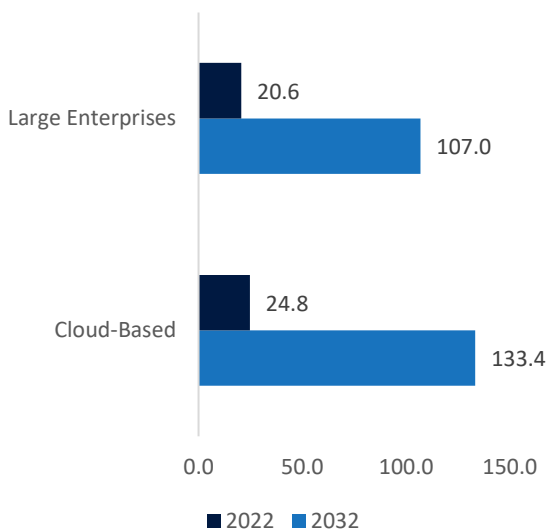


FIG. 32 South America Market Revenue (US\$ Millions)



Source: Orbis Research Analysis

13.3 South America Consent Management Platform Market Overview By Market Size, By Factors, 2017 - 2032

FIG. 33 Market Size, South America 2022

	Market Size (US\$ Millions)	CAGR (2023-2032)
Cloud-Based	24.8	18.5%
SMEs	11.9	18.8%

FIG. 34 Factors Supporting Growth of Market in South America

- Compliance with government regulations
- Many SMEs lack extensive IT resources and expertise, therefore, a growth is expected for CMP market in Latin America in future.

Source: Orbis Research Analysis

13.4 South America Consent Management Platform Market Revenue, By Country 2017 - 2032 (USD Million)

TABLE 16 South America Consent Management Platform Market Revenue, By Country 2017 - 2032 (USD Million)

Country	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	CAGR% (2023-2032)
Brazil	5.4	6.3	7.8	12.1	16.3	18.9	21.9	25.5	29.9	35.0	41.2	48.7	57.8	68.7	81.9	98.1	18.1%
Argentina	1.8	2.0	2.5	3.9	5.3	6.2	7.2	8.5	10.0	11.9	14.2	17.0	20.5	24.8	30.2	37.0	19.9%
Rest of South America	2.2	2.5	3.1	4.8	6.5	7.5	8.7	10.0	11.7	13.7	16.0	18.8	22.2	26.2	31.1	37.0	17.5%
Total	9.4	10.9	13.5	20.8	28.1	32.5	37.8	44.0	51.6	60.6	71.4	84.6	100.4	119.7	143.2	172.0	18.4%

Source: Orbis Research

13.4.1 South America Consent Management Platform Market Revenue, Type, 2017 - 2032 (USD Million)

TABLE 17 South America Consent Management Platform Market Revenue, Type, 2017 - 2032 (USD Million)

Type	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	CAGR% (2023-2032)
Cloud-Based	7.1	8.2	10.3	15.9	21.4	24.8	28.9	33.8	39.6	46.6	55.0	65.2	77.6	92.6	111.0	133.4	18.5%
Web-Based	2.3	2.6	3.2	5.0	6.6	7.7	8.9	10.3	12.0	14.0	16.4	19.4	22.9	27.1	32.3	38.6	17.8%
Total	9.4	10.9	13.5	20.8	28.0	32.5	37.8	44.0	51.6	60.6	71.4	84.6	100.4	119.7	143.2	172.0	18.4%

Source: Orbis Research

13.4.2 South America Consent Management Platform Market Revenue, Application, 2017 - 2032 (USD Million)

**TABLE 18 South America Consent Management Platform Market Revenue,
Application, 2017 - 2032 (USD Million)**

Application	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	CAGR% (2023-2032)
Large Enterprises	6.0	6.9	8.6	13.3	17.8	20.6	23.9	27.9	32.5	38.2	44.9	53.0	62.9	74.8	89.3	107.0	18.1%
SMEs	3.4	3.9	4.9	7.6	10.2	11.9	13.8	16.2	19.0	22.4	26.5	31.5	37.6	44.9	53.9	65.0	18.8%
Total	9.4	10.9	13.5	20.8	28.0	32.5	37.8	44.0	51.6	60.6	71.4	84.6	100.4	119.7	143.2	172.0	18.4%

Source: Orbis Research



Chapter 14 Competitive Landscape

14.1 Industry Competition Dashboard

The table below details the Consent Management Platform Market revenue, product portfolio and market share of major players in the year 2022. Major players in the market are identified through secondary research and their market revenues are determined through primary and secondary research. Secondary research includes the research of the annual financial reports of the top companies; while primary research includes extensive interviews of key opinion leaders and industry experts such as experienced front-line staffs, directors, CEOs and marketing executives.

14.2 Global Consent Management Platform Market Competitive Dashboard

TABLE 19 Global Consent Management Platform Market Competitive Dashboard

Sr. No.	Company	Headquarter	Global Revenue 2022 (USD Mn)
1	Liveramp Holdings Inc.	United States	528.7
2	Piwik PRO	Poland	18.1
3	Quantcast Choice	United States	340
4	OneTrust	United States	420.1
5	Cookiebot	Denmark	5.1
6	TrustArc	United States	95.8
7	Osano	United States	5.0
8	Iubenda	Italy	23.9
9	Termly	United States	5.0
10	Salesforce	United States	24,657
11	DataGrail	United States	21.0

Source: Orbis Research

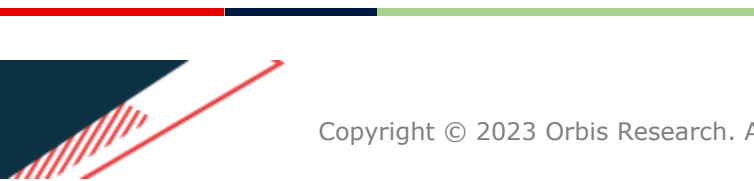
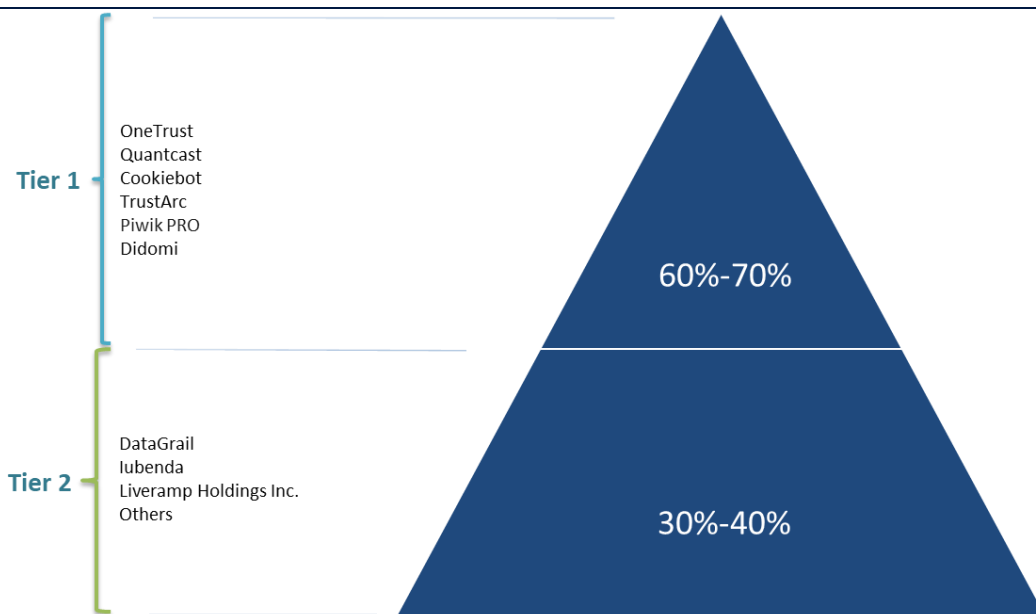


FIG. 35 Industry Competition Dashboard



Source: Orbis Research

14.3 Cassie (Syrenis Ltd.)

Cassie (Syrenis Ltd) is a flexible, secure, easy to use consent and preference management platform. It captures various customer data - including personally identifiable information (PII), marketing consents and preferences - across multiple customer touchpoints – from websites, email marketing and CRM systems, as well as contact centers and internet-enabled devices.

Today Cassie partners with some of the world’s biggest brands handling high-volume and complex data, managing consent for over 1.2 billion worldwide customer records.

Cassie centralized consent management features:

- Connect consent across stakeholders, third-party suppliers, platforms, and channels
- Communicate with customers on their terms
- API-first architecture for single record of truth
- Centralise compliance for global regulation
- Manage privacy policies and DSARs
- Deliver end-to-end user journey consent
- Comprehensive blockchain audit capability

14.3.1 Company Details

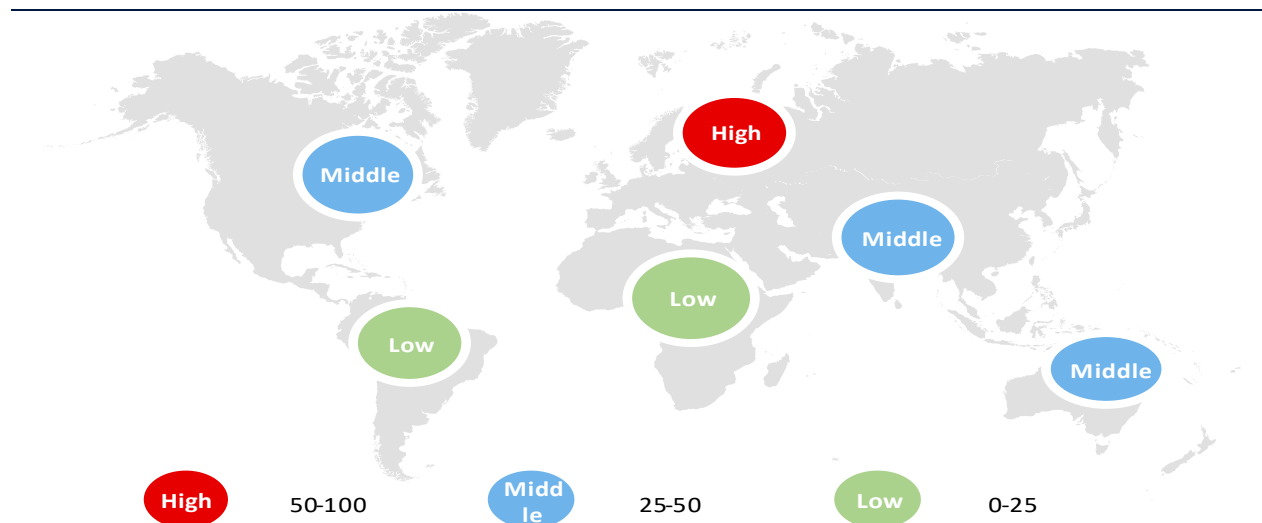
FIG. 36 Company Details

 Headquarter United Kingdom	 Founded 2000
 Key Management Glenn Jackson	 Employee ~51-200
 Ownership Private	 Revenue ~USD 2.7 million
 Website www.trustcassie.com	 Contact +44 20 4551 9501

Source: Orbis Research

14.3.2 Global Presence

FIG. 37 Global Presence



Source: Orbis Research

14.3.3 Revenue Analysis

The company is privately held. Hence, the revenue is not revealed in the public domain.

14.3.4 **Product Benchmarking**

TABLE 20 Product Benchmarking

Major Products and/or Services	Description / Application
Consent Management Platform	Cassie is an advanced consent management platform that centralizes consent across platforms, channels and devices so that you can communicate with end users across the entire lifecycle. ○ Customizable cookie widgets ○ Cookie scanner ○ Cross-domain consent ○ First-party data solutions ○ Real-time consent data transfer, unlimited configurations ○ 400+ APIs for data consistency across digital estate ○ RoPA dashboard, Privacy Policy management and DSAR fulfillment ○ Matching and grouping rules to identify users across devices, multiple profiles and attach relationships to data subjects ○ Unlimited Meta Data / Key Value Pairs to store any additional data you want against consent ○ Extended preferences to tailor the content, channel, and frequency of communications ○ Customer Service Portal and Self-Service Portal

Source: Orbis Research

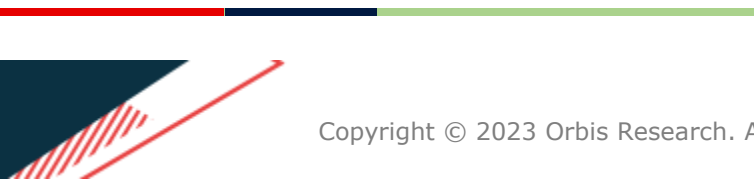


14.3.5

Recent Developments

Date	Key Development	Description
Q2 2023	Anonymous Profiling Capabilities	What Cassie's Progressive Profiling module enables marketers collect Zero/first party data by asking non-intrusive questions and build anonymous preference profiles. How Through client specific business rules, it serves non-intrusive pop-ups (e.g., questions, surveys or polls) during the digital journey to build anonymous preference profiles stored against a unique identifier. Why Empowers marketing teams with deeper preference insights to inform strategic decisions. When PII data is captured the historic preference profiling data syncs to enable personalized content that improves user engagement.
Q2 2023	Cross-Domain Consent	What For large organizations with multiple brand domains, Cross-Domain Consent centralizes consent by sharing cookie preferences across connected group websites. How When an anonymous visitor accepts a cookie on one domain and then visits another brand website where Cross-Domain Consent is enabled, they will not be asked about cookie preferences again and any future changes to a cookie preference will be automatically synced to connected brand domains. Why Improve the user experience and reduce consent fatigue by only asking website visitors to provide cookie preferences once across multiple brand domains. Reduce the number of repetitive consent requests – particularly powerful when privacy browsers delete third-party cookies and Cassie Identity Service Maximize efficiencies by only requiring one cookie banner across multiple domains for a centralized compliance solution and reduced operational setup time.

Source: Orbis Research



14.3.6 Wining Imperatives

TABLE 21 Wining Imperatives

	Segments	Regional Focus	Growth Strategy
CORE STRENGTH	Consent Management Platform	- North America - Europe - APAC	- Auditable consent - Compliant audience building - Targeted marketing campaigns
OPPORTUNITY AREA	Consent Management Platform	- USA - Europe - APAC	- Sector and region-specific research reports - Education and support - Collaboration and Partnerships

Source: Orbis Research

14.3.7 SWOT Analysis

FIG. 38 SWOT Analysis



Source: Orbis Research

14.4 Liveramp Holdings Inc

Liveramp Holdings Inc. is the data collaboration platform for the world's innovative companies. Liveramp is one of the leaders in consumer privacy, data ethics, and foundational identity. Its main products and solutions include cloud, advanced TV measurement, identity resolution, data activation, measurement, data collaboration, and an authenticated traffic solution. The company delivers end-to-end addressability for brands, agencies, and publishers all over the world.

Liveramp Holdings Inc. was established in 2011 and has its headquarters in San Francisco, United States. Liveramp has offices in North America, Europe, and Asia.

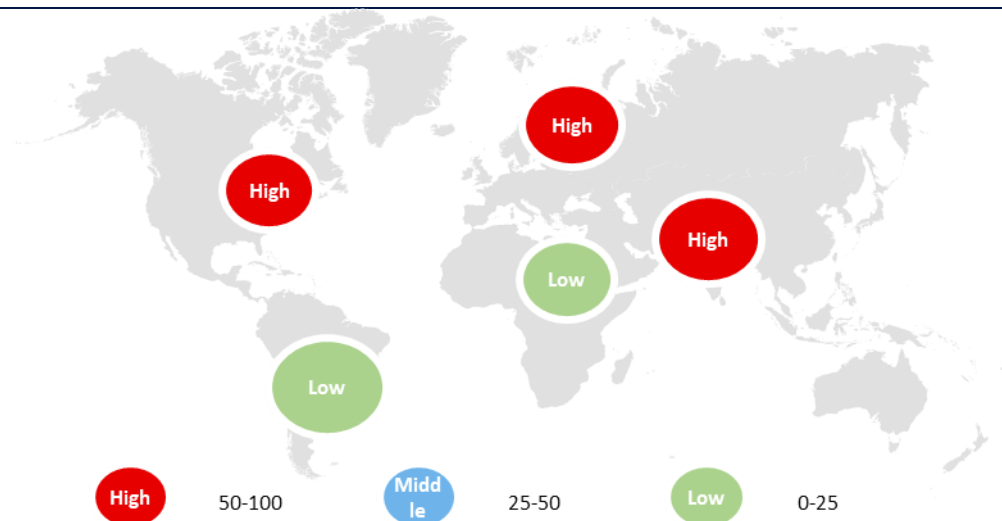
FIG. 39 Company Details

	Headquarter United States		Founded 2011
	Key Management Scott E. Howe		Employee 1000+
	Ownership Public		Revenue USD \$528.7 million
	Website www.liveramp.com		Contact +1 (888) 987 6764

Source: Orbis Research

14.4.1 Global Presence

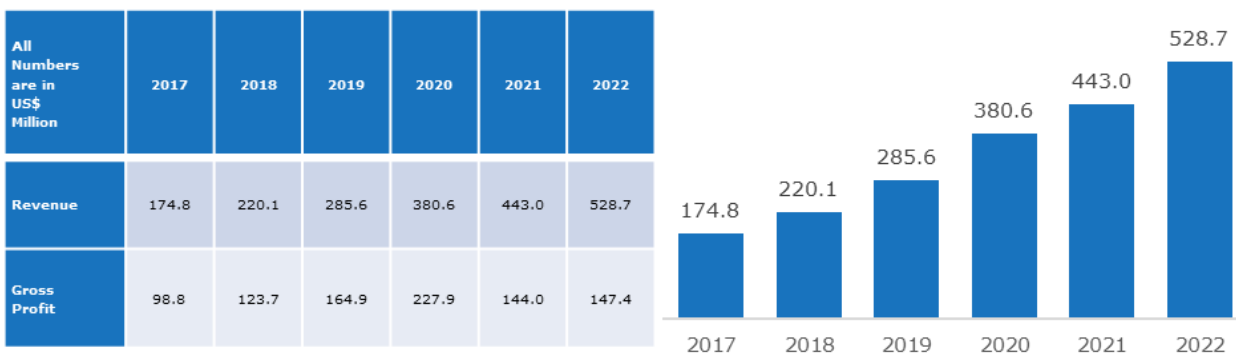
FIG. 40 Global Presence



Source: Orbis Research

14.4.2 Revenue Analysis

FIG. 41 Revenue Analysis (2017-2022)



Source: Orbis Research

14.4.3 Product Benchmarking

TABLE 22 Product Benchmarking

Major Products and/or Services	Description / Application
Consent Management Platform	Liveramp is enabling compliance with the ePrivacy Directive, GDPR, CCPA, and other data protection and privacy laws and regulations. CCPA and GDPR Compliance • Enable compliant and auditable data collection • Create a seamless brand experience • Manage and transmit consent throughout your tech stack • Deploy without distracting from your content Privacy Manager for GDPR and CCPA GDPR • Built-in conditional firing capabilities • Web and native app support • Cross-domain support • Custom CMP templates CCPA • Web support • Support for headless implementation • Customizable templates • California-only geo-targeting • Customizable look and feel

Source: Orbis Research

14.4.4 Wining Imperatives

TABLE 23 Wining Imperatives

	Segments	Regional Focus	Growth Strategy
CORE STRENGTH	Consent Management Platform	- North America - Europe - Asia	- Strategic data collaboration - Innovative Strategies
OPPORTUNITY AREA	Consent Management Platform	- South America - Middle East	- Joint Venture - Partnership and Expansion

Source: Orbis Research

14.4.5 SWOT Analysis

FIG. 42 SWOT Analysis



Source: Orbis Research

14.5 Piwik PRO

Piwik PRO, established in 2013, is a platform that allows organizations to analyze and streamline customer journeys by providing flexible data collection and reports. Piwik PRO products are geared towards compliance with the strictest security policies and privacy regulations around the world. Piwik PRO products and solutions include Consent Manager, analytics for product teams, data activation, privacy compliance, etc.

Piwik PRO has offices in the USA, Germany, and the Netherlands. Piwik PRO's main headquarters are located in Wroclaw, Poland.

14.5.1 Company Details

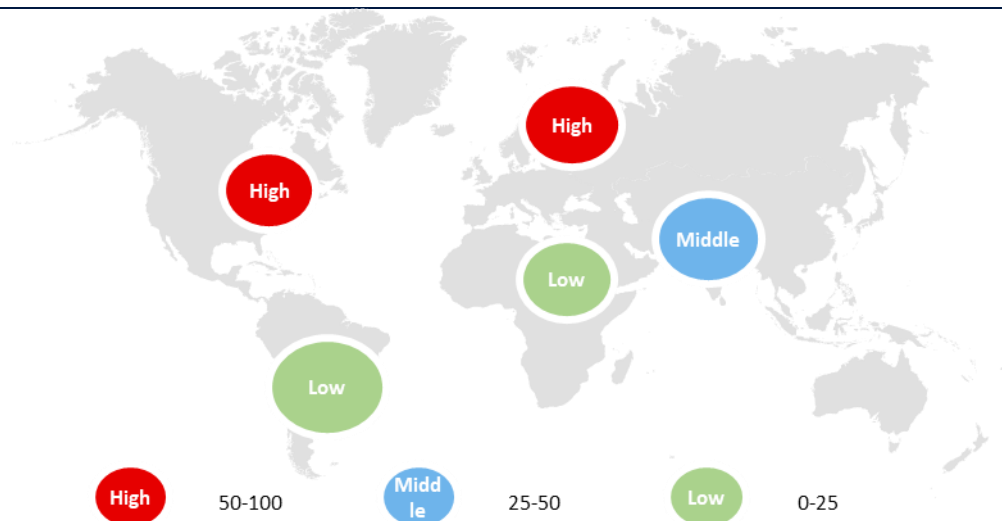
FIG. 43 Company Details

	Headquarter Poland		Founded 2013
	Key Management Piotr Korzeniowski		Employee ~150+
	Ownership Private		Revenue ~USD 18.1 million
	Website www.piwik.pro		Contact +48 71 716 69 50

Source: Orbis Research

14.5.2 Global Presence

FIG. 44 Global Presence



Source: Orbis Research

14.5.3 Revenue Analysis

The company is privately held. Hence, the revenue is not revealed in the public domain.

14.5.4 Product Benchmarking

TABLE 24 Product Benchmarking

Major Products and/or Services	Description / Application
Consent Management Platform	Piwik PRO provides Easy and transparent consent collection. Consents • Valid consent collection • Withdrawals & amendments • Zero cookie load • Opt-out mechanism • GDPR consents only for EEA residents • Multiple tracking options Configuration • Customizable forms • Hassle-free implementation • Tag Manager integration

Source: Orbis Research

14.5.5 Wining Imperatives

TABLE 25 Wining Imperatives

	Segments	Regional Focus	Growth Strategy
CORE STRENGTH	Consent Management Platform	- North America - Europe	- Optimize product strategy - Wide product offering
OPPORTUNITY AREA	Consent Management Platform	- Asia - Middle East	Strategic partnership

Source: Orbis Research

14.5.6 SWOT Analysis

FIG. 45 SWOT Analysis



Source: Orbis Research

14.6 Quantcast Choice

Quantcast Choice is a consent management platform that provides enterprises with an easy and simple way to manage consumer choices for GDPR, CCPA, and ePrivacy. The activities of Quantcast include display advertising, internet, measurement, software development, programmatic, and digital. Quantcast's free products include consent management and measurement.

Quantcast was established in 2006 and has offices in the U.S. and Canada, Europe, Southeast Asia, and Australia. Quantcast has its main headquarters in California, United States.

14.6.1 Company Details

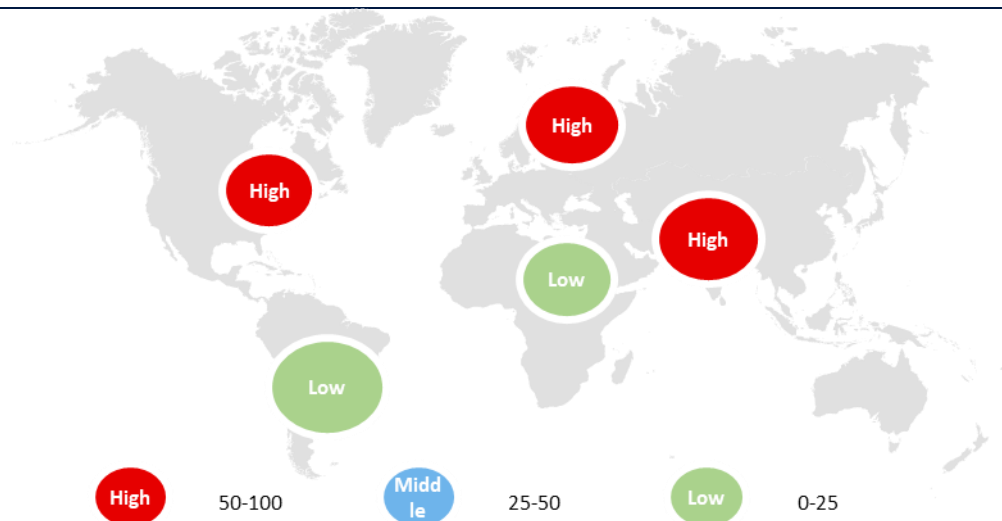
FIG. 46 Company Details

	Headquarter United States		Founded 2006
	Key Management Konrad Feldman		Employee 800+
	Ownership Private		Revenue ~USD 340 million
	Website www.quantcast.com		Contact 1+ (415) 738-4755

Source: Orbis Research

14.6.2 Global Presence

FIG. 47 Global Presence



Source: Orbis Research

14.6.3 Revenue Analysis

The company is privately held. Hence, the revenue is not revealed in the public domain.

14.6.4 **Product Benchmarking**

TABLE 26 Product Benchmarking

Major Products and/or Services	Description / Application
Consent Management	Quantcast Choice is a free consent management platform which offers: • Consumer first, consent first solutions • Protect and maximize ad revenue, optimize consent rates • Improve vendor control and manage who has access to consent data • Proven expertise and leadership in the privacy landscape Quantcast Choice benefits for compliance and consent includes: • Purpose Notifications • Privacy Preferences • Signal Storing and Sharing • Audit Logs

Source: Orbis Research

14.6.5 Wining Imperatives

TABLE 27 Wining Imperatives

	Segments	Regional Focus	Growth Strategy
CORE STRENGTH	Consent Management Platform	- Europe - Asia - North America	- Optimize consent rates strategy - Consent first solutions
OPPORTUNITY AREA	Consent Management Platform	Middle East	Future Expansion

Source: Orbis Research

14.6.6 SWOT Analysis

FIG. 48 SWOT Analysis



Source: Orbis Research



14.7 ONETRUST

OneTrust is a privacy and security software provider. The OneTrust software provided data mapping and self-assessment tools intended to show businesses how the company complies with international and domestic privacy laws. OneTrust trust intelligence platform gives the businesses visibility, actionable insights, and automation across privacy and data discovery, GRC, ethics, and ESG.

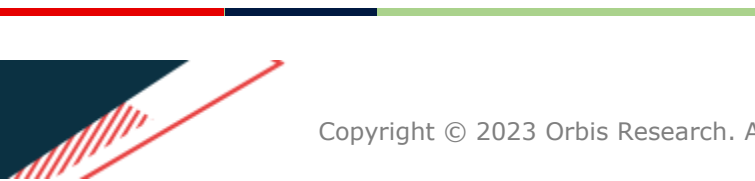
Onetrust was established in 2016 and the company has its headquarters in Georgia, United States.

14.7.1 Company Details

FIG. 49 Company Details

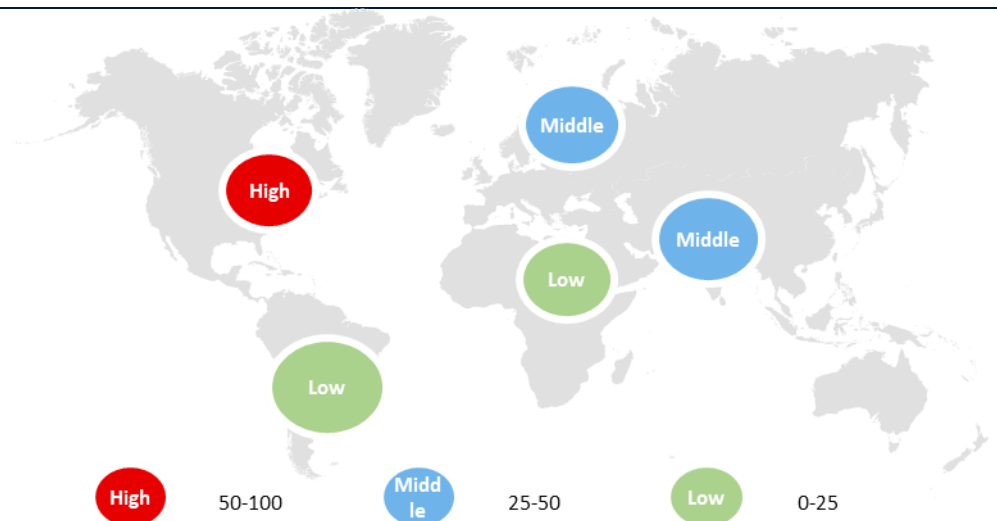
	Headquarter United States		Founded 2016
	Key Management Kabir Barday		Employee ~2,000+
	Ownership Private		Revenue ~USD 420.1 million
	Website www.onetrust.com		Contact +1(844)847-7154

Source: Orbis Research



14.7.2 Global Presence

FIG. 50 Global Presence



Source: Orbis Research

14.7.3 Revenue Analysis

The company is privately held. Hence, the revenue is not revealed in the public domain.

14.7.4 Product Benchmarking

TABLE 28 Product Benchmarking

Major Products and/or Services	Description / Application
Consent Management Platform	Onetrust offers Universal Consent and Preference Management, it gives individuals control over their consent, preferences, and first-party data with a single, intuitive portal. • Build a trusted, robust first-party database for more personalized customer communications • Eliminate reliance on other data sources like third-party cookies • Enable customers to view their consent history and adjust preferences • Demonstrate compliance by centralizing consent records

Source: Orbis Research

14.7.5 Wining Imperatives

TABLE 29 Wining Imperatives

	Segments	Regional Focus	Growth Strategy
CORE STRENGTH	Consent Management Platform	- Europe - North America	- Demonstrating compliance Strategy - Building a third-party risk management
OPPORTUNITY AREA	Consent Management Platform	- Asia - Middle East & Africa	Future Expansions

Source: Orbis Research

14.7.6 SWOT Analysis

FIG. 51 SWOT Analysis



Source: Orbis Research

14.8 Cookiebot

Cookiebot CMP enables organizations of all sizes to easily display a cookie consent banner on websites to achieve data privacy compliance with global regulations. Cookiebot CMP offers a website cookie scanner for cookies and tracking technologies in use, as well as a cookie repository, consent storage, and an automated cookie declaration.

Cookiebot was established in 2012 and has a wide regional presence as it operates in Asia-Pacific, Europe, and North America. Its main headquarters are in Copenhagen, Denmark.

14.8.1 Company Details

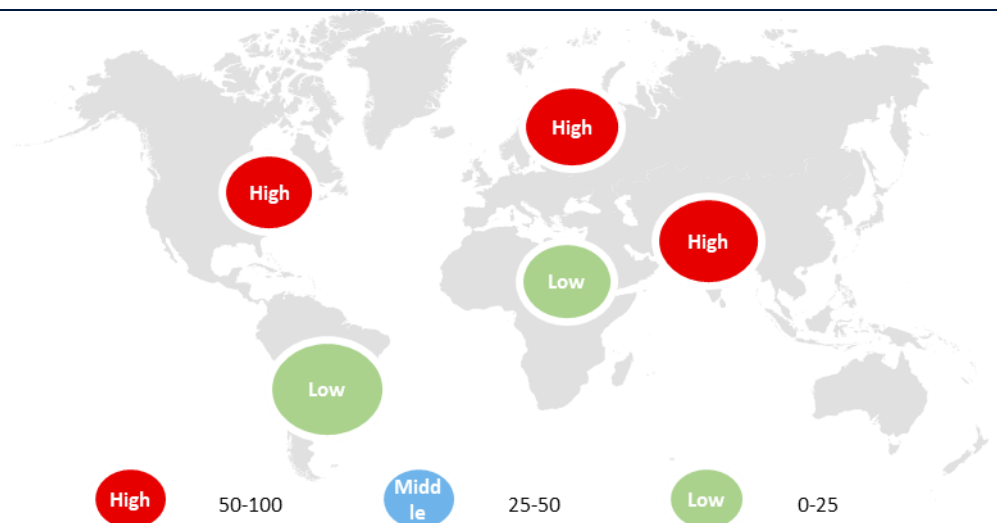
FIG. 52 Company Details

	Headquarter Denmark		Founded 2012
	Key Management Daniel Johannsen		Employee ~220+
	Ownership Private		Revenue USD 5.1 million
	Website www.cookiebot.com		Contact +45 50333777

Source: Orbis Research

14.8.2 Global Presence

FIG. 53 Global Presence



Source: Orbis Research

14.8.3 Revenue Analysis

The company is privately held. Hence, the revenue is not revealed in the public domain.

14.8.4 Product Benchmarking

TABLE 30 Product Benchmarking

Major Products and/or Services	Description / Application
Consent Management Platform	Cookiebot Consent Management Platform (CMP) A consent management platform gives users total control of all things that have to do with cookies, trackers, user consent, and legal compliance all in a plug-and-play and fully automated solution that fits any website, from the smallest food blog to the biggest enterprise domains. Cookiebot's CMP solution is a unique technology that is able to simulate real users on the website and offer users an in-depth x-ray of all personal data processing and third-party data tracking that goes on. Cookiebot CMP key features: • Fully customizable cookie consent banner • Best-in-class cookie scan • Global cookie repository • Automated cookie declaration • Effortless auto-blocking • Secure consent storage • Easy and flexible integrations

Source: Orbis Research

14.8.5 Wining Imperatives

TABLE 31 Wining Imperatives

	Segments	Regional Focus	Growth Strategy
CORE STRENGTH	Consent Management Platform	- North America - Europe - Asia	- Cookie banner optimization strategy - Scalable solutions
OPPORTUNITY AREA	Consent Management Platform	Middle East & Africa	- Portfolio Expansions - Partnership

Source: Orbis Research

14.8.6 SWOT Analysis

FIG. 54 SWOT Analysis



Source: Orbis Research



14.9 TrustArc

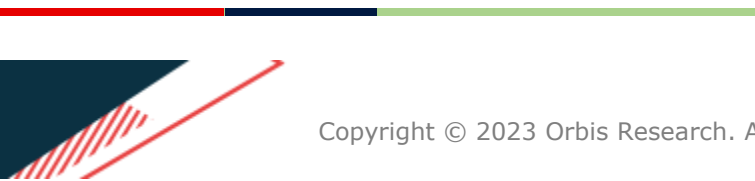
TrustArc is one of the leading providers of privacy compliance technology and software to help corporations update their privacy management processes. This platform experience is delivered through its unique combination of privacy frameworks, insights, intelligence, knowledge, and operations. TrustArc delivers the depth of continuous privacy intelligence, coupled with an automated platform for end-to-end privacy management. TrustArc was established in 1997 and has its main headquarters in the United States.

14.9.1 Company Details

FIG. 55 Company Details

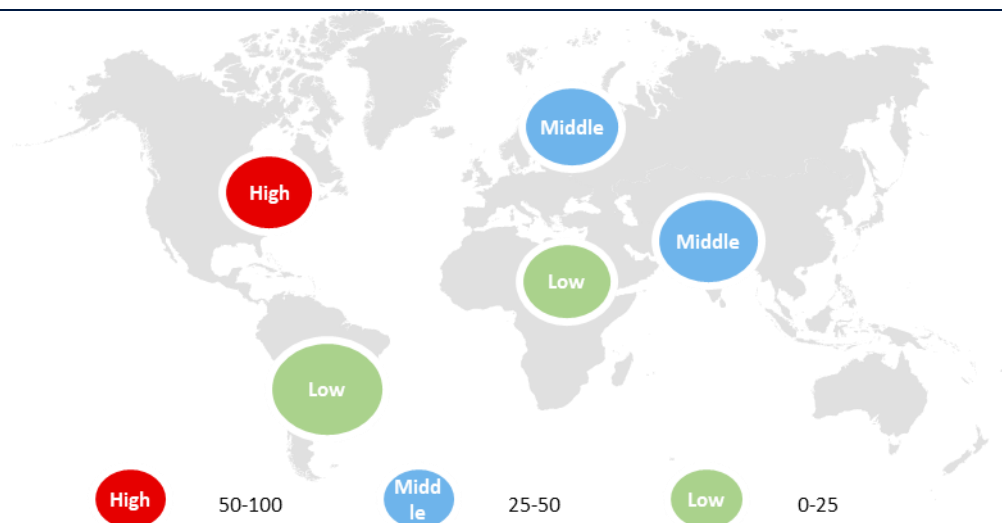
	Headquarter United States		Founded 1997
	Key Management Jason Wesbecher		Employee ~456+
	Ownership Private		Revenue USD 95.8 million
	Website www.trustarc.com		Contact +1 415 520 3490

Source: Orbis Research



14.9.2 Global Presence

FIG. 56 Global Presence



Source: Orbis Research

14.9.3 Revenue Analysis

The company is privately held. Hence, the revenue is not revealed in the public domain.

14.9.4 Product Benchmarking

TABLE 32 Product Benchmarking

Major Products and/or Services	Description / Application
Consent Management Platform	TrustArc Cookie Consent Manager is a configurable solution that enables organizations to achieve cookie compliance requirements across the globe while delivering a branded consent experience. TrustArc's Cookie Consent Manager Features • Cookie Banner • Website Scanning • Cookie Preferences Management • Tracker Database • Custom Branding • Compliance Reporting • Tag Management Integration • Multi-Language Support • Browser Language Detection • IP-based Geo Detection • Cross-Domain Consent • Configurable Cookie List & Disclosures • Custom Website Scanning Configuration • IAB Framework Support (EU and CCPA) • Custom Scan Support (e.g., behind login)

Source: Orbis Research

14.9.5 Wining Imperatives

TABLE 33 Wining Imperatives

	Segments	Regional Focus	Growth Strategy
CORE STRENGTH	Consent Management Platform	- North America - Europe	- Simplify privacy management - Boost ROI
OPPORTUNITY AREA	Consent Management Platform	- Asia - Middle East	- Collaborations - Expansions in new areas

Source: Orbis Research

14.9.6 SWOT Analysis

FIG. 57 SWOT Analysis



Source: Orbis Research

14.10 Osano

Osano is one the leading data privacy platform, simplifies privacy compliance by helping organizations build, manage, and scale their privacy program to increase trust, stay compliant, and do the right thing. Osano is the fully remote data privacy management company solves for consent management, data subject rights, assessments, and vendor risk.

Osano was established in 2018 and has its main headquarters in United States.

14.10.1 Company Details

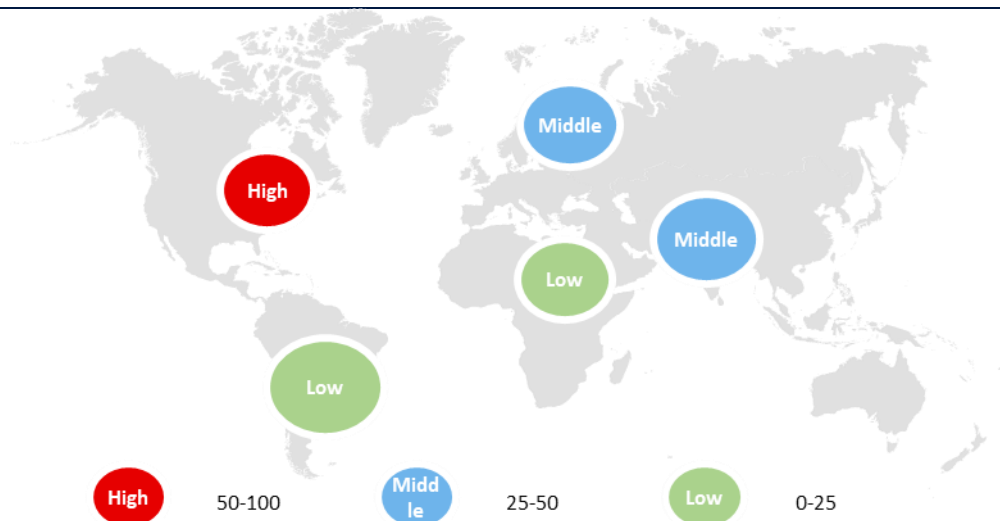
FIG. 58 Company Details

	Headquarter United States		Founded 2018
	Key Management Arlo Gilbert		Employee ~25+
	Ownership Private		Revenue USD 5 million
	Website www.osano.com		Contact +1 (512) 842-6730

Source: Orbis Research

14.10.2 Global Presence

FIG. 59 Global Presence



Source: Orbis Research

14.10.3 Revenue Analysis

The company is privately held. Hence, the revenue is not revealed in the public domain.

14.10.4 Product Benchmarking

TABLE 34 Product Benchmarking

Major Products and/or Services	Description / Application
Consent Management Platform	Osano is an all-in-one data privacy software platform. Osano helps the user with the full spectrum of compliance needs, from cookie consent to data subject rights, assessments, vendor risk management. Consent Management Platform (CMP) by Osano Cookie Consent: With one line of JavaScript on customers website, Osano scans for and classifies cookies, deploys banners that conform to the visitor's local regulations and language preferences, blocks or permits different classes of cookies. DSAR Management: • Communicate with data subjects via a secure, centralized messaging portal. • Automate common request types like data summaries and deletions. • Discover data across integrated data stores and integrate with over 100 common data store vendors out of the box. • Easily connect custom or niche data stores for discoverability.

Source: Orbis Research

14.10.5 Wining Imperatives

TABLE 35 Wining Imperatives

	Segments	Regional Focus	Growth Strategy
CORE STRENGTH	Consent Management Platform	- North America - Europe	- DSAR Automation - Privacy Program Management
OPPORTUNITY AREA	Consent Management Platform	- Asia - South America	- Strategic Partnerships - Collaborations

Source: Orbis Research

14.10.6 SWOT Analysis

FIG. 60 SWOT Analysis



Source: Orbis Research

14.11 Iubenda

Iubenda is a complete set of solutions to make websites or app compliant with the law, across multiple languages and legislations. Iubenda is a tool that offers technological solutions to meet the legal requirements of the GDPR, CCPA, LGPD, and other privacy laws, plus make cookie banners for the privacy of companies. Iubenda provides various activities, including generating a cookie banner, a privacy policy, terms and conditions, and more for sites or apps according to the GDPR, CCPA, and LGPD.

The company was established in 2011, its main headquarters are in Lombardy, Italy.

14.11.1 Company Details

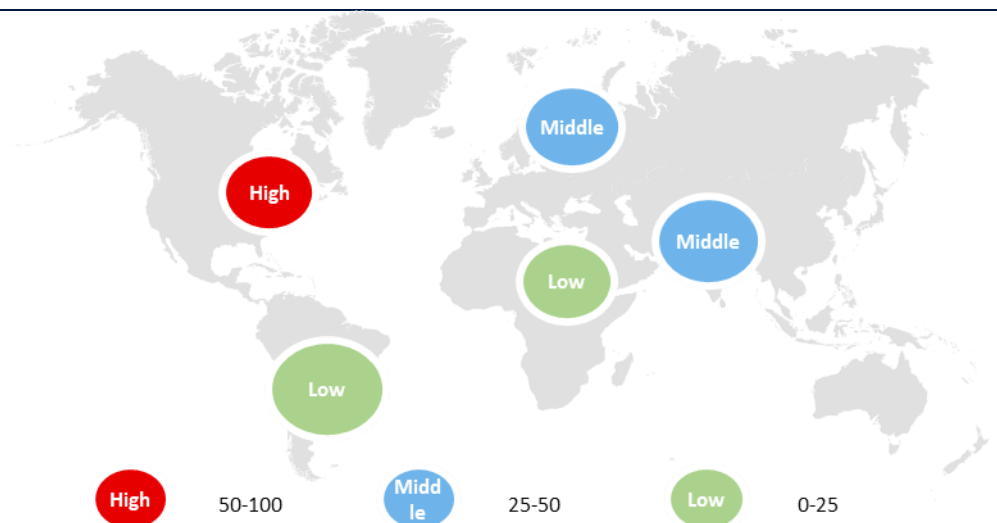
FIG. 61 Company Details

	Headquarter Italy		Founded 2011
	Key Management Andrea Giannangelo		Employee ~114
	Ownership Private		Revenue USD 23.9 Million
	Website www.iubenda.com		Contact +39 7347120961

Source: Orbis Research

14.11.2 Global Presence

FIG. 62 Global Presence



Source: Orbis Research

14.11.3 Revenue Analysis

The company is privately held. Hence, the revenue is not revealed in the public domain.



14.11.4 Product Benchmarking

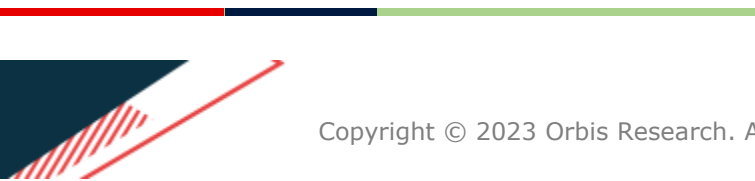
TABLE 36 Product Benchmarking

Major Products and/or Services	Description / Application
Consent Management Platform	Stay compliant with cookie consent and data collection regulations using iubenda's privacy-first, business-centric Consent Management Platform. Benefits of iubenda's one-stop solution are: • IAB TCF + GPP & GPC support • A Google-certified CMP Optimizable performance across all devices: A set of features designed to get the most out of each consent. • Rejection recovery • fast solution • App support (Android and iOS) with iubenda SDK Track and analyze your performance closely: • Email alerts with scans • Benchmark and optimization reports

Source:

Orbis

Research



14.11.5 Wining Imperatives

TABLE 37 Wining Imperatives

	Segments	Regional Focus	Growth Strategy
CORE STRENGTH	Consent Management Platform	- Europe - MEA	- Internal Privacy Management tool - Influencer marketing strategy
OPPORTUNITY AREA	Consent Management Platform	- Asia - South America	Partnership and Expansion

Source: Orbis Research

14.11.6 SWOT Analysis

FIG. 63 SWOT Analysis



Source: Orbis Research

14.12 Termly

Termly is an all-in-one compliance solution for complex data privacy laws worldwide. It provides businesses with a solution to comply with data compliance regulations through policy generation. The company offers an all-in-one solution by expanding its policy offerings and incorporating consent management for SMBs around the globe. Termly has a wide product portfolio, including a Privacy Policy Generator, Terms & Conditions, EULA Generator, Refund & Return Policy, Shipping Policy Generator, Disclaimer Generator, Consent Management Platform, and more.

Termly was established in 2017, and its headquarters are in Washington, United States.

14.12.1 Company Details

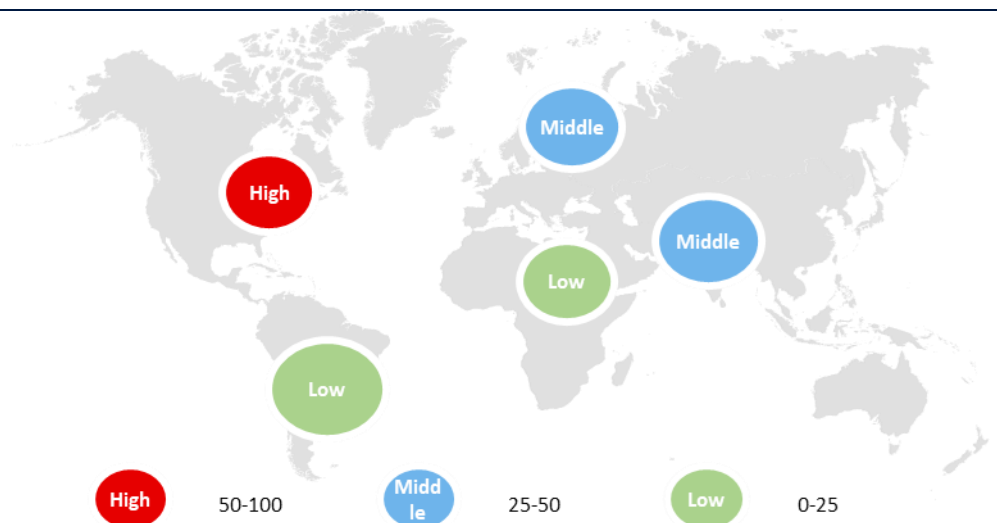
FIG. 64 Company Details

	Headquarter United States		Founded 2017
	Key Management David Reynier		Employee ~25+
	Ownership Private		Revenue USD 5 million
	Website www.termly.io		Contact +1 (855) 234-5020

Source: Orbis Research

14.12.2 Global Presence

FIG. 65 Global Presence



Source: Orbis Research

14.12.3 Revenue Analysis

The company is privately held. Hence, the revenue is not revealed in the public domain.

14.12.4 Product Benchmarking

TABLE 38 Product Benchmarking

Major Products and/or Services	Description / Application
Consent Management Platform	Termly consent management platform to easily get consent for cookie usage and personal data collection as required by various data privacy laws Key features of Termly Consent Management Software: • Automated Consent Management • Dedicated Customer Support • Legal Expert Backing • Compliance with GDPR, CCPA, and more • Multi-region Support • Easy Installation • Custom Styling & Language Selection • Responsive & Lightweight Code • Support For Any Platform or CMS • Automatic Updates

Source: Orbis Research

14.12.5 Wining Imperatives

TABLE 39 Wining Imperatives

	Segments	Regional Focus	Growth Strategy
CORE STRENGTH	Consent Management Platform	- USA - Asia - Europe	- All in one compliance Strategy - Customization on demand
OPPORTUNITY AREA	Consent Management Platform	MEA	- Joint Venture - Collaborations

Source: Orbis Research

14.12.6 SWOT Analysis

FIG. 66 SWOT Analysis



Source: Orbis Research



14.13 Salesforce

Salesforce is one of the leading software companies in the data privacy field. Salesforce is a cloud-based software company that provides customer relationship management software and applications focused on sales, customer service, marketing automation, e-commerce, analytics, and application development.

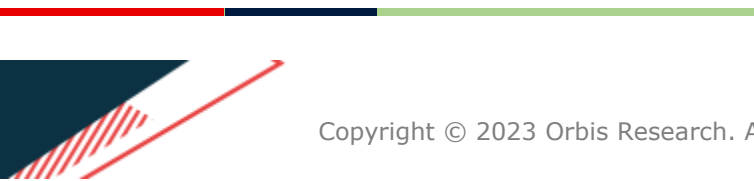
Salesforce was established in 1999 and has a wide-spread presence all over Hong Kong, Israel, London, Paris, Sydney, and Tokyo. Its major headquarters are in California, the United States.

14.13.1 Company Details

FIG. 67 Company Details

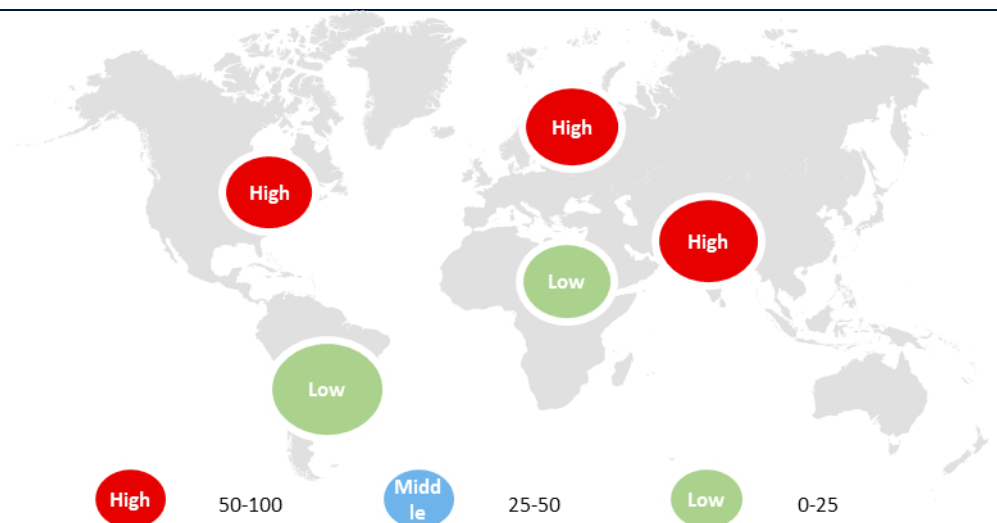
	Headquarter United States		Founded 1999
	Key Management Marc Benioff		Employee 10,001+
	Ownership Public		Revenue USD 24.7 Billion
	Website www.salesforce.com		Contact +1 (415) 901-7000

Source: Orbis Research



14.13.2 Global Presence

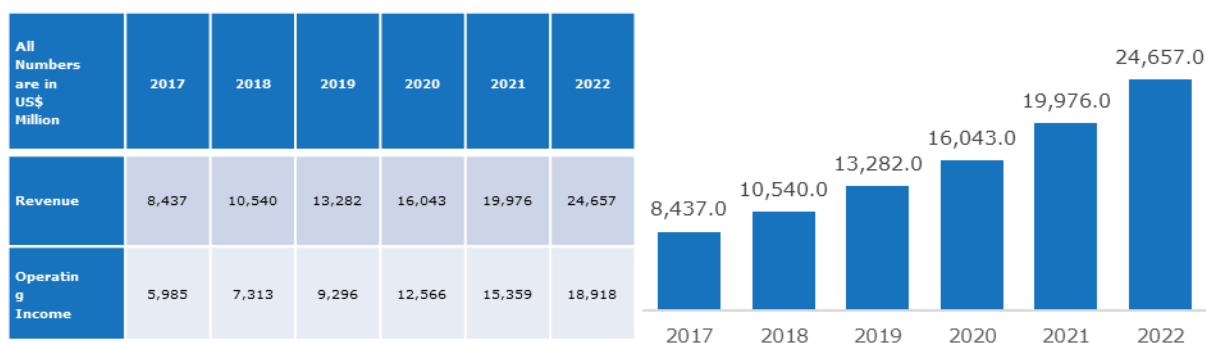
FIG. 68 Global Presence



Source: Orbis Research

14.13.3 Revenue Analysis

FIG. 69 Revenue Analysis (2017-2022)



Source: Orbis Research

14.13.4 **Product Benchmarking**

TABLE 40 Product Benchmarking

Major Products and/or Services	Description / Application
Consent Management Platform	Consent Management for the Salesforce Platform Salesforce provide details to help the companies to determine the simple way to comply with the data protection and privacy regulations that apply to the companies. Key features of Consent Management for the Salesforce Platform: • Accepts a contact ID. • Finds all data associated with that contact ID. • Deletes the data • Retrieving updates to data privacy records • Running queries for updates to records based on the Individual object using the SOAP API.

Source: Orbis Research

14.13.5 Wining Imperatives

TABLE 41 Wining Imperatives

	Segments	Regional Focus	Growth Strategy
CORE STRENGTH	Consent Management Platform	• USA • Europe • Asia	• Product Development • Customization strategy
OPPORTUNITY AREA	Consent Management Platform	• South America • MEA	• Joint Venture • Partnership and Expansion

Source: Orbis Research

14.13.6 SWOT Analysis

FIG. 70 SWOT Analysis



Source: Orbis Research



14.14 DataGrail

DataGrail is a solution-based platform that provides solutions to help companies comply with existing and emerging privacy laws, such as GDPR and CCPA. The DataGrail platform provides a 360-degree, real-time view of the applications used and maps the personal data associated with them. DataGrail provides solutions to simplify the complexity of data privacy and help brands build privacy programs that work, offers an easy-to-use platform to automate and scale privacy, and stays compliant with regulations like GDPR, CCPA, and CPRA.

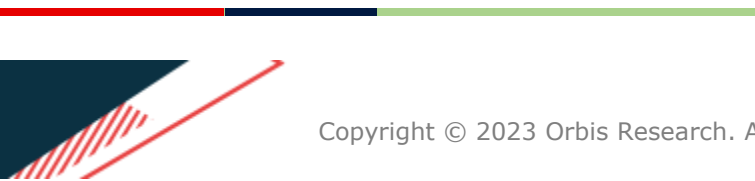
DataGrail was established in 2018, and its headquarters are in California, United States.

14.14.1 Company Details

FIG. 71 Company Details

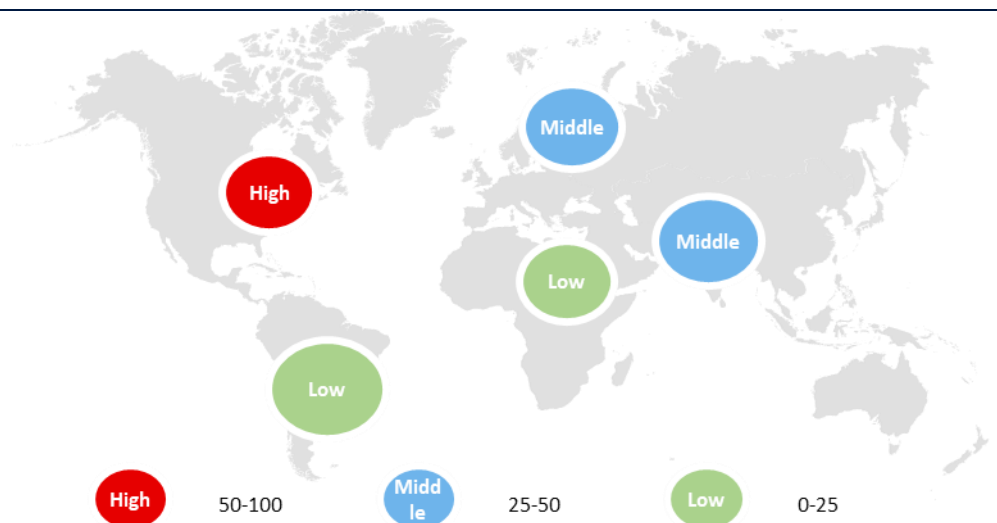
	Headquarter United States		Founded 2018
	Key Management Daniel Barber		Employee 100+
	Ownership Private		Revenue USD 21 million
	Website www.datagrail.io		Contact +1 (650) 781-3680

Source: Orbis Research



14.14.2 Global Presence

FIG. 72 Global Presence



Source: Orbis Research

14.14.3 Revenue Analysis

The company is privately held. Hence, the revenue is not revealed in the public domain.

14.14.4 **Product Benchmarking**

TABLE 42 Product Benchmarking

Major Products and/or Services	Description / Application
Consent Management Platform	Data Privacy Management, is an umbrella term describing the organizational use of privacy frameworks and tools to protect people's privacy rights, educate and inform them, give them control over their data, and adhere to applicable regulations. software automation to assist companies with managing: • Data discovery • Data mapping • Data inventory • Data classification • Risk assessments • Data retention minimization • Regulatory and legal privacy compliance • Privacy requests • DPIAs/PIAs • GRC

Source: Orbis Research

14.14.5 Wining Imperatives

TABLE 43 Wining Imperatives

	Segments	Regional Focus	Growth Strategy
CORE STRENGTH	Consent Management Platform	North America	- Ensure the data quality - Data minimization Strategy
OPPORTUNITY AREA	Consent Management Platform	- South America - Asia - MEA	- Joint Venture - Collaborations

Source: Orbis Research

14.14.6 SWOT Analysis

FIG. 73 SWOT Analysis



Source: Orbis Research



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