

An overhead view of a meeting table with several people's hands and arms visible. The table is cluttered with business-related items: two laptops, several sheets of paper with charts and graphs, a smartphone, a pair of sunglasses, a red stapler, a glass of water, a white coffee cup, and various sticky notes. The charts include bar graphs, pie charts, and line graphs. The overall scene suggests a collaborative work environment focused on data analysis.

# GLOBAL & SPANISH MARTECH MARKET ANALYSIS

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Market Research - January 2026

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# Market Size and Growth



## High-Scope Estimate USD 557.94 Bn

Broadest definition encompassing the entire ecosystem. Includes Adtech, services, and hardware.

## Mid-Scope Estimate USD 461.99 Bn

Focuses on platform ecosystems. Consolidates core marketing clouds and integrated data.

## Low-Scope Estimate USD 175.95 Bn

Conservative view. Strictly limited to pure software licensing revenue (SaaS).

## Bull Scenario 19-22% CAGR

Driven by rapid Agentic AI monetization, low integration costs, and high retail sector adoption.

## Base Scenario 11-15% CAGR

Assumes steady digital transformation, moderate AI integration, and consistent e-commerce expansion.

## Bear Scenario 6-10% CAGR

Impacted by regulatory friction (EU AI Act), skills gap shortages, and high tool underutilization.

# Industry Trends Shaping 2025-2030



## Composable Stacks & Data Gravity

Moving away from monolithic suites to best-of-breed modular architectures. Applications now move to the data ("Data Gravity") rather than copying data into siloed apps.



## Agentic AI Orchestration

Transition from "Copilot" assistants to autonomous AI agents capable of executing complex workflows, decisioning, and campaign optimization without human intervention.



## Privacy-Resilient Activation

Reliance on First-Party and Zero-Party data strategies utilizing Data Clean Rooms to enable targeting and measurement in a post-cookie, regulated environment.



## Tech Convergence

Blurring lines between Martech, Adtech, and Commerce. Unified customer graphs now power everything from paid media acquisition to post-purchase loyalty and retention.

# Executive Summary



## Market Resilience & Stability

Despite economic volatility, the Martech sector demonstrates remarkable stability with a low churn rate of **~2.1% (2023–2025)**. Organizations prioritize retention and optimization over replacement.



## Valuation Disparity & Growth

2025 global valuation estimates range from **USD 175.95B** (pure software) to **USD 591.57B** (broad scope). Double-digit growth persists across all scenarios.



## Composable & Agentic AI Shift

Decisive move away from monolithic suites towards **composable, warehouse-native architectures**. Agentic AI is transitioning from content creation to autonomous campaign activation.

## Spain Market Spotlight

- ✓ **€5.58B** digital ad market (+12.2% YoY)
- ✓ **50% GenAI** adoption vs 37% EU avg
- ✓ Assertive regulatory environment (AEPD)

## M&A Rebound

Deal activity is resurging with a focus on "megadeals".

KEY DRIVERS

**Identity, Data & AI**

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