The State of Content Management

2022

About this Report

The CMS world has been around for over 25 years, dating back to the likes of traditional systems to the evolution of agile and headless CMS solutions. Only in the past 25 years has the concept and rise of content management systems dominated the market. Yet, in recent years, the market has shifted to adopt new technologies, features, and capabilities based on the growing needs of organizations and users and the convergence of consumer behaviors and technology.

CMSs have been adopted by organizations, small to enterprise-grade, of all industries and geographies. While some organizations choose to remain in the shadows of monolithic-structured CMSs, the other half of the world has moved onto headless CMSs that dominate the market in being the go-to system of tapping into new markets and channels while developing new ways of consumption beyond a website from mobile applications, smartwatch, and smart speaker content, AR/VR, and more. With such a range of users around the world in the mix between monolithic and traditional CMSs such as WordPress or Sitecore, versus the likes of modern headless CMSs such as Storyblok, Contentful, or Prismic, to name a few, inspired us to investigate and explore the current state of the CMS industry and market in 2022*.

In this infographic report, we've set out to map and explore the state of content management as a whole across prominent and up-and-coming markets worldwide. We sought to investigate the understanding of individuals from different industries and job roles working full-time within the United States, UK, Germany, and Sweden to gain insight into the market's knowledge, involvement with CMSs, and overall performance of their CMS circumstances within their organization. Out of the original 931 respondents asked, 515 qualified for the survey (as will be described in results).

The following fields of expertise and industries were included in the analysis:

■ **Field of expertise:**
Product Management, Legal/Law, Engineering, Entertainment, Creative/Design, Market Research, Administration/General Staff, Human Resources, Finance/Accounting, Technology Implementation, Marketing, Management, Sales/Business Development, Technology Development Software (not only IT), Technology Development Hardware (not only IT), Operations, Procurement, Executive Leadership

■ **Industry sector:**
Military, Investment management, investment company, Banking/Financial, Information Technology/IT, Communications/Information, Education, Engineering, Government/Public Sector, Healthcare, Legal/Law, Marketing/Sales, Pharmaceuticals, Media/Entertainment, Retail/Wholesale trade, Security, Telecommunications, Transportation, Hospitality/Tourism, Advertising, Architecture, Automotive, Aviation, Computer Hardware, Computer Software, Consumer Electronics, Consumer Packaged Goods, Energy/Utilities/Oil and Gas, Fashion/Apparel, Internet, Market Research, Public Relations, Real Estate/Property, Shipping/Distribution

Research towards this report was collected in late 2021.

| The State of CMS

The State of CMS

The content management market is reaching the ripe age of around 25 years old, dominating and changing the landscape of content authority, its management, presentation, and arguably the way we consume such content over the last quarter-century. While the content management landscape has been around for what we can say is a "mature" age, there are still exciting possibilities, opportunities, and innovations developed day by day across the industry. This includes the cases of headless CMSs, digital experience platforms, integrations with eCommerce storefronts, and a plethora of omnichannel capabilities that are yet to be discovered or created and the audiences it will serve in the future.

A Content Management System (otherwise known as a CMS) is a software application that allows users to build and manage a website without having to code it from scratch.
Based on the description above, are you currently using a CMS at your organization?

As a screening question, respondents were asked whether they understood the following statement with a 'Yes' or 'No' answer that would either funnel them along with the survey or disqualify them as a parameter:

"A Content Management System (otherwise known as a CMS) is a software application that allows users to build and manage a website without having to code it from scratch."

Yes	85.63%
No	14.37%

Out of the original 931 respondents, 515 qualified for the survey. They understood the concept of a 'Content Management System' and could thus respond to the rest of the questions accordingly.

Survey Results

01

How many CMSs do you currently use at your organization?

Based on this question, respondents were given four options to state how many CMSs were being used at their organization.

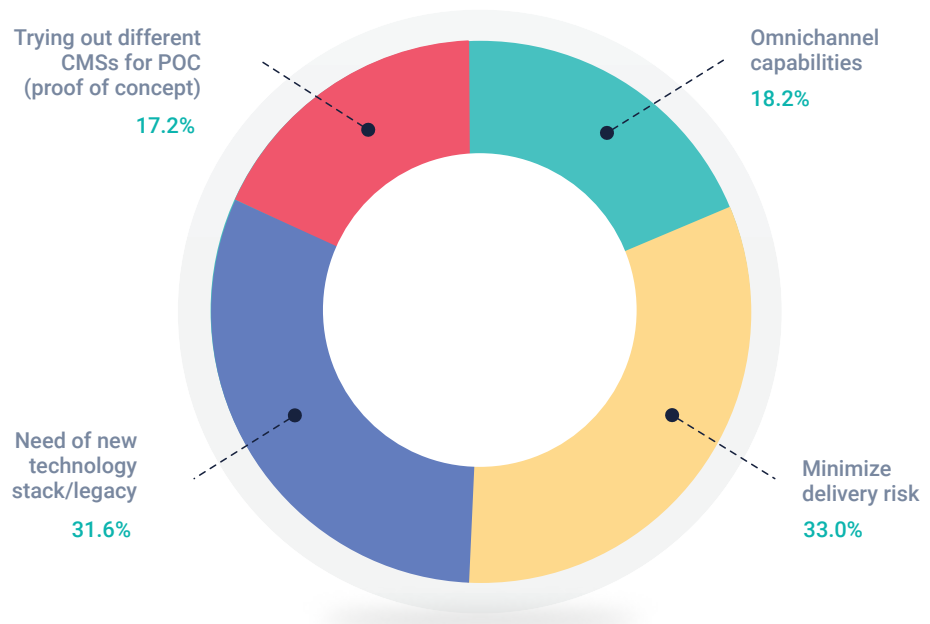|	
Only 1	38.25%
2 to 3	47.96%
4 to 5	9.13%
6 or more	4.66%
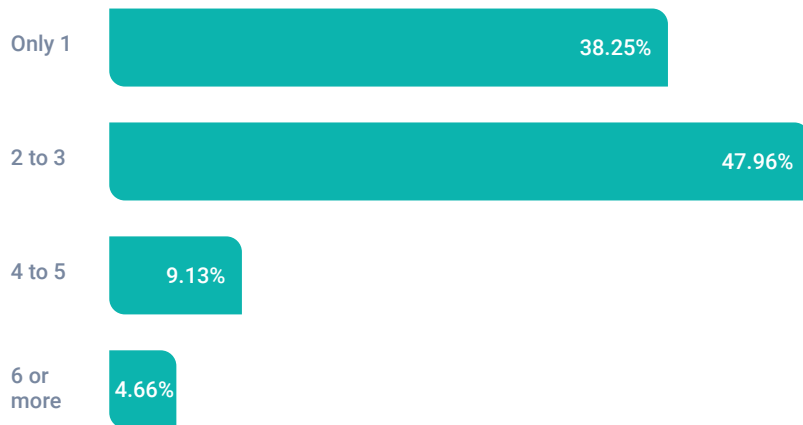
In the filtered pool of 515 respondents, it was found that the common amount of CMSs used within an organization were 1 to 3 content management systems, accounting for 38.25% of users using only 1 CMS within their organization, and 47.96% of users using 2 to 3 CMSs within their organization.

02

If you use more than 2 CMSs at your organization, please select reasons why you are using more than 2 CMSs at your organization:

The next question follows Question 1's response - should a respondent use more than 2 CMSs at their organization, they were asked to clarify why they were currently using more than just one system and select as many reasons why.

Trying out different CMSs for POC (proof of concept)
17.2%

Omnichannel capabilities
18.2%

Need of new technology stack/legacy
31.6%

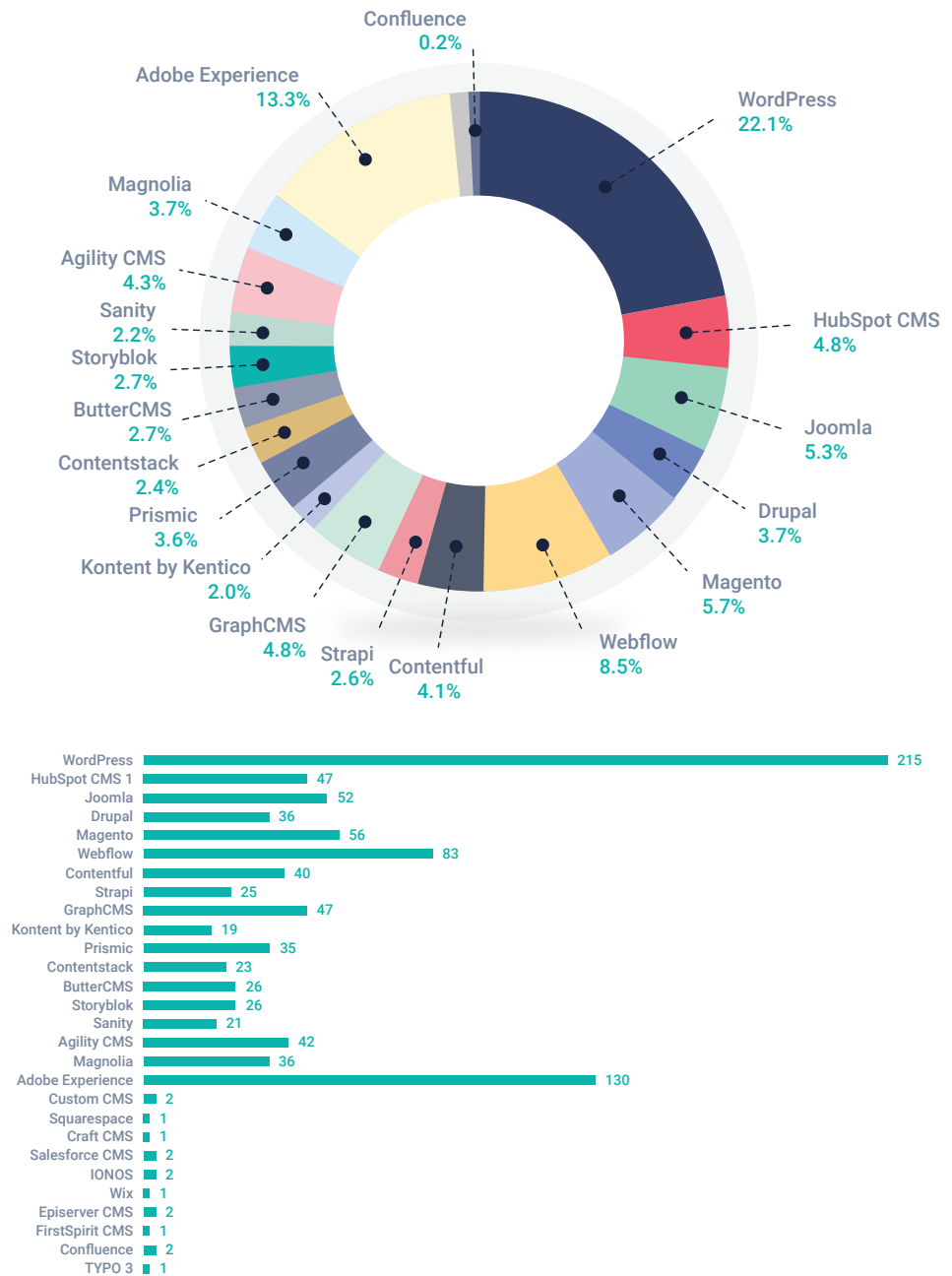**Minimize delivery risk**
33.0%

It is curious to see the majority are using more than two systems based on the need for a new technology stack or legacy system and to minimize delivery risks as a resounding answer. With 18.26% stating the need for an alternative CMS than to the one they are using for omnichannel publishing capabilities, and 17.2% of respondents using various CMSs for a POC (proof of concept) raises the question of what kind of CMSs they are currently using that would make them need alternative systems to support their organization's needs.

03 Which CMSs are you currently using?

In this question, respondents were asked what CMS they are currently using, both monolithic and headless, and selected as many CMSs they are using.

Confluence
0.2%

Adobe Experience
13.3%

WordPress
22.1%

Magnolia
3.7%

HubSpot CMS
4.8%

Agility CMS
4.3%

Joomla
5.3%

Sanity
2.2%

Drupal
3.7%

Storyblok
2.7%

Magento
5.7%

ButterCMS
2.7%

Webflow
8.5%

Contentstack
2.4%

Prismic
3.6%

Kontent by Kentico
2.0%

GraphCMS
4.8%

Strapi
2.6%

Contentful
4.1%

CMS	Count
WordPress	215
HubSpot CMS 1	47
Joomla	52
Drupal	36
Magento	56
Webflow	83
Contentful	40
Strapi	25
GraphCMS	47
Kontent by Kentico	19
Prismic	35
Contentstack	23
ButterCMS	26
Storyblok	26
Sanity	21
Agility CMS	42
Magnolia	36
Adobe Experience	130
Custom CMS	2
Squarespace	1
Craft CMS	1
Salesforce CMS	2
IONOS	2
Wix	1
Episerver CMS	2
FirstSpirit CMS	1
Confluence	2
TYPO 3	1

As seen here, there is a mix between monolithic and headless CMSs, as well as what we can consider as "Other" categories such as web applications/CRM systems, Salesforce CMS or HubSpot CMS, and page builders such as Wix or Squarespace.

|	
Monolithic CMSs	50.21%
Headless CMSs	34.91%
Web Apps, Page Builders & Custom CMSs	14.89%
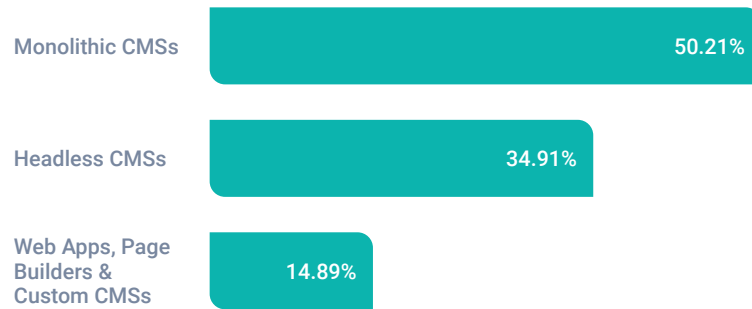
The survey found that while there is still an upward trend in monolithic CMS users, the latter goes for a growing presence towards headless systems across the industries. The top monolithic systems mentioned in the data were Adobe Experience and WordPress. In the headless realm, it was found that Contentful, GraphCMS, Prismic, AgilityCMS, Magnolia, Storyblok, and ButterCMS were amongst those that were used highly amongst respondents. While it was found amongst the web application side that Webflow was highly used alongside Hubspot CMS as a CRM system, surprisingly, the likes of fixed template sites such as Squarespace or Wix were barely mentioned, and with just one user out of 515 using a custom-made CMS.

04 — How would you rate your team's/ organization processes prior to using a CMS?
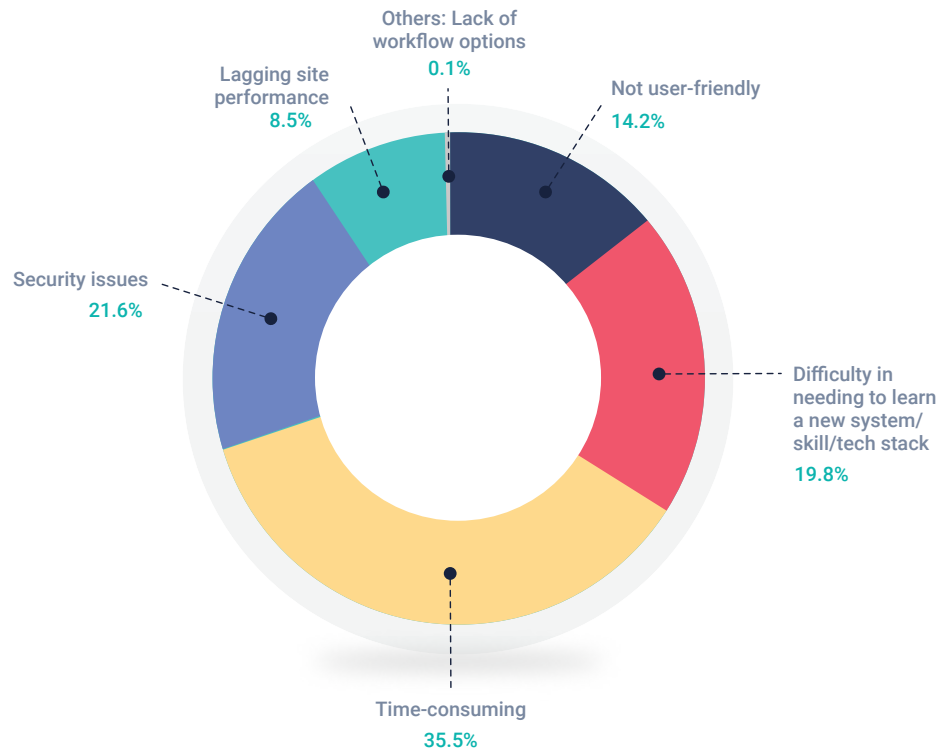
Respondents in this question were asked about their daily workflows and organizational processes before adopting a CMS. What's curious to see is that while the majority (ranking 3 - Fair/Moderate and 4 - Easy) say that their processes were reasonably convenient prior to moving to a CMS, the pain points that are highlighted in the following question (Question 5) might prove that while processes are fair and straightforward, hypothetically over time, frustrations can come forwards in the time-consuming processes that exist.

1 - Very Difficult	4.08%
2 - Difficult	17.48%
3 - Fair/Moderate	55.15%
4 - Easy	19.42%
5 - Very Easy	3.88%
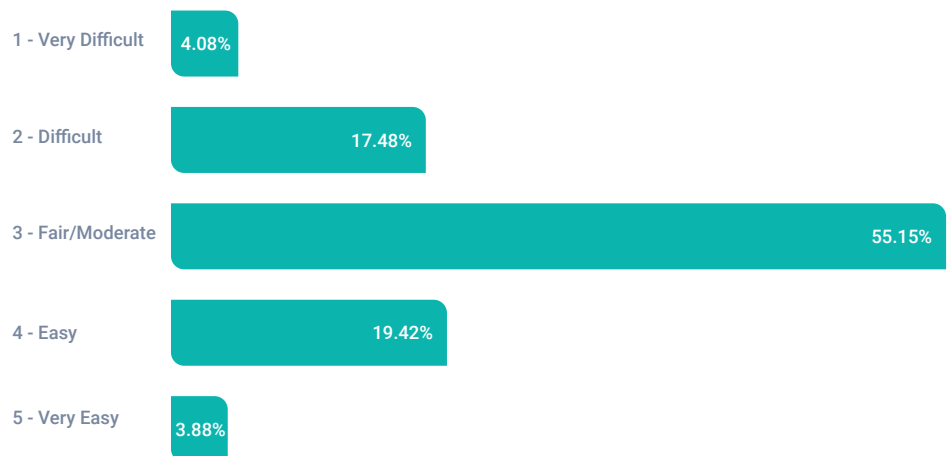
05

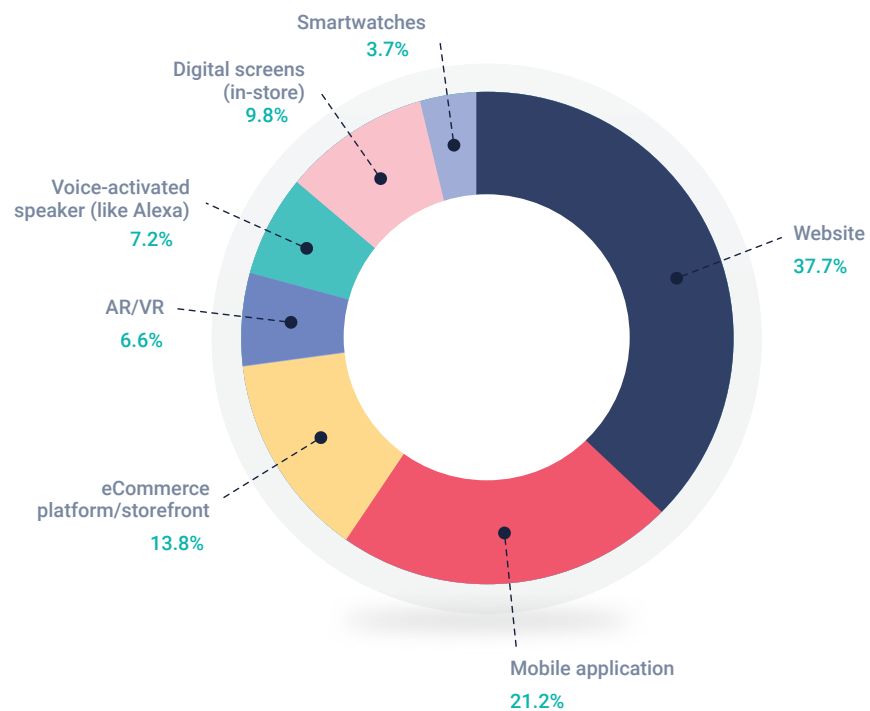# What were the pain points and/ or missing features that made you migrate to a platform?

As seen here, 33.5% of users said that their main pain point was the time-consuming processes of their content efforts prior to moving to a CMS platform. Coincidentally, this is backed up as well in 21.6% of users citing security issues as a major pain point, and the difficulty for developers in needing to learn a new technology stack or skill for a specific use case.

Others: Lack of
workflow options
0.1%

Lagging site
performance
8.5%

Not user-friendly
14.2%

Security issues
21.6%

Difficulty in
needing to learn
a new system/
skill/tech stack
19.8%

Time-consuming
35.5%

06

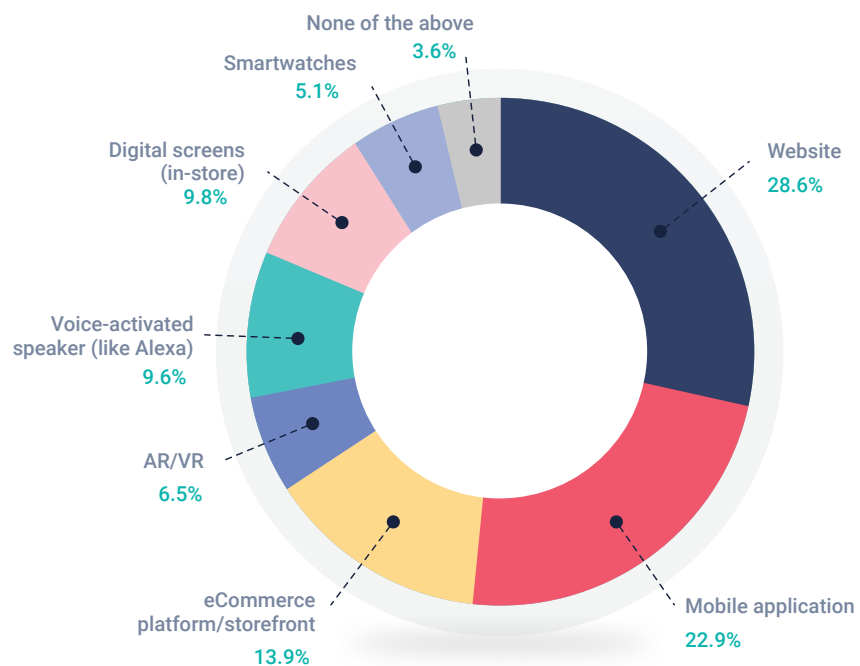# Which platforms and channels do you currently serve with your CMS?

When asked to check all that applied, which platforms and channels respondents currently serve with their CMS, the leading two platforms pointed to 37.7% with websites and 21.2% towards mobile applications. Shortly behind, respondents reported using their CMS paired with an eCommerce platform or storefront. On the other hand, IoT (Internet of Thing) channels such as AR/VR, smartwatches, digital screens, or voice-activated speakers like Alexa fall behind, with less than 27.3% of respondents using such capabilities.

Smartwatches
3.7%

Digital screens
(in-store)
9.8%

Voice-activated
speaker (like Alexa)
7.2%

AR/VR
6.6%

eCommerce
platform/storefront
13.8%

Website
37.7%

Mobile application
21.2%

07

Which new platforms and channels do you plan to serve with your CMS in the future?

When asked of any new platforms or channels that users plan to serve with their CMS in the future, respondents reported that websites (28.6%), mobile applications (22.9%), and eCommerce platforms (13.9%) were amongst those channels prioritized on their future plans. Consequently, there was a peak in interest as well in channels such as voice-activated speakers and smartwatches as a future channel option. This could mean that while users are still using the traditional formats of websites, mobile applications, or eCommerce storefronts, respondents are thinking towards the shift of offering omnichannel capabilities in tapping into new channels, devices, and platforms to distribute content to their users.

None of the above
3.6%

Smartwatches
5.1%

Digital screens
(in-store)
9.8%

Website
28.6%

Voice-activated
speaker (like Alexa)
9.6%

AR/VR
6.5%

eCommerce
platform/storefront
13.9%

Mobile application
22.9%

08

# Rate your satisfaction with your current workflow process with your CMS on a scale of 1 to 5

Respondents were asked to rate their current workflow satisfaction where the majority of users noted their current workflow as fair/moderate (46.80%), followed behind by an easy rating (30.29%) and finally difficult (13.40%) as the top three satisfaction marks.

1 - Very Difficult	2.91%
2 - Difficult	13.40%
3 - Fair/Moderate	46.80%
4 - Easy	30.29%
5 - Very Easy	6.60%
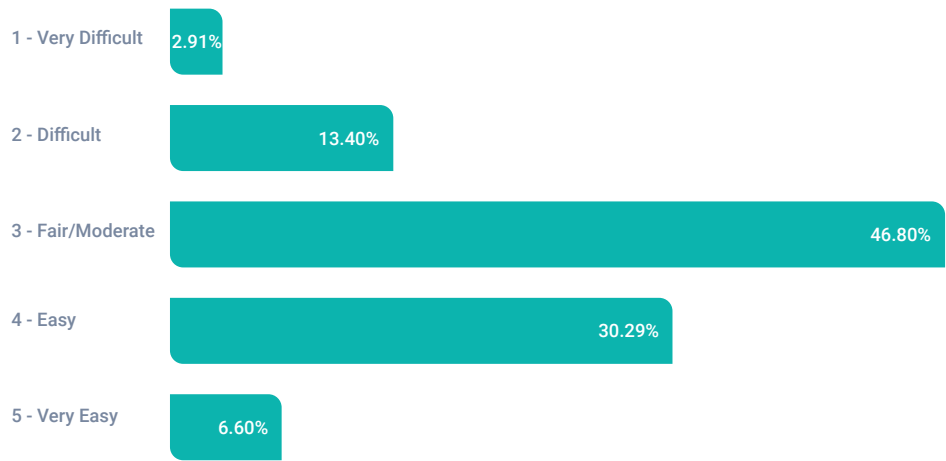
09

How many different teams currently use the CMS at your organization?

When considering the satisfaction marks above, we can see that while the majority of respondents said 2 to 3 teams (47.08%) are currently using a CMS at their organization, this is quickly followed by users who said only one team uses the CMS (23.93%) and those who said 4 to 5 teams use the CMS (17.09%).

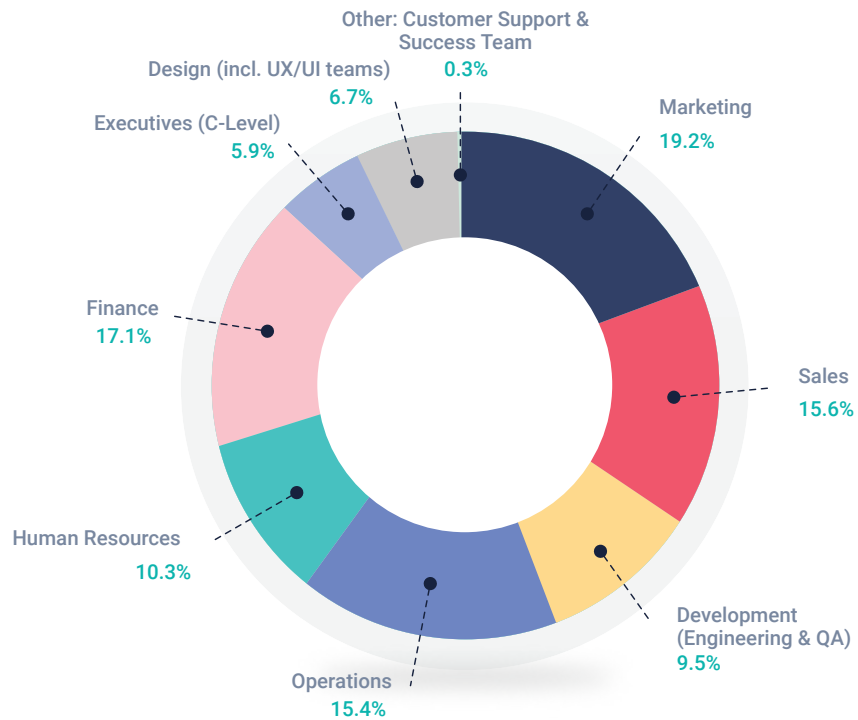|	
Only 1	23.93%
2 to 3	47.08%
4 to 5	17.90%
6 or more	11.09%
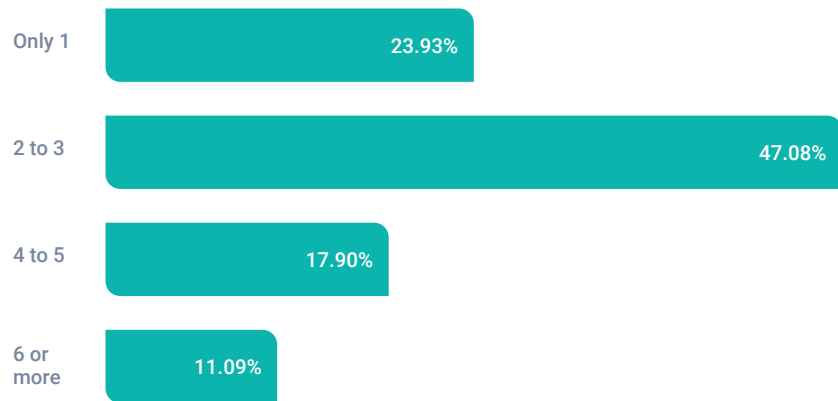
The probability here is that those who said their workflow was fair/moderate, easy, and very easy, were most likely using their CMS amongst 1, 2, and 3 teams. On the contrary, those who rated their workflow as difficult or very difficult can arguably account for those using their CMS amongst 4, 5 6 and more teams.

10 — Please tick which teams are currently using a CMS at your organization.

As seen here, most CMS users amongst teams in an organization belong to marketing, finance, sales, and operations teams. In contrast, surprisingly, development (including engineering and QA) only accounts for 9.5%. This may be due to the share of respondents using web applications or page builders such as HubSpot CMS, Salesforce CMS, Webflow, Squarespace, and so on. These users account for 10.06% of respondents back in Question 3, that do not require as much development time due to fixed templates existing or such CMSs working in hand with the represented CRM systems.

Other: Customer Support &
Success Team
0.3%

Design (incl. UX/UI teams)
6.7%

Executives (C-Level)
5.9%

Marketing
19.2%

Finance
17.1%

Sales
15.6%

Human Resources
10.3%

Development
(Engineering & QA)
9.5%

Operations
15.4%

11

If you use a headless CMS, would you say there has been improvements in terms of time-saving, budget, productivity, increased revenues/growth, meeting your KPIs since switching? Have you seen any improvements?
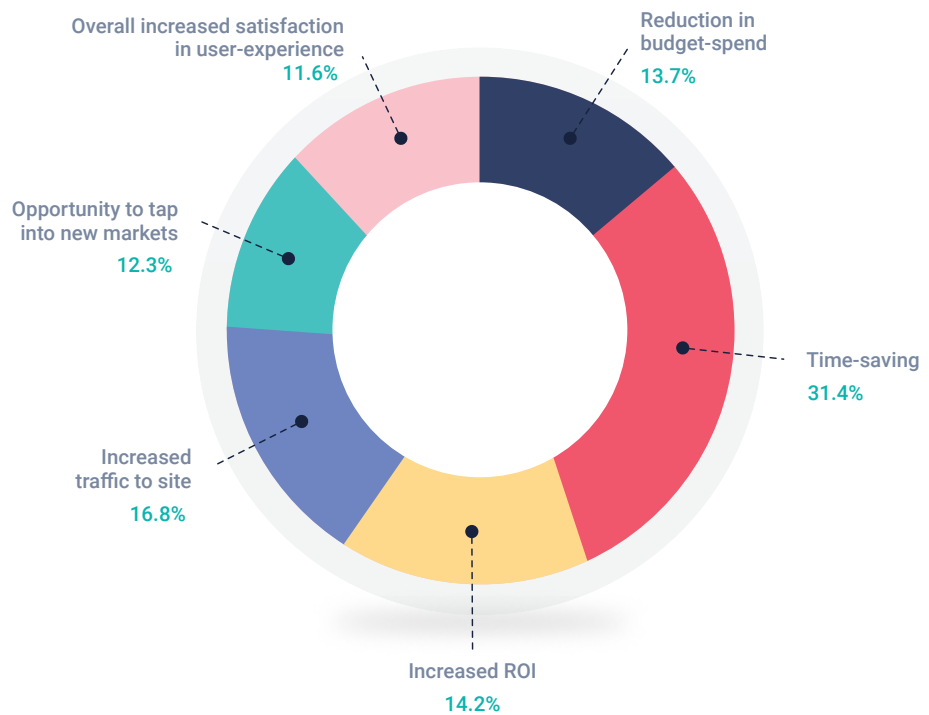
Respondents here were then asked whether they used a headless CMS, and the improvements made since switching (applying to those who use more than 2 CMSs in Question 1, 2, and 3) - an incredible 82.91% of respondents stated that the switch to a headless CMS provided them improvements in time, budget, productivity, meeting their KPIs and revenue/growth.

Yes   82.91%

No   17.09%

12

If yes, please choose one or more following improvements you have seen since using a headless CMS

Most significantly, it was reported that 31.4% of respondents said switching to a headless CMS saved them time in content and project management, 16.8% reported an increase of traffic to their site stability, 14.2% reported an increased ROI. Finally, 13.7% reported a reduction in their budget spending towards the upkeep their content management system.

Overall increased satisfaction in user-experience
11.6%

Reduction in budget-spend
13.7%

Opportunity to tap into new markets
12.3%

Time-saving
31.4%

Increased traffic to site
16.8%

Increased ROI
14.2%

Key Takeaways

Key Takeaways

Organizations and enterprises worldwide value a CMS that offers them the capabilities of omnichannel experiences, minimizes delivery risks, security, and ease of use. While this survey has found that 50% of respondents are still currently using a monolithic CMS, there is an increasing wave leaning towards headless systems that offer a best-of-breed approach while being adaptable to the technology stack their developers know. Consequently, it was also found that the majority of teams using CMSs amongst users and their organizations were the marketing, sales, finance, and operation teams in their content efforts.

While each person/organization's needs and requirements for a CMS are unique, there is an increasing need and interest towards providing rich content experiences on every channel and platform that would not be done through a traditional CMS and web application or page builder. This interest and exploration towards headless CMSs show the appreciation and knowledge that organizations have in not only understanding the current CMS market but the adoption of a headless setup that will drive the next generation of content experiences.

While the current state of the CMS industry in 2022 is still arguably divided between the use of inside-the-box traditional CMSs and page builders, we believe that a headless CMS is a perfect and valuable asset for both small and large enterprises looking to push the new frontiers in their content distribution, and replace their previous traditional system with a flexible and reliable CMS.

ABOUT STORYBLOK

Storyblok is a world-leading headless content management system (CMS) founded in 2017. Being API-first, Storyblok's features contain a powerful visual editor that allows seamless usage across teams such as marketers, developers, and content editors. The nature of being headless removes the front-end component (the head) while leaving content delivery to a RESTful AP and GraphQL. In comparison, most content management systems force you to develop and build a website in a set way or template. Storyblok hands over the freedom to build and innovate to your developers, with the ability to use their favorite technologies and integrate the best-of-breed tools that exactly fit your needs and requirements. Furthermore, there is no need for a database setup or installation, as everything is cloud-based.

Companies worldwide and many industries are using Storyblok as their headless content management system of choice to build great content and digital experiences for an omnichannel world, such as Marc O'Polo, Happy Socks, Panini, Bols, Stronger, and Deliveroo.

Curious if a headless system is the right choice for your enterprise? Talk to one of our specialists who can help you decide if you can benefit from one.

Storyblok

Your Headless CMS

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