

# **Supply Chain Analytics Market by Component (Software and Services), Deployment (On-premise and Cloud), Enterprise Size (Large Enterprises and Small & Medium-sized Enterprises), and Industry Vertical (Automotive, Food & Beverages, Healthcare & Pharmaceuticals, Manufacturing, Retail & Consumer Goods, Transportation & Logistics, and Others): Global Opportunity Analysis and Industry Forecast, 2020–2027**

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## **Abstracts**

Supply chain analytics is an innovative technology, which is implemented by industries to save cost, augment business growth, and increase customer satisfaction. Need for better supply chain visibility, reduced warehousing costs, changing customer demands and forecast is encouraging the demand for supply chain analytics solutions. Several organizations are implementing solutions to achieve high productivity and enhanced supply chain visibility. The global supply chain analytics market is expected to register substantial growth in the near future and this is attributed to the growing need to improve visibility on supply chain operations such as orders, shipments, and inventory.

Increase in need of improving operational and supply chain efficiencies, rapid increase in volume of business data across various sectors such as manufacturing, retail, transportation, surge in investments for Big Data supporting initiatives by governments, and rise in adoption of Big Data technologies are some of the major factors that drive the global supply chain analytics market growth. However, lack of skilled IT staff and inaccuracies in data are anticipated to restrict the market growth. On the contrary, growth in awareness regarding benefits of supply chain analytics and rise in demand for

cloud-based supply chain analytics solutions are anticipated to provide lucrative growth opportunities for the expansion of global supply chain analytics market during the analysis period.

The global supply chain analytics market is segmented on the basis of component, deployment, enterprise size, industry vertical, and region. By component, it is divided into software and services. The software segment is further categorized into demand analysis and forecasting, supplier performance analytics, spend and procurement analytics, inventory analytics, transportation and logistics analytics, and others. Depending on deployment, it is segregated into cloud and on-premises. According to enterprise size, the supply chain analytics market is fragmented into large enterprises and small & medium enterprises. As per industry vertical, it is differentiated into retail & consumer goods, healthcare & pharmaceuticals, manufacturing, food & beverages, transportation & logistics, automotive, and other. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The key players operating in the global supply chain analytics market analysis are Oracle, SAP SE, IBM, SAS Institute, MicroStrategy, Tableau, Qlik, Infor Inc., Kinaxis Inc., and Manhattan Associates.

## KEY BENEFITS FOR STAKEHOLDERS

The study provides an in-depth analysis of the global supply chain analytics market along with the current & future trends to elucidate the imminent investment pockets.

Information about key drivers, restrains, and opportunities and their impact analyses on the market size is provided in the report.

Porter's five forces analysis illustrates the potency of buyers and suppliers operating in the industry.

The quantitative analysis of the global supply chain analytics market from 2019 to 2027 is provided to determine the market potential.

## KEY MARKET SEGMENTS

## By Component

### Software

Demand Analysis and Forecasting

Supplier Performance Analytics

Spend and Procurement Analytics

Inventory Analytics

Transportation and Logistics Analytics

### Services

## By Deployment

On-premise

Cloud

## By Enterprise Size

Large Enterprises

Small & Medium Enterprises (SMEs)

## By Industry Vertical

Automotive

Food & Beverages

Healthcare & Pharmaceuticals

Manufacturing

Retail & Consumer Goods

Transportation & Logistics

Others

## By Region

North America

U.S.

Canada

Europe

UK

Germany

France

Rest of Europe

Asia-Pacific

China

India

Japan

Australia

Rest of Asia-Pacific

## LAMEA

Latin America

Middle East

Africa

## KEY MARKET PLAYERS

Oracle

SAP

IBM

SAS Institute

MicroStrategy

Tableau

Qlik

Infor Inc

Kinaxis Inc.

Manhattan Associates

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