

# **Asia Pacific Product Information Management Market Size study, by Deployment (Cloud, On-premise), By Enterprise Type (Small & Medium Enterprises, Large Enterprises), By End-user (Retail & E-commerce, Manufacturing, IT & Telecommunication, Healthcare, Automotive, Others), and Country Forecasts 2022-2032**

<https://marketpublishers.com/r/ABFB99AD568FEN.html>

Date: June 2024

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: ABFB99AD568FEN

## **Abstracts**

Asia Pacific Product Information Management Market is valued approximately USD 290 million in 2023 and is anticipated to grow with a healthy growth rate of more than 12.06% over the forecast period 2024-2032. Product information management (PIM) solutions encompass processes and tools designed to consolidate and oversee a company's product information, ensuring a unified and precise representation of product data. PIM enables businesses to efficiently gather comprehensive data about their products and services by providing a centralized platform. This approach facilitates the maintenance of uniform and high-quality product information across all customer touchpoints, promoting better customer experiences and operational efficiency. PIM simplifies the management of complex product details like size, ingredients, weight, colors, and specifications, catering to the evolving needs of retailers, manufacturers, and wholesalers who require a centralized platform. PIM maintains data consistency and quality while streamlining internal and external marketing processes by consolidating product data from multiple sources into a single repository. This growing adoption of PIM solutions across various industries leads to improved customer experiences and optimized omnichannel strategies. The increasing integration of augmented reality technology with e-commerce to improve customer experience is a key trend for the growth of the Asia Pacific Product Information Management Market.

The Asia Pacific region is poised for substantial growth in the anticipated years, driven by a rising number of online consumers and widespread internet and high-speed broadband accessibility across various countries in the Asia Pacific. Also, the growing importance of product personalization is further attributed to the Asia Pacific Product Information Management Market growth. Personalization is becoming a key differentiator in the competitive Asia Pacific market. PIM systems enable businesses to manage product information for targeted marketing campaigns and personalized customer experiences. Moreover, the increasing presence of global e-commerce giants like Amazon, Alibaba, Snapdeal, Flipkart, and others in countries such as India and China are creating significant demand for adopting Product Information Management (PIM) software within the e-commerce sector. However, concern related to data security and privacy risks, along with varied data and government regulations across industries and regions is anticipated to stifle market growth between 2022 and 2032.

The key Countries considered for the Asia Pacific Product Information Management Market study includes China, India, Japan, South Korea, Australia and Rest of Asia Pacific. In 2023, China was the largest regional market. rise of omnichannel retail, rapid digital transformation across industries, and increasing focus on improved supply chain efficiency. Also, the surging popularity of e-commerce in China is a major driver. Businesses need robust PIM systems to manage product information across various online marketplaces and platforms. Accurate and consistent product data is crucial for enhancing customer experience and driving online sales. According to the International Trade Administration, China is accounted as the world's leading e-commerce market, accounting for nearly half of global transactions. In 2020, China boasted over 710 million digital buyers, facilitating transactions exceeding USD 2.29 trillion. Projections anticipate these figures to surge to USD 3.56 trillion by 2024. China claimed the top position in e-commerce revenue in 2021, surpassing the United States with a remarkable revenue of USD 1.5 trillion. Furthermore, the market in India, on the other hand, is expected to develop at the fastest rate over the forecast period.

Major market player included in this report are:

Vinculum (India)

Sybrant Technologies (India)

Company 3

Company 4

Company 5

Company 6

Company 7

Company 8

Company 9  
Company 10

The detailed segments and sub-segment of the market are explained below:

By Deployment

Cloud

On-premise

By Enterprise Type

Small & Medium Enterprises

Large Enterprises

By End-user

Retail & E-commerce

Manufacturing

IT & Telecommunication

Healthcare

Automotive

Others?

By Region:

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and country level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

## Contents

### **CHAPTER 1. ASIA PACIFIC PRODUCT INFORMATION MANAGEMENT MARKET DEFINITION AND RESEARCH ASSUMPTIONS**

- 1.1. Research Objective
- 1.2. Market Definition
- 1.3. Research Assumptions
  - 1.3.1. Inclusion & Exclusion
  - 1.3.2. Limitations
  - 1.3.3. Supply Side Analysis
    - 1.3.3.1. Availability
    - 1.3.3.2. Infrastructure
    - 1.3.3.3. Regulatory Environment
    - 1.3.3.4. Market Competition
    - 1.3.3.5. Economic Viability (Consumer's Perspective)
  - 1.3.4. Demand Side Analysis
    - 1.3.4.1. Regulatory frameworks
    - 1.3.4.2. Technological Advancements
    - 1.3.4.3. Environmental Considerations
    - 1.3.4.4. Consumer Awareness & Acceptance
- 1.4. Estimation Methodology
- 1.5. Years Considered for the Study
- 1.6. Currency Conversion Rates

### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1. Asia Pacific Product Information Management Market Size & Forecast (2022- 2032)
- 2.2. Regional Summary
- 2.3. Segmental Summary
  - 2.3.1. By Deployment
  - 2.3.2. By Enterprise Type
  - 2.3.3. By End-user
- 2.4. Key Trends
- 2.5. Recession Impact
- 2.6. Analyst Recommendation & Conclusion

### **CHAPTER 3. ASIA PACIFIC PRODUCT INFORMATION MANAGEMENT MARKET DYNAMICS**

- 3.1. Market Drivers
- 3.2. Market Challenges
- 3.3. Market Opportunities

## **CHAPTER 4. ASIA PACIFIC PRODUCT INFORMATION MANAGEMENT MARKET INDUSTRY ANALYSIS**

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers
  - 4.1.2. Bargaining Power of Buyers
  - 4.1.3. Threat of New Entrants
  - 4.1.4. Threat of Substitutes
  - 4.1.5. Competitive Rivalry
  - 4.1.6. Futuristic Approach to Porter's 5 Force Model
  - 4.1.7. Porter's 5 Force Impact Analysis
- 4.2. PESTEL Analysis
  - 4.2.1. Political
  - 4.2.2. Economical
  - 4.2.3. Social
  - 4.2.4. Technological
  - 4.2.5. Environmental
  - 4.2.6. Legal
- 4.3. Top investment opportunity
- 4.4. Top winning strategies
- 4.5. Disruptive Trends
- 4.6. Industry Expert Perspective
- 4.7. Analyst Recommendation & Conclusion

## **CHAPTER 5. ASIA PACIFIC PRODUCT INFORMATION MANAGEMENT MARKET SIZE & FORECASTS BY DEPLOYMENT 2022-2032**

- 5.1. Cloud
- 5.2. On-premise

## **CHAPTER 6. ASIA PACIFIC PRODUCT INFORMATION MANAGEMENT MARKET SIZE & FORECASTS BY ENTERPRISE TYPE 2022-2032**

- 6.1. Small & Medium Enterprises

## 6.2. Large Enterprises

### **CHAPTER 7. ASIA PACIFIC PRODUCT INFORMATION MANAGEMENT MARKET SIZE & FORECASTS BY END-USER 2022-2032**

- 7.1. Retail & E-commerce
- 7.2. Manufacturing
- 7.3. IT & Telecommunication
- 7.4. Healthcare
- 7.5. Automotive
- 7.6. Others

### **CHAPTER 8. ASIA PACIFIC PRODUCT INFORMATION MANAGEMENT MARKET SIZE & FORECASTS BY COUNTRY 2022-2032**

- 8.1. China Product Information Management Market
  - 8.1.1. Deployment breakdown size & forecasts, 2022-2032
  - 8.1.2. Enterprise Type breakdown size & forecasts, 2022-2032
  - 8.1.3. End-user breakdown size & forecasts, 2022-2032
- 8.2. India Product Information Management Market
- 8.3. Japan Product Information Management Market
- 8.4. Australia Product Information Management Market
- 8.5. South Korea Product Information Management Market
- 8.6. Rest of Asia Pacific Product Information Management Market

### **CHAPTER 9. COMPETITIVE INTELLIGENCE**

- 9.1. Key Company SWOT Analysis
  - 9.1.1. Company
  - 9.1.2. Company
  - 9.1.3. Company
- 9.2. Top Market Strategies
- 9.3. Company Profiles
  - 9.3.1. Vinculum (India)
    - 9.3.1.1. Key Information
    - 9.3.1.2. Overview
    - 9.3.1.3. Financial (Subject to Data Availability)
    - 9.3.1.4. Product Summary
    - 9.3.1.5. Market Strategies

9.3.2. Sybrant Technologies (India)

9.3.3. Company

9.3.4. Company

9.3.5. Company

9.3.6. Company

9.3.7. Company

9.3.8. Company

9.3.9. Company

9.3.10. Company

## **CHAPTER 10. RESEARCH PROCESS**

10.1. Research Process

10.1.1. Data Mining

10.1.2. Analysis

10.1.3. Market Estimation

10.1.4. Validation

10.1.5. Publishing

10.2. Research Attributes



## List Of Tables

### LIST OF TABLES

TABLE 1. Asia Pacific Product Information Management Market, report scope

TABLE 2. Asia Pacific Product Information Management Market estimates & forecasts by Country 2022-2032 (USD Million)

TABLE 3. Asia Pacific Product Information Management Market estimates & forecasts by Deployment 2022-2032 (USD Million)

TABLE 4. Asia Pacific Product Information Management Market estimates & forecasts by Enterprise Type 2022-2032 (USD Million)

TABLE 5. Asia Pacific Product Information Management Market estimates & forecasts by End-user 2022-2032 (USD Million)

TABLE 6. Asia Pacific Product Information Management Market by segment, estimates & forecasts, 2022-2032 (USD Million)

TABLE 7. Asia Pacific Product Information Management Market by country, estimates & forecasts, 2022-2032 (USD Million)

TABLE 8. Asia Pacific Product Information Management Market by segment, estimates & forecasts, 2022-2032 (USD Million)

TABLE 9. Asia Pacific Product Information Management Market by country, estimates & forecasts, 2022-2032 (USD Million)

TABLE 10. Asia Pacific Product Information Management Market by segment, estimates & forecasts, 2022-2032 (USD Million)

TABLE 11. Asia Pacific Product Information Management Market by country, estimates & forecasts, 2022-2032 (USD Million)

TABLE 12. Asia Pacific Product Information Management Market by segment, estimates & forecasts, 2022-2032 (USD Million)

TABLE 13. Asia Pacific Product Information Management Market by country, estimates & forecasts, 2022-2032 (USD Million)

TABLE 14. Asia Pacific Product Information Management Market by segment, estimates & forecasts, 2022-2032 (USD Million)

TABLE 15. Asia Pacific Product Information Management Market by country, estimates & forecasts, 2022-2032 (USD Million)

TABLE 16. China Product Information Management Market estimates & forecasts, 2022-2032 (USD Million)

TABLE 17. China Product Information Management Market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 18. China Product Information Management Market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 19. India Product Information Management Market estimates & forecasts, 2022-2032 (USD Million)

TABLE 20. India Product Information Management Market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 21. India Product Information Management Market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 22. Japan Product Information Management Market estimates & forecasts, 2022-2032 (USD Million)

TABLE 23. Japan Product Information Management Market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 24. Japan Product Information Management Market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 25. Australia Product Information Management Market estimates & forecasts, 2022-2032 (USD Million)

TABLE 26. Australia Product Information Management Market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 27. Australia Product Information Management Market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 28. South Korea Product Information Management Market estimates & forecasts, 2022-2032 (USD Million)

TABLE 29. South Korea Product Information Management Market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 30. South Korea Product Information Management Market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 31.

TABLE 32. RoAPAC Product Information Management Market estimates & forecasts, 2022-2032 (USD Million)

TABLE 33. RoAPAC Product Information Management Market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 34. RoAPAC Product Information Management Market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 35. List of secondary sources, used in the study of Asia Pacific Product Information Management Market.

TABLE 36. List of primary sources, used in the study of Asia Pacific Product Information Management Market.

TABLE 37. Years considered for the study.

TABLE 38. Exchange rates considered.

## List Of Figures

### LIST OF FIGURES

FIG 1. Asia Pacific Product Information Management Market, research methodology

FIG 2. Asia Pacific Product Information Management Market, market estimation techniques

FIG 3. Asia Pacific market size estimates & forecast methods.

FIG 4. Asia Pacific Product Information Management Market, key trends 2023

FIG 5. Asia Pacific Product Information Management Market, growth prospects 2022-2032

FIG 6. Asia Pacific Product Information Management Market, porters 5 force model

FIG 7. Asia Pacific Product Information Management Market, pestel analysis

FIG 8. Asia Pacific Product Information Management Market, value chain analysis

FIG 9. Asia Pacific Product Information Management Market by segment, 2022 & 2032 (USD Million)

FIG 10. Asia Pacific Product Information Management Market by segment, 2022 & 2032 (USD Million)

FIG 11. Asia Pacific Product Information Management Market by segment, 2022 & 2032 (USD Million)

FIG 12. Asia Pacific Product Information Management Market by segment, 2022 & 2032 (USD Million)

FIG 13. Asia Pacific Product Information Management Market by segment, 2022 & 2032 (USD Million)

FIG 14. Asia Pacific Product Information Management Market, Country snapshot 2022 & 2032

FIG 15. Asia Pacific Product Information Management Market 2022 & 2032 (USD Million)

Asia Pacific Product Information Management Market, company market share analysis (2023)

## I would like to order

Product name: Asia Pacific Product Information Management Market Size study, by Deployment (Cloud, On-premise), By Enterprise Type (Small & Medium Enterprises, Large Enterprises), By End-user (Retail & E-commerce, Manufacturing, IT & Telecommunication, Healthcare, Automotive, Others), and Country Forecasts 2022-2032

Product link: <https://marketpublishers.com/r/ABFB99AD568FEN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/ABFB99AD568FEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970