

Global In-Store Analytics Market Size study, by Components (Software, Services) by Application (Marketing Management, Customer Management, Merchandising Analysis, Store Operations Management, Risk and Compliance Management) by Deployment Model (On-premises, Cloud) by Organization Size (SME's, Large Enterprises) and Regional Forecasts 2021-2027

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Abstracts

Global In-Store Analytics Market is valued approximately USD 1.68 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 23.5% over the forecast period 2021-2027. In-Store Analytics refers to the process of gaining meaningful insights of data from the customers' behavioral attributes. This data gives the information ranging from demographics to age to gender of the customer. This information, after being processed, helps provide the consumers, retailers and buyers an enhanced shopping experience and optimized store layout for the same. Increasing need towards better customer service and increasing shopping experience and maintenance of huge data volumes are factors contributing to the market growth. For instance, according to the U.S Census Bureau, the United States' retail sales went up by 0.3% in January 2020, thus, with an increase in the sales in the retail store there was an increase in the data volume to be recorded systematically. Thus in order to have a free flow of customer's database there leads an increasing demand of the Analytics. However, lack of skilled professionals impedes the growth of the market over the forecast period of 2021-2027. Also, increasing awareness towards optimizing store performance is likely to increase the growth of the market in the forecasting period.

The regional analysis of global In-Store Analytics market when considering for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World has led to the analysis that North America is a significant region across the world in terms of market share owing to rapid adoption of in-store analytics solutions coupled with established developed countries in the region Whereas, Europe is anticipated to exhibit the highest growth rate over the forecast period 2021-2027. Factors such as increased technological improvements coupled with research and development initiatives by the firms would create lucrative growth prospects for the In-Store Analytics market across Asia-Pacific region.

Major market player included in this report are:

Retail Solutions

RetailNext

SAP

Think inside

Mindtree

Happiest Minds

CELECT

Capillary Technologies

Scan Analytics

INPIXON

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Components:

Software

Services

By Application:

Marketing Management

Customer Management

Merchandising Analysis

Store Operations Management

Risk and Compliance Management

By Deployment Model:

On-premises

Cloud

By Organization Size:

SME's

Large Enterprises

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027

Target Audience of the Global In-Store Analytics Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2027 (USD Billion)
 - 1.2.1. In-Store Analytics Market, by Region, 2019-2027 (USD Billion)
 - 1.2.2. In-Store Analytics Market, by Components, 2019-2027 (USD Billion)
 - 1.2.3. In-Store Analytics Market, by Application, 2019-2027 (USD Billion)
 - 1.2.4. In-Store Analytics Market, by Deployment Model, 2019-2027 (USD Billion)
 - 1.2.5. In-Store Analytics Market, by Organization Size 2019-2027 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL IN-STORE ANALYTICS MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Scope of the Study
 - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL IN-STORE ANALYTICS MARKET DYNAMICS

- 3.1. In-Store Analytics Market Impact Analysis (2019-2027)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Increasing need towards better customer service
 - 3.1.1.2. Rising need to maintain huge data volumes
 - 3.1.2. Market Challenges
 - 3.1.2.1. Lack of skilled professionals
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Increasing awareness towards optimizing store performance

CHAPTER 4. GLOBAL IN-STORE ANALYTICS 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 (2018-2027)
- 4.2. PEST Analysis
 - 4.2.1. Political
 - 4.2.2. Economical
 - 4.2.3. Social
 - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL IN-STORE ANALYTICS MARKET, BY COMPONENTS

- 5.1. Market Snapshot
- 5.2. Global In-Store Analytics Market by Components, Performance - Potential Analysis
- 5.3. Global In-Store Analytics Market Estimates & Forecasts by Components 2018-2027 (USD Billion)
- 5.4. In-Store Analytics Market, Sub Segment Analysis
 - 5.4.1. Software
 - 5.4.2. Services

CHAPTER 6. GLOBAL IN-STORE ANALYTICS MARKET, BY APPLICATION

- 6.1. Market Snapshot
- 6.2. Global In-Store Analytics Market by Application, Performance - Potential Analysis
- 6.3. Global In-Store Analytics Market Estimates & Forecasts by Application 2018-2027 (USD Billion)
- 6.4. In-Store Analytics Market, Sub Segment Analysis
 - 6.4.1. Marketing Management
 - 6.4.2. Customer Management
 - 6.4.3. Merchandising Analysis
 - 6.4.4. Store Operations Management
 - 6.4.5. Risk and Compliance Management

CHAPTER 7. GLOBAL IN-STORE ANALYTICS MARKET, BY DEPLOYMENT MODEL

- 7.1. Market Snapshot
- 7.2. Global In-Store Analytics Market by Deployment Model Performance - Potential Analysis
- 7.3. Global In-Store Analytics Market Estimates & Forecasts by Deployment Model 2018-2027 (USD Billion)
- 7.4. In-Store Analytics Market, Sub Segment Analysis
 - 7.4.1. On-premises
 - 7.4.2. Cloud

CHAPTER 8. GLOBAL IN-STORE ANALYTICS MARKET, BY ORGANIZATION SIZE

- 8.1. Market Snapshot
- 8.2. Global In-Store Analytics Market by Organization Size, Performance - Potential Analysis
- 8.3. Global In-Store Analytics Market Estimates & Forecasts by Organization Size 2018-2027 (USD Billion)
- 8.4. In-Store Analytics Market, Sub Segment Analysis
 - 8.4.1. SME's
 - 8.4.2. Large Enterprises

CHAPTER 9. GLOBAL IN-STORE ANALYTICS MARKET, REGIONAL ANALYSIS

- 9.1. In-Store Analytics Market, Regional Market Snapshot
- 9.2. North America In-Store Analytics Market
 - 9.2.1. U.S. In-Store Analytics Market
 - 9.2.1.1. Component breakdown estimates & forecasts, 2018-2027
 - 9.2.1.2. Application breakdown estimates & forecasts, 2018-2027
 - 9.2.1.3. Deployment Model breakdown estimates & forecasts, 2018-2027
 - 9.2.1.4. Organization Size breakdown estimates & forecasts, 2018-2027
 - 9.2.2. Canada In-Store Analytics Market
- 9.3. Europe In-Store Analytics Market Snapshot
 - 9.3.1. U.K. In-Store Analytics Market
 - 9.3.2. Germany In-Store Analytics Market
 - 9.3.3. France In-Store Analytics Market
 - 9.3.4. Spain In-Store Analytics Market
 - 9.3.5. Italy In-Store Analytics Market
 - 9.3.6. Rest of Europe In-Store Analytics Market
- 9.4. Asia-Pacific In-Store Analytics Market Snapshot
 - 9.4.1. China In-Store Analytics Market

- 9.4.2. India In-Store Analytics Market
- 9.4.3. Japan In-Store Analytics Market
- 9.4.4. Australia In-Store Analytics Market
- 9.4.5. South Korea In-Store Analytics Market
- 9.4.6. Rest of Asia Pacific In-Store Analytics Market
- 9.5. Latin America In-Store Analytics Market Snapshot
 - 9.5.1. Brazil In-Store Analytics Market
 - 9.5.2. Mexico In-Store Analytics Market
- 9.6. Rest of The World In-Store Analytics Market

CHAPTER 10. COMPETITIVE INTELLIGENCE

- 10.1. Top Market Strategies
- 10.2. Company Profiles
 - 10.2.1. Retail Solutions
 - 10.2.1.1. Key Information
 - 10.2.1.2. Overview
 - 10.2.1.3. Financial (Subject to Data Availability)
 - 10.2.1.4. Product Summary
 - 10.2.1.5. Recent Developments
 - 10.2.2. RetailNext
 - 10.2.3. SAP
 - 10.2.4. Think inside
 - 10.2.5. Mindtree
 - 10.2.6. Happiest Minds
 - 10.2.7. CELECT
 - 10.2.8. Capillary Technologies
 - 10.2.9. Scan Analytics
 - 10.2.10. INPIXON

CHAPTER 11. RESEARCH PROCESS

- 11.1. Research Process
 - 11.1.1. Data Mining
 - 11.1.2. Analysis
 - 11.1.3. Market Estimation
 - 11.1.4. Validation
 - 11.1.5. Publishing
- 11.2. Research Attributes

11.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global In-Store Analytics market, report scope

TABLE 2. Global In-Store Analytics market estimates & forecasts by Region 2018-2027 (USD Billion)

TABLE 3. Global In-Store Analytics market estimates & forecasts by Components 2018-2027 (USD Billion)

TABLE 4. Global In-Store Analytics market estimates & forecasts by Application 2018-2027 (USD Billion)

TABLE 5. Global In-Store Analytics market estimates & forecasts by Deployment Model 2018-2027 (USD Billion)

TABLE 6. Global In-Store Analytics market estimates & forecasts by Organization Size 2018-2027 (USD Billion)

TABLE 7. Global In-Store Analytics market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 8. Global In-Store Analytics market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 9. Global In-Store Analytics market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 10. Global In-Store Analytics market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 11. Global In-Store Analytics market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 12. Global In-Store Analytics market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 13. Global In-Store Analytics market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 14. Global In-Store Analytics market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 15. Global In-Store Analytics market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 16. Global In-Store Analytics market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 17. U.S. In-Store Analytics market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 18. U.S. In-Store Analytics market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 19. U.S. In-Store Analytics market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 20. Canada In-Store Analytics market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 21. Canada In-Store Analytics market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 22. Canada In-Store Analytics market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 23. UK In-Store Analytics market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 24. UK In-Store Analytics market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 25. UK In-Store Analytics market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 26. Germany In-Store Analytics market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 27. Germany In-Store Analytics market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 28. Germany In-Store Analytics market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 29. RoE In-Store Analytics market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 30. RoE In-Store Analytics market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 31. RoE In-Store Analytics market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 32. China In-Store Analytics market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 33. China In-Store Analytics market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 34. China In-Store Analytics market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 35. India In-Store Analytics market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 36. India In-Store Analytics market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 37. India In-Store Analytics market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 38. Japan In-Store Analytics market estimates & forecasts, 2018-2027 (USD

Billion)

TABLE 39. Japan In-Store Analytics market estimates & forecasts by segment
2018-2027 (USD Billion)

TABLE 40. Japan In-Store Analytics market estimates & forecasts by segment
2018-2027 (USD Billion)

TABLE 41. RoAPAC In-Store Analytics market estimates & forecasts, 2018-2027 (USD
Billion)

TABLE 42. RoAPAC In-Store Analytics market estimates & forecasts by segment
2018-2027 (USD Billion)

TABLE 43. RoAPAC In-Store Analytics market estimates & forecasts by segment
2018-2027 (USD Billion)

TABLE 44. Brazil In-Store Analytics market estimates & forecasts, 2018-2027 (USD
Billion)

TABLE 45. Brazil In-Store Analytics market estimates & forecasts by segment
2018-2027 (USD Billion)

TABLE 46. Brazil In-Store Analytics market estimates & forecasts by segment
2018-2027 (USD Billion)

TABLE 47. Mexico In-Store Analytics market estimates & forecasts, 2018-2027 (USD
Billion)

TABLE 48. Mexico In-Store Analytics market estimates & forecasts by segment
2018-2027 (USD Billion)

TABLE 49. Mexico In-Store Analytics market estimates & forecasts by segment
2018-2027 (USD Billion)

TABLE 50. RoLA In-Store Analytics market estimates & forecasts, 2018-2027 (USD
Billion)

TABLE 51. RoLA In-Store Analytics market estimates & forecasts by segment
2018-2027 (USD Billion)

TABLE 52. RoLA In-Store Analytics market estimates & forecasts by segment
2018-2027 (USD Billion)

TABLE 53. Row In-Store Analytics market estimates & forecasts, 2018-2027 (USD
Billion)

TABLE 54. Row In-Store Analytics market estimates & forecasts by segment 2018-2027
(USD Billion)

TABLE 55. Row In-Store Analytics market estimates & forecasts by segment 2018-2027
(USD Billion)

TABLE 56. List of secondary sources, used in the study of global In-Store Analytics
market

TABLE 57. List of primary sources, used in the study of global In-Store Analytics market

TABLE 58. Years considered for the study

TABLE 59. Exchange rates considered

List Of Figures

LIST OF FIGURES

- FIG 1. Global In-Store Analytics market, research methodology
- FIG 2. Global In-Store Analytics market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global In-Store Analytics market, key trends 2020
- FIG 5. Global In-Store Analytics market, growth prospects 2021-2027
- FIG 6. Global In-Store Analytics market, porters 5 force model
- FIG 7. Global In-Store Analytics market, pest analysis
- FIG 8. Global In-Store Analytics market, value chain analysis
- FIG 9. Global In-Store Analytics market by segment, 2018 & 2027 (USD Billion)
- FIG 10. Global In-Store Analytics market by segment, 2018 & 2027 (USD Billion)
- FIG 11. Global In-Store Analytics market by segment, 2018 & 2027 (USD Billion)
- FIG 12. Global In-Store Analytics market by segment, 2018 & 2027 (USD Billion)
- FIG 13. Global In-Store Analytics market by segment, 2018 & 2027 (USD Billion)
- FIG 14. Global In-Store Analytics market, regional snapshot 2018 & 2027
- FIG 15. North America In-Store Analytics market 2018 & 2027 (USD Billion)
- FIG 16. Europe In-Store Analytics market 2018 & 2027 (USD Billion)
- FIG 17. Asia pacific In-Store Analytics market 2018 & 2027 (USD Billion)
- FIG 18. Latin America In-Store Analytics market 2018 & 2027 (USD Billion)
- FIG 19. Global In-Store Analytics market, company market share analysis (2020)

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