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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.

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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

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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

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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

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