

Global Procurement Analytics Market Size study & Forecast, by Deployment Mode (On-Premise and Cloud), Application (Supply Chain Management, Risk Analytics, Spend Analytics, Vendor Management, Contract Management, and Others), Enterprise Type (Large Enterprises and Small & Medium Enterprises (SMEs)), End-user (Manufacturing, Retail and Consumer Goods, BFSI, Transportation and Logistics, Healthcare and Life Sciences, and Others) and Regional Forecasts 2025-2035

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Abstracts

The Global Procurement Analytics Market is valued approximately at USD 4.86 billion in 2024 and is anticipated to grow with a growth rate of more than 20.30% over the forecast period 2025-2035. Procurement analytics refers to the use of data-driven methodologies and advanced analytical tools to examine, interpret, and optimize procurement and supply chain operations. It enables organizations to transform raw procurement data into actionable insights, enhancing cost savings, supplier performance, and risk management. With businesses under mounting pressure to drive efficiency, reduce operational costs, and build resilient supply networks, the adoption of procurement analytics is accelerating globally. This surge reflects not only a growing dependence on digital transformation strategies but also the critical role analytics plays in enabling smarter, faster, and more transparent decision-making across industries.

The momentum in this market is closely tied to a convergence of business imperatives and technological advancements. As organizations seek to streamline sourcing and

supplier management processes, analytics platforms are being leveraged to identify cost-saving opportunities, mitigate risks, and forecast supply chain disruptions. For example, cloud-based platforms enable enterprises to centralize procurement data, improve cross-department collaboration, and achieve higher visibility into supplier performance. Moreover, the rising complexity of global supply chains has amplified the demand for risk analytics and predictive modeling solutions. The growing need to comply with stringent regulations, safeguard against supplier-related vulnerabilities, and drive ESG-focused procurement practices is further boosting adoption. However, challenges such as high implementation costs, integration complexities, and data privacy concerns could restrain growth during the forecast period.

The detailed segments and sub-segments included in the report are:

By Deployment Mode:

On-Premise

Cloud

By Application:

Supply Chain Management

Risk Analytics

Spend Analytics

Vendor Management

Contract Management

Others

By Enterprise Type:

Large Enterprises

Small & Medium Enterprises (SMEs)

By End-user:

Manufacturing

Retail and Consumer Goods

BFSI

Transportation and Logistics

Healthcare and Life Sciences

Others

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

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Cloud-based deployment is expected to dominate the procurement analytics market throughout the forecast period. The appeal lies in its scalability, cost efficiency, and ability to provide real-time insights across geographically distributed operations. With

the shift toward digital transformation, enterprises increasingly favor cloud deployment for its seamless integration with existing IT ecosystems, flexibility in handling large volumes of procurement data, and ease of accessibility. The rapid acceleration of remote working models and growing investments in SaaS procurement platforms further reinforce the dominance of the cloud segment.

At present, large enterprises contribute the most substantial revenue share to the market. Their complex supply chains, extensive vendor networks, and sizable procurement budgets necessitate the use of advanced analytics solutions to manage costs, improve compliance, and mitigate supplier risks. Large enterprises have the resources to invest heavily in AI-powered procurement solutions, driving innovation and adoption at scale. While SMEs are emerging as an important growth segment due to increasing awareness and the availability of cost-effective cloud-based solutions, large enterprises remain the market's primary revenue contributors thanks to their scale and influence.

The key regions considered for the Global Procurement Analytics Market study include Asia Pacific, North America, Europe, Latin America, and the Middle East & Africa. North America dominated the market in 2025 with its early adoption of advanced analytics platforms, strong focus on supply chain digitization, and robust presence of global technology providers. Europe follows closely, driven by regulatory compliance requirements, sustainability initiatives, and government-backed digitization programs. Asia Pacific, however, is expected to experience the fastest growth during the forecast period due to rapid industrialization, the rising prominence of SMEs, and government-led digital infrastructure investments in economies like India and China. Latin America and the Middle East & Africa are steadily expanding markets, where organizations are embracing procurement analytics to enhance transparency, combat inefficiencies, and modernize supply chain operations.

Major market players included in this report are:

IBM Corporation

SAP SE

Oracle Corporation

Zycus Inc.

SAS Institute Inc.

Coupa Software Inc.

Genpact Limited

Jaggaer LLC

Rosslyn Data Technologies

Proactis Holdings PLC

Tungsten Network

BRIDGEi2i Analytics Solutions

Capgemini SE

GEP Worldwide

WNS (Holdings) Limited

Global Procurement Analytics Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period - 2025-2035

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent to up to 8 analysts' working hours) with purchase. Addition or alteration to country,

regional & segment scope*

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

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of the 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 the competitive structure of the market.

Demand side and supply side analysis of the market.

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