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Global Real Time Store Monitoring Platform Market Size study, by Component (Software, Services, Support and Maintenance, Consulting) by Application (Customer Management, Marketing Management, Merchandising Analysis, Store Operations Management, Risk and Compliance Management, Others (Quality Management, and BI and reporting)) by Deployment Model (On-premises, Cloud) by Organisation Size (SMEs, Large Enterprises) and Regional Forecasts 2021-2027

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Abstracts

Global Real Time Store Monitoring Platform Market is valued approximately USD XXX billion in 2020 and is anticipated to grow with a healthy growth rate of more than 17.7% over the forecast period 2021-2027.
It enables retailers in finding meaningful insights based on the analysis of data on customer preferences, purchasing patterns, demographic attributes, which are collected through multiple technologies. With the analysis of the in-store performance, retailers can better optimize their business, be it in terms of targeted promotions, staff optimization or increased sales conversion.
The growing trend of online shopping and digitalizing to enhance customer experience has changed the retailer's stores activity, now they are inclined towards the modern technology to minimize the manpower and also minimizing the time consumption.
For instance, in November 2020 SAP announced a partnership with Dynatrace. With this partnership, Dynatrace's digital experience monitoring capabilities, including real user monitoring, synthetic monitoring, and precise answers from its AI-engine, Davis,

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are now available for SAP Commerce Cloud, digital experience monitoring, which customers can subscribe to via the online SAP Store.
However, technology has achieved the sky, but still there is fear of losing data anytime and the lack of technology adoption by unorganized retail sector can be a restraining factor. Nowadays, the technology advancement and enhancement in storing customer's data has increased. Also, the growing influence of technology in the retail sector demands increment of the market in forthcoming period.

The regional analysis of global Real Time Store Monitoring Platform market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. The U.S. is predicted to remain one of the most attractive markets during the forecast period. According to the study, the U.S. is expected to account for over 78.4% of the North America market. The rising number of cashless stores across the region and the growing influence of technology in the retail sector augment market growth.

Major market player included in this report are:
Retail Solution
RetailNext
SAP
Thinkinside
Mindtree
Happiest Minds
Celect
Capillary Technologies
Scanalytic
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

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players. The detailed segments and sub-segment of the market are explained below:
By Component:
Software
Services
Support and Maintenance
Consulting
By Application:
Customer Management
Marketing Management
Merchandising Analysis
Store Operations Management
Risk and Compliance Management
Others (Quality Management, and BI and reporting)
By Deployment Model:
On-premises
Cloud
By Organisation Size:
SMEs
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

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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 Real Time Store Monitoring Platform 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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