

Global Retail Analytics Market Size study, by Application (Merchandising analysis, Pricing analysis, Customer analytics, Promotional analysis and planning, Yield analysis, Inventory Analysis, Others), by Component (Services, Solutions), by Business function (Finance, Marketing and sales, Human resource, Operations), by organization size(Large enterprise, small and medium enterprises), by end user(Online and offline) and Regional Forecasts 2021-2027

<https://marketpublishers.com/r/G5196AB8CE8DEN.html>

Date: October 2021

Pages: 200

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

ID: G5196AB8CE8DEN

Abstracts

Global Retail Analytics Market is valued approximately at USD 4.3 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 21.3% over the forecast period 2021-2027. Retail analytics is the process of providing analytical data on inventory levels, supply chain movement and more. Retail analytics provides detailed customer insights along with the insights of the business and its processes of the organization with the scope and detailed need for improvement. The global Retail Analytics market is being driven by growing digitalization to enhance to customer experience and retail operation, as well as rising adoption of disruptive technology in forecasting the future market values trends in e-commerce platforms. Furthermore, growing adoption of cloud services in retail, will provide new opportunities for the global retail analytics industry. For instance, according to statista, there has been rise in rate of smartphone penetration globally, as in year 2019 the smartphone penetration rate reached to 46.44% which increased to 54.23% in year 2020 and it is expected to reach 95.81% by year 2040. As a result, increase in smartphone penetration rate across the

world. will serve as a catalyst for the Retail Analytics industry in the future. However, lack of technology adoption by unorganized retail sector and legal concern and data privacy issue, may impede market growth over the forecast period of 2021-2027.

Asia Pacific, North America, Europe, Latin America, and Rest of the World are the key region considered for the regional analysis of global retail analytics market. An early adoption of technology, and large enterprises presence makes the North America significant region across the world in terms of market share. Whereas Asia Pacific is also anticipated to exhibit the highest growth rate over the forecast period 2021-2027, due to growth of retail stores and technology development in various regions.

Major market player included in this report are:

Microsoft
IBM
Oracle
Salesforce
SAP
AWS
SAS Institute
Qlik
Manthan
Bridgei2i

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 Application:

Merchandising analysis
Pricing analysis
Customer analytics
Promotional analysis and planning

Yield analysis

Inventory Analysis

Others

By Component:

Services

Solutions

By Business function:

Finance

Marketing and sales

Human resource

Operations

By Organization size:

Large enterprise

small and medium enterprises

By end Use:

Online

Offline

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 Retail 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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