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Global Retail Cloud Market Size study & Forecast, by Component (Solutions and Services), by Service Model (SaaS, PaaS, and IaaS), by Deployment Model (Public, Private, and Hybrid Cloud), by Organization Size (SMEs and Large Enterprises) and Regional Forecasts 2025-2035

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Abstracts

The Global Retail Cloud Market is valued at approximately USD 47 billion in 2024 and is anticipated to grow at a remarkable CAGR of 19.60% over the forecast period of 2025-2035. Retail Cloud refers to cloud-based solutions specifically designed for the retail sector, enabling organizations to streamline operations, enhance customer experiences, and drive profitability through digital transformation. It encompasses a suite of technologies and services, such as SaaS, IaaS, and PaaS, which collectively empower retailers to optimize supply chains, personalize shopping experiences, and manage omnichannel operations seamlessly. The growing adoption of advanced technologies, such as artificial intelligence, big data analytics, and IoT in the retail ecosystem, is accelerating the demand for cloud-based solutions. Rising e-commerce penetration and the increasing need for agility, cost-efficiency, and scalability in retail processes are further bolstering the market expansion.

The rapid shift in consumer behavior, driven by the proliferation of online shopping, is propelling the market forward. Retailers are increasingly leveraging cloud platforms to unify in-store and online experiences, ensuring personalized engagement and faster service delivery. For instance, according to the National Retail Federation, global retail sales crossed USD 30 trillion in 2022 and are projected to surpass USD 33 trillion by 2024, reflecting the sector’s robust growth trajectory. Cloud solutions help retailers keep pace with this demand surge by improving inventory visibility, automating

operations, and enabling real-time decision-making. However, concerns regarding data security, compliance regulations, and high initial migration costs pose challenges to widespread adoption.

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

By Component:

- Solutions
- Services

By Service Model:

- SaaS
- PaaS
- IaaS

By Deployment Model:

- Public
- Private
- Hybrid Cloud

By Organization 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

Latin America

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Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Among the different segments, Software-as-a-Service (SaaS) is anticipated to dominate the market throughout the forecast period. SaaS has emerged as the backbone of retail cloud adoption due to its ability to provide subscription-based, scalable, and cost-effective solutions that eliminate the need for expensive infrastructure. Retailers, particularly SMEs, rely heavily on SaaS offerings for functions such as customer relationship management, point-of-sale optimization, and personalized marketing. Its ability to deliver real-time insights and seamless integration across multiple touchpoints ensures that SaaS will continue to capture the lion’s share of market demand.

On the revenue front, large enterprises currently lead the retail cloud market, contributing the highest revenue share. Their dominance can be attributed to their substantial budgets, advanced IT infrastructure, and ability to integrate complex cloud ecosystems to handle massive transaction volumes and customer data securely. Large enterprises in retail are increasingly deploying hybrid cloud environments to balance scalability with data sovereignty and compliance needs. While SMEs are rising steadily as cloud democratization expands, the revenue contribution of large enterprises remains unmatched due to their early adoption and ongoing digital investments.

The regional outlook for the Retail Cloud Market reveals North America as the dominant player in 2024, attributed to its robust retail ecosystem, advanced technological infrastructure, and strong presence of global cloud providers. The U.S. leads this dominance with significant investment in omnichannel retail strategies and digital-first business models. Meanwhile, Asia Pacific is poised to emerge as the fastest-growing region during the forecast period, supported by booming e-commerce markets in China and India, rapid urbanization, and increasing smartphone penetration. Europe maintains steady growth, propelled by the region’s stringent focus on data privacy regulations and cloud compliance frameworks that encourage hybrid adoption. Latin America and the Middle East & Africa are also showing promising growth, fueled by modernizing retail infrastructure and gradual shifts toward digital commerce.

Major market players included in this report are:

- Amazon Web Services, Inc.
- Microsoft Corporation
- Oracle Corporation
- Salesforce, Inc.
- IBM Corporation
- Google LLC (Alphabet Inc.)
- SAP SE
- Adobe Inc.
- Cisco Systems, Inc.
- VMware, Inc.
- Hewlett Packard Enterprise (HPE)
- Workday, Inc.
- Rackspace Technology, Inc.
- ServiceNow, Inc.
- Infor, Inc.

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Global Retail Cloud 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.

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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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