

Global B2B Price Optimization and Management (POM) Software Market Research Report 2024, Forecast to 2032

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Abstracts

Report Overview

B4B price optimization and management (PO&M) software can help users to efficiently manage and optimize the price of its products and services. The software focus on the back-office price management, product management or providing sales intelligence in real-time to the sales representative. PO&M products are widely used by multiple industries, including travel and transportation, wholesale and distribution, energy, chemicals and petroleum, financial services and insurance, life sciences, high tech, manufacturing, telecommunications, food and beverage, and consumer packaged goods.

The global B2B Price Optimization and Management (POM) Software market size was estimated at USD 475 million in 2023 and is projected to reach USD 625.20 million by 2032, exhibiting a CAGR of 3.10% during the forecast period.

North America B2B Price Optimization and Management (POM) Software market size was estimated at USD 130.44 million in 2023, at a CAGR of 2.66% during the forecast period of 2024 through 2032.

This report provides a deep insight into the global B2B Price Optimization and Management (POM) Software market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global B2B Price Optimization and Management (POM) Software Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the B2B Price Optimization and Management (POM) Software market in any manner.

Global B2B Price Optimization and Management (POM) Software Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Vendavo

Periscope

Pricefx

Conga

PROS

SPOSEA

Vistaar

Zilliant

Vistex

Market Segmentation (by Type)

Cloud Based

On-premises

Market Segmentation (by Application)

SMEs

Large Enterprises

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the B2B Price Optimization and Management (POM)
Software Market

Overview of the regional outlook of the B2B Price Optimization and
Management (POM) Software Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major

players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the B2B Price Optimization and Management (POM) Software Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan,

merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region from the consumer side and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of B2B Price Optimization and Management (POM) Software, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region during the forecast period.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment during the forecast period.

Chapter 13 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of B2B Price Optimization and Management (POM) Software

1.2 Key Market Segments

1.2.1 B2B Price Optimization and Management (POM) Software Segment by Type

1.2.2 B2B Price Optimization and Management (POM) Software Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 B2B PRICE OPTIMIZATION AND MANAGEMENT (POM) SOFTWARE MARKET OVERVIEW

2.1 Global Market Overview

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 B2B PRICE OPTIMIZATION AND MANAGEMENT (POM) SOFTWARE MARKET COMPETITIVE LANDSCAPE

3.1 Global B2B Price Optimization and Management (POM) Software Revenue Market Share by Company (2019-2024)

3.2 B2B Price Optimization and Management (POM) Software Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.3 Company B2B Price Optimization and Management (POM) Software Market Size Sites, Area Served, Product Type

3.4 B2B Price Optimization and Management (POM) Software Market Competitive Situation and Trends

3.4.1 B2B Price Optimization and Management (POM) Software Market Concentration Rate

3.4.2 Global 5 and 10 Largest B2B Price Optimization and Management (POM) Software Players Market Share by Revenue

3.4.3 Mergers & Acquisitions, Expansion

4 B2B PRICE OPTIMIZATION AND MANAGEMENT (POM) SOFTWARE VALUE CHAIN ANALYSIS

4.1 B2B Price Optimization and Management (POM) Software Value Chain Analysis

4.2 Midstream Market Analysis

4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF B2B PRICE OPTIMIZATION AND MANAGEMENT (POM) SOFTWARE MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 Mergers & Acquisitions

5.5.2 Expansions

5.5.3 Collaboration/Supply Contracts

5.6 Industry Policies

6 B2B PRICE OPTIMIZATION AND MANAGEMENT (POM) SOFTWARE MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global B2B Price Optimization and Management (POM) Software Market Size Market Share by Type (2019-2024)

6.3 Global B2B Price Optimization and Management (POM) Software Market Size Growth Rate by Type (2019-2024)

7 B2B PRICE OPTIMIZATION AND MANAGEMENT (POM) SOFTWARE MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global B2B Price Optimization and Management (POM) Software Market Size (M USD) by Application (2019-2024)

7.3 Global B2B Price Optimization and Management (POM) Software Market Size Growth Rate by Application (2019-2024)

8 B2B PRICE OPTIMIZATION AND MANAGEMENT (POM) SOFTWARE MARKET SEGMENTATION BY REGION

8.1 Global B2B Price Optimization and Management (POM) Software Market Size by Region

8.1.1 Global B2B Price Optimization and Management (POM) Software Market Size by Region

8.1.2 Global B2B Price Optimization and Management (POM) Software Market Size Market Share by Region

8.2 North America

8.2.1 North America B2B Price Optimization and Management (POM) Software Market Size by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe B2B Price Optimization and Management (POM) Software Market Size by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Russia

8.4 Asia Pacific

8.4.1 Asia Pacific B2B Price Optimization and Management (POM) Software Market Size by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America B2B Price Optimization and Management (POM) Software Market Size by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa B2B Price Optimization and Management (POM)

Software Market Size by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

9 KEY COMPANIES PROFILE

9.1 Vendavo

9.1.1 Vendavo B2B Price Optimization and Management (POM) Software Basic Information

9.1.2 Vendavo B2B Price Optimization and Management (POM) Software Product Overview

9.1.3 Vendavo B2B Price Optimization and Management (POM) Software Product Market Performance

9.1.4 Vendavo B2B Price Optimization and Management (POM) Software SWOT Analysis

9.1.5 Vendavo Business Overview

9.1.6 Vendavo Recent Developments

9.2 Periscope

9.2.1 Periscope B2B Price Optimization and Management (POM) Software Basic Information

9.2.2 Periscope B2B Price Optimization and Management (POM) Software Product Overview

9.2.3 Periscope B2B Price Optimization and Management (POM) Software Product Market Performance

9.2.4 Periscope B2B Price Optimization and Management (POM) Software SWOT Analysis

9.2.5 Periscope Business Overview

9.2.6 Periscope Recent Developments

9.3 Pricefx

9.3.1 Pricefx B2B Price Optimization and Management (POM) Software Basic Information

9.3.2 Pricefx B2B Price Optimization and Management (POM) Software Product Overview

9.3.3 Pricefx B2B Price Optimization and Management (POM) Software Product Market Performance

9.3.4 Pricefx B2B Price Optimization and Management (POM) Software SWOT Analysis

9.3.5 Pricefx Business Overview

9.3.6 Pricefx Recent Developments

9.4 Conga

9.4.1 Conga B2B Price Optimization and Management (POM) Software Basic Information

9.4.2 Conga B2B Price Optimization and Management (POM) Software Product Overview

9.4.3 Conga B2B Price Optimization and Management (POM) Software Product Market Performance

9.4.4 Conga Business Overview

9.4.5 Conga Recent Developments

9.5 PROS

9.5.1 PROS B2B Price Optimization and Management (POM) Software Basic Information

9.5.2 PROS B2B Price Optimization and Management (POM) Software Product Overview

9.5.3 PROS B2B Price Optimization and Management (POM) Software Product Market Performance

9.5.4 PROS Business Overview

9.5.5 PROS Recent Developments

9.6 SPOSEA

9.6.1 SPOSEA B2B Price Optimization and Management (POM) Software Basic Information

9.6.2 SPOSEA B2B Price Optimization and Management (POM) Software Product Overview

9.6.3 SPOSEA B2B Price Optimization and Management (POM) Software Product Market Performance

9.6.4 SPOSEA Business Overview

9.6.5 SPOSEA Recent Developments

9.7 Vistaar

9.7.1 Vistaar B2B Price Optimization and Management (POM) Software Basic Information

9.7.2 Vistaar B2B Price Optimization and Management (POM) Software Product Overview

9.7.3 Vistaar B2B Price Optimization and Management (POM) Software Product Market Performance

9.7.4 Vistaar Business Overview

9.7.5 Vistaar Recent Developments

9.8 Zilliant

9.8.1 Zilliant B2B Price Optimization and Management (POM) Software Basic Information

9.8.2 Zilliant B2B Price Optimization and Management (POM) Software Product Overview

9.8.3 Zilliant B2B Price Optimization and Management (POM) Software Product Market Performance

9.8.4 Zilliant Business Overview

9.8.5 Zilliant Recent Developments

9.9 Vistex

9.9.1 Vistex B2B Price Optimization and Management (POM) Software Basic Information

9.9.2 Vistex B2B Price Optimization and Management (POM) Software Product Overview

9.9.3 Vistex B2B Price Optimization and Management (POM) Software Product Market Performance

9.9.4 Vistex Business Overview

9.9.5 Vistex Recent Developments

10 B2B PRICE OPTIMIZATION AND MANAGEMENT (POM) SOFTWARE REGIONAL MARKET FORECAST

10.1 Global B2B Price Optimization and Management (POM) Software Market Size Forecast

10.2 Global B2B Price Optimization and Management (POM) Software Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe B2B Price Optimization and Management (POM) Software Market Size Forecast by Country

10.2.3 Asia Pacific B2B Price Optimization and Management (POM) Software Market Size Forecast by Region

10.2.4 South America B2B Price Optimization and Management (POM) Software Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Consumption of B2B Price Optimization and Management (POM) Software by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

11.1 Global B2B Price Optimization and Management (POM) Software Market Forecast by Type (2025-2032)

11.2 Global B2B Price Optimization and Management (POM) Software Market Forecast by Application (2025-2032)

12 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Market Size (M USD) Segment Executive Summary

Table 4. B2B Price Optimization and Management (POM) Software Market Size Comparison by Region (M USD)

Table 5. Global B2B Price Optimization and Management (POM) Software Revenue (M USD) by Company (2019-2024)

Table 6. Global B2B Price Optimization and Management (POM) Software Revenue Share by Company (2019-2024)

Table 7. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in B2B Price Optimization and Management (POM) Software as of 2022)

Table 8. Company B2B Price Optimization and Management (POM) Software Market Size Sites and Area Served

Table 9. Company B2B Price Optimization and Management (POM) Software Product Type

Table 10. Global B2B Price Optimization and Management (POM) Software Company Market Concentration Ratio (CR5 and HHI)

Table 11. Mergers & Acquisitions, Expansion Plans

Table 12. Value Chain Map of B2B Price Optimization and Management (POM) Software

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. B2B Price Optimization and Management (POM) Software Market Challenges

Table 18. Global B2B Price Optimization and Management (POM) Software Market Size by Type (M USD)

Table 19. Global B2B Price Optimization and Management (POM) Software Market Size (M USD) by Type (2019-2024)

Table 20. Global B2B Price Optimization and Management (POM) Software Market Size Share by Type (2019-2024)

Table 21. Global B2B Price Optimization and Management (POM) Software Market Size Growth Rate by Type (2019-2024)

Table 22. Global B2B Price Optimization and Management (POM) Software Market Size by Application

Table 23. Global B2B Price Optimization and Management (POM) Software Market Size by Application (2019-2024) & (M USD)

Table 24. Global B2B Price Optimization and Management (POM) Software Market Share by Application (2019-2024)

Table 25. Global B2B Price Optimization and Management (POM) Software Market Size Growth Rate by Application (2019-2024)

Table 26. Global B2B Price Optimization and Management (POM) Software Market Size by Region (2019-2024) & (M USD)

Table 27. Global B2B Price Optimization and Management (POM) Software Market Size Market Share by Region (2019-2024)

Table 28. North America B2B Price Optimization and Management (POM) Software Market Size by Country (2019-2024) & (M USD)

Table 29. Europe B2B Price Optimization and Management (POM) Software Market Size by Country (2019-2024) & (M USD)

Table 30. Asia Pacific B2B Price Optimization and Management (POM) Software Market Size by Region (2019-2024) & (M USD)

Table 31. South America B2B Price Optimization and Management (POM) Software Market Size by Country (2019-2024) & (M USD)

Table 32. Middle East and Africa B2B Price Optimization and Management (POM) Software Market Size by Region (2019-2024) & (M USD)

Table 33. Vendavo B2B Price Optimization and Management (POM) Software Basic Information

Table 34. Vendavo B2B Price Optimization and Management (POM) Software Product Overview

Table 35. Vendavo B2B Price Optimization and Management (POM) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 36. Vendavo B2B Price Optimization and Management (POM) Software SWOT Analysis

Table 37. Vendavo Business Overview

Table 38. Vendavo Recent Developments

Table 39. Periscope B2B Price Optimization and Management (POM) Software Basic Information

Table 40. Periscope B2B Price Optimization and Management (POM) Software Product Overview

Table 41. Periscope B2B Price Optimization and Management (POM) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 42. Periscope B2B Price Optimization and Management (POM) Software SWOT Analysis

Table 43. Periscope Business Overview

Table 44. Periscope Recent Developments

Table 45. Pricefx B2B Price Optimization and Management (POM) Software Basic Information

Table 46. Pricefx B2B Price Optimization and Management (POM) Software Product Overview

Table 47. Pricefx B2B Price Optimization and Management (POM) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 48. Pricefx B2B Price Optimization and Management (POM) Software SWOT Analysis

Table 49. Pricefx Business Overview

Table 50. Pricefx Recent Developments

Table 51. Conga B2B Price Optimization and Management (POM) Software Basic Information

Table 52. Conga B2B Price Optimization and Management (POM) Software Product Overview

Table 53. Conga B2B Price Optimization and Management (POM) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 54. Conga Business Overview

Table 55. Conga Recent Developments

Table 56. PROS B2B Price Optimization and Management (POM) Software Basic Information

Table 57. PROS B2B Price Optimization and Management (POM) Software Product Overview

Table 58. PROS B2B Price Optimization and Management (POM) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 59. PROS Business Overview

Table 60. PROS Recent Developments

Table 61. SPOSEA B2B Price Optimization and Management (POM) Software Basic Information

Table 62. SPOSEA B2B Price Optimization and Management (POM) Software Product Overview

Table 63. SPOSEA B2B Price Optimization and Management (POM) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 64. SPOSEA Business Overview

Table 65. SPOSEA Recent Developments

Table 66. Vistaar B2B Price Optimization and Management (POM) Software Basic Information

Table 67. Vistaar B2B Price Optimization and Management (POM) Software Product Overview

Table 68. Vistaar B2B Price Optimization and Management (POM) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 69. Vistaar Business Overview

Table 70. Vistaar Recent Developments

Table 71. Zilliant B2B Price Optimization and Management (POM) Software Basic Information

Table 72. Zilliant B2B Price Optimization and Management (POM) Software Product Overview

Table 73. Zilliant B2B Price Optimization and Management (POM) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 74. Zilliant Business Overview

Table 75. Zilliant Recent Developments

Table 76. Vistex B2B Price Optimization and Management (POM) Software Basic Information

Table 77. Vistex B2B Price Optimization and Management (POM) Software Product Overview

Table 78. Vistex B2B Price Optimization and Management (POM) Software Revenue (M USD) and Gross Margin (2019-2024)

Table 79. Vistex Business Overview

Table 80. Vistex Recent Developments

Table 81. Global B2B Price Optimization and Management (POM) Software Market Size Forecast by Region (2025-2032) & (M USD)

Table 82. North America B2B Price Optimization and Management (POM) Software Market Size Forecast by Country (2025-2032) & (M USD)

Table 83. Europe B2B Price Optimization and Management (POM) Software Market Size Forecast by Country (2025-2032) & (M USD)

Table 84. Asia Pacific B2B Price Optimization and Management (POM) Software Market Size Forecast by Region (2025-2032) & (M USD)

Table 85. South America B2B Price Optimization and Management (POM) Software Market Size Forecast by Country (2025-2032) & (M USD)

Table 86. Middle East and Africa B2B Price Optimization and Management (POM) Software Market Size Forecast by Country (2025-2032) & (M USD)

Table 87. Global B2B Price Optimization and Management (POM) Software Market Size Forecast by Type (2025-2032) & (M USD)

Table 88. Global B2B Price Optimization and Management (POM) Software Market Size Forecast by Application (2025-2032) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Industrial Chain of B2B Price Optimization and Management (POM) Software
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global B2B Price Optimization and Management (POM) Software Market Size (M USD), 2019-2032
- Figure 5. Global B2B Price Optimization and Management (POM) Software Market Size (M USD) (2019-2032)
- Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 8. Evaluation Matrix of Regional Market Development Potential
- Figure 9. B2B Price Optimization and Management (POM) Software Market Size by Country (M USD)
- Figure 10. Global B2B Price Optimization and Management (POM) Software Revenue Share by Company in 2023
- Figure 11. B2B Price Optimization and Management (POM) Software Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023
- Figure 12. The Global 5 and 10 Largest Players: Market Share by B2B Price Optimization and Management (POM) Software Revenue in 2023
- Figure 13. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 14. Global B2B Price Optimization and Management (POM) Software Market Share by Type
- Figure 15. Market Size Share of B2B Price Optimization and Management (POM) Software by Type (2019-2024)
- Figure 16. Market Size Market Share of B2B Price Optimization and Management (POM) Software by Type in 2022
- Figure 17. Global B2B Price Optimization and Management (POM) Software Market Size Growth Rate by Type (2019-2024)
- Figure 18. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 19. Global B2B Price Optimization and Management (POM) Software Market Share by Application
- Figure 20. Global B2B Price Optimization and Management (POM) Software Market Share by Application (2019-2024)
- Figure 21. Global B2B Price Optimization and Management (POM) Software Market Share by Application in 2022
- Figure 22. Global B2B Price Optimization and Management (POM) Software Market

Size Growth Rate by Application (2019-2024)

Figure 23. Global B2B Price Optimization and Management (POM) Software Market Size Market Share by Region (2019-2024)

Figure 24. North America B2B Price Optimization and Management (POM) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 25. North America B2B Price Optimization and Management (POM) Software Market Size Market Share by Country in 2023

Figure 26. U.S. B2B Price Optimization and Management (POM) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 27. Canada B2B Price Optimization and Management (POM) Software Market Size (M USD) and Growth Rate (2019-2024)

Figure 28. Mexico B2B Price Optimization and Management (POM) Software Market Size (Units) and Growth Rate (2019-2024)

Figure 29. Europe B2B Price Optimization and Management (POM) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 30. Europe B2B Price Optimization and Management (POM) Software Market Size Market Share by Country in 2023

Figure 31. Germany B2B Price Optimization and Management (POM) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 32. France B2B Price Optimization and Management (POM) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 33. U.K. B2B Price Optimization and Management (POM) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 34. Italy B2B Price Optimization and Management (POM) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 35. Russia B2B Price Optimization and Management (POM) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 36. Asia Pacific B2B Price Optimization and Management (POM) Software Market Size and Growth Rate (M USD)

Figure 37. Asia Pacific B2B Price Optimization and Management (POM) Software Market Size Market Share by Region in 2023

Figure 38. China B2B Price Optimization and Management (POM) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 39. Japan B2B Price Optimization and Management (POM) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 40. South Korea B2B Price Optimization and Management (POM) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 41. India B2B Price Optimization and Management (POM) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 42. Southeast Asia B2B Price Optimization and Management (POM) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 43. South America B2B Price Optimization and Management (POM) Software Market Size and Growth Rate (M USD)

Figure 44. South America B2B Price Optimization and Management (POM) Software Market Size Market Share by Country in 2023

Figure 45. Brazil B2B Price Optimization and Management (POM) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 46. Argentina B2B Price Optimization and Management (POM) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 47. Columbia B2B Price Optimization and Management (POM) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 48. Middle East and Africa B2B Price Optimization and Management (POM) Software Market Size and Growth Rate (M USD)

Figure 49. Middle East and Africa B2B Price Optimization and Management (POM) Software Market Size Market Share by Region in 2023

Figure 50. Saudi Arabia B2B Price Optimization and Management (POM) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 51. UAE B2B Price Optimization and Management (POM) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 52. Egypt B2B Price Optimization and Management (POM) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 53. Nigeria B2B Price Optimization and Management (POM) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 54. South Africa B2B Price Optimization and Management (POM) Software Market Size and Growth Rate (2019-2024) & (M USD)

Figure 55. Global B2B Price Optimization and Management (POM) Software Market Size Forecast by Value (2019-2032) & (M USD)

Figure 56. Global B2B Price Optimization and Management (POM) Software Market Share Forecast by Type (2025-2032)

Figure 57. Global B2B Price Optimization and Management (POM) Software Market Share Forecast by Application (2025-2032)

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