

Global Demand Planning and Forecasting Software Market Research Report 2026(Status and Outlook)

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Abstracts

Demand Planning and Forecasting Software is mostly used to plan the supply chain management. Demand Planning software combines all the past sales data, important business information, and statistical analysis into a single dashboard and automatically generate long-range estimations of expected demand. The growth of the market is attributed to the increasing demand for demand planning and forecasting software from various industries, such as retail, manufacturing, and healthcare. Demand planning and forecasting software is a type of software that helps businesses to predict the future demand for their products or services. This information can then be used to make decisions about production, inventory, and marketing. Here are some of the key drivers of the demand planning and forecasting software market: Increasing demand for accurate demand forecasting: Businesses are increasingly realizing the importance of accurate demand forecasting in order to improve their efficiency and profitability. Demand planning and forecasting software can help businesses to improve the accuracy of their demand forecasts by taking into account a variety of factors, such as historical sales data, market trends, and economic conditions. Growing complexity of supply chains: Supply chains are becoming increasingly complex due to globalization and the rise of e-commerce. This makes it difficult for businesses to manually forecast demand. Demand planning and forecasting software can help businesses to automate the demand forecasting process and account for the complexity of modern supply chains. Increasing adoption of cloud-based demand planning and forecasting software: Cloud-based demand planning and forecasting software is becoming increasingly popular due to its affordability and scalability. Cloud-based solutions are also easier to deploy and maintain than on-premises solutions. Here are some of the key trends that are expected to shape the demand planning and forecasting software market in the coming years: Increasing demand for artificial intelligence (AI) and machine learning (ML)-powered demand planning and forecasting software: AI and ML are being

increasingly used in demand planning and forecasting software to improve the accuracy of demand forecasts. AI and ML-powered solutions can learn from historical data and market trends to identify patterns and make predictions about future demand. Growing adoption of demand planning and forecasting software in emerging markets: Demand planning and forecasting software is becoming increasingly popular in emerging markets due to the growing manufacturing and retail sectors in these regions.

The global Demand Planning and Forecasting Software market size was estimated at USD 4952.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 10.40% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Demand Planning and Forecasting Software market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Demand Planning and Forecasting Software market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Demand Planning and Forecasting Software market.

Global Demand Planning and Forecasting Software Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-

user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

SAP
Oracle
Logility
Infor
Kinaxis
Avercast
American Software
Kepi??on
John Galt Solutions
GAINSystems
JDA Software
Palo Alto Software
Business Forecast Systems
Electronics For Imaging
Algopine
Alloy Technologies
Arkieva
Synchron

Market Segmentation (by Type)

On-premise
Cloud-based

Market Segmentation (by Application)

Large Enterprises
SMEs

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 Demand Planning and Forecasting Software Market

Overview of the regional outlook of the Demand Planning and Forecasting Software Market:

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 Demand Planning and Forecasting 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 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 Demand Planning and Forecasting 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 in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

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

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

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