

Global Trade Promotion Management and Optimization for the Consumer Goods Market Research Report 2024(Status and Outlook)

<https://marketpublishers.com/r/G933FC63E73AEN.html>

Date: September 2024

Pages: 119

Price: US\$ 3,200.00 (Single User License)

ID: G933FC63E73AEN

Abstracts

Report Overview

Trade Promotion Management (TPM) and Optimization are crucial aspects of the consumer goods industry. They involve planning, executing, and analyzing trade promotions to effectively manage the relationships between manufacturers and retailers, drive sales, and maximize profitability.

The global Trade Promotion Management and Optimization for the Consumer Goods market size was estimated at USD 601 million in 2023 and is projected to reach USD 1050.20 million by 2030, exhibiting a CAGR of 8.30% during the forecast period.

North America Trade Promotion Management and Optimization for the Consumer Goods market size was USD 156.60 million in 2023, at a CAGR of 7.11% during the forecast period of 2024 through 2030.

This report provides a deep insight into the global Trade Promotion Management and Optimization for the Consumer Goods 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 Trade Promotion Management and Optimization for the Consumer Goods 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 Trade Promotion Management and Optimization for the Consumer Goods market in any manner.

Global Trade Promotion Management and Optimization for the Consumer Goods 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

Blueshift

IRI Worldwide

TELUS Consumer Goods

Acumen Commercial Insights

Wipro

SAP

Anaplan

Oracle

Accenture

PSignite (CPGvision)

McKinsey & Company

Retail Insight

UpClear

Market Segmentation (by Type)

Data Harmonization

Order Management

Head Office Planning

Others

Market Segmentation (by Application)

Food and Beverage (retail)

Food and Beverage (Ecommerce)

Others

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 Trade Promotion Management and Optimization for the Consumer Goods Market

Overview of the regional outlook of the Trade Promotion Management and Optimization for the Consumer Goods 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 (USD Billion) 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 Trade Promotion Management and Optimization for the Consumer Goods 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 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 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Trade Promotion Management and Optimization for the Consumer Goods

1.2 Key Market Segments

1.2.1 Trade Promotion Management and Optimization for the Consumer Goods Segment by Type

1.2.2 Trade Promotion Management and Optimization for the Consumer Goods 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 TRADE PROMOTION MANAGEMENT AND OPTIMIZATION FOR THE CONSUMER GOODS MARKET OVERVIEW

2.1 Global Market Overview

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 TRADE PROMOTION MANAGEMENT AND OPTIMIZATION FOR THE CONSUMER GOODS MARKET COMPETITIVE LANDSCAPE

3.1 Global Trade Promotion Management and Optimization for the Consumer Goods Revenue Market Share by Company (2019-2024)

3.2 Trade Promotion Management and Optimization for the Consumer Goods Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.3 Company Trade Promotion Management and Optimization for the Consumer Goods Market Size Sites, Area Served, Product Type

3.4 Trade Promotion Management and Optimization for the Consumer Goods Market Competitive Situation and Trends

3.4.1 Trade Promotion Management and Optimization for the Consumer Goods Market Concentration Rate

3.4.2 Global 5 and 10 Largest Trade Promotion Management and Optimization for the

Consumer Goods Players Market Share by Revenue

3.4.3 Mergers & Acquisitions, Expansion

4 TRADE PROMOTION MANAGEMENT AND OPTIMIZATION FOR THE CONSUMER GOODS VALUE CHAIN ANALYSIS

4.1 Trade Promotion Management and Optimization for the Consumer Goods Value Chain Analysis

4.2 Midstream Market Analysis

4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF TRADE PROMOTION MANAGEMENT AND OPTIMIZATION FOR THE CONSUMER GOODS 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 TRADE PROMOTION MANAGEMENT AND OPTIMIZATION FOR THE CONSUMER GOODS MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Trade Promotion Management and Optimization for the Consumer Goods Market Size Market Share by Type (2019-2024)

6.3 Global Trade Promotion Management and Optimization for the Consumer Goods Market Size Growth Rate by Type (2019-2024)

7 TRADE PROMOTION MANAGEMENT AND OPTIMIZATION FOR THE CONSUMER GOODS MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Trade Promotion Management and Optimization for the Consumer Goods Market Size (M USD) by Application (2019-2024)

7.3 Global Trade Promotion Management and Optimization for the Consumer Goods Market Size Growth Rate by Application (2019-2024)

8 TRADE PROMOTION MANAGEMENT AND OPTIMIZATION FOR THE CONSUMER GOODS MARKET SEGMENTATION BY REGION

8.1 Global Trade Promotion Management and Optimization for the Consumer Goods Market Size by Region

8.1.1 Global Trade Promotion Management and Optimization for the Consumer Goods Market Size by Region

8.1.2 Global Trade Promotion Management and Optimization for the Consumer Goods Market Size Market Share by Region

8.2 North America

8.2.1 North America Trade Promotion Management and Optimization for the Consumer Goods Market Size by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe Trade Promotion Management and Optimization for the Consumer Goods 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 Trade Promotion Management and Optimization for the Consumer Goods 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 Trade Promotion Management and Optimization for the Consumer Goods 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 Trade Promotion Management and Optimization for the Consumer Goods 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 Blueshift

9.1.1 Blueshift Trade Promotion Management and Optimization for the Consumer Goods Basic Information

9.1.2 Blueshift Trade Promotion Management and Optimization for the Consumer Goods Product Overview

9.1.3 Blueshift Trade Promotion Management and Optimization for the Consumer Goods Product Market Performance

9.1.4 Blueshift Trade Promotion Management and Optimization for the Consumer Goods SWOT Analysis

9.1.5 Blueshift Business Overview

9.1.6 Blueshift Recent Developments

9.2 IRI Worldwide

9.2.1 IRI Worldwide Trade Promotion Management and Optimization for the Consumer Goods Basic Information

9.2.2 IRI Worldwide Trade Promotion Management and Optimization for the Consumer Goods Product Overview

9.2.3 IRI Worldwide Trade Promotion Management and Optimization for the Consumer Goods Product Market Performance

9.2.4 IRI Worldwide Trade Promotion Management and Optimization for the Consumer Goods SWOT Analysis

9.2.5 IRI Worldwide Business Overview

9.2.6 IRI Worldwide Recent Developments

9.3 TELUS Consumer Goods

9.3.1 TELUS Consumer Goods Trade Promotion Management and Optimization for the Consumer Goods Basic Information

9.3.2 TELUS Consumer Goods Trade Promotion Management and Optimization for the Consumer Goods Product Overview

9.3.3 TELUS Consumer Goods Trade Promotion Management and Optimization for the Consumer Goods Product Market Performance

9.3.4 TELUS Consumer Goods Trade Promotion Management and Optimization for the Consumer Goods SWOT Analysis

9.3.5 TELUS Consumer Goods Business Overview

9.3.6 TELUS Consumer Goods Recent Developments

9.4 Acumen Commercial Insights

9.4.1 Acumen Commercial Insights Trade Promotion Management and Optimization for the Consumer Goods Basic Information

9.4.2 Acumen Commercial Insights Trade Promotion Management and Optimization for the Consumer Goods Product Overview

9.4.3 Acumen Commercial Insights Trade Promotion Management and Optimization for the Consumer Goods Product Market Performance

9.4.4 Acumen Commercial Insights Business Overview

9.4.5 Acumen Commercial Insights Recent Developments

9.5 Wipro

9.5.1 Wipro Trade Promotion Management and Optimization for the Consumer Goods Basic Information

9.5.2 Wipro Trade Promotion Management and Optimization for the Consumer Goods Product Overview

9.5.3 Wipro Trade Promotion Management and Optimization for the Consumer Goods Product Market Performance

9.5.4 Wipro Business Overview

9.5.5 Wipro Recent Developments

9.6 SAP

9.6.1 SAP Trade Promotion Management and Optimization for the Consumer Goods Basic Information

9.6.2 SAP Trade Promotion Management and Optimization for the Consumer Goods Product Overview

9.6.3 SAP Trade Promotion Management and Optimization for the Consumer Goods Product Market Performance

9.6.4 SAP Business Overview

9.6.5 SAP Recent Developments

9.7 Anaplan

9.7.1 Anaplan Trade Promotion Management and Optimization for the Consumer Goods Basic Information

9.7.2 Anaplan Trade Promotion Management and Optimization for the Consumer Goods Product Overview

9.7.3 Anaplan Trade Promotion Management and Optimization for the Consumer

Goods Product Market Performance

9.7.4 Anaplan Business Overview

9.7.5 Anaplan Recent Developments

9.8 Oracle

9.8.1 Oracle Trade Promotion Management and Optimization for the Consumer Goods Basic Information

9.8.2 Oracle Trade Promotion Management and Optimization for the Consumer Goods Product Overview

9.8.3 Oracle Trade Promotion Management and Optimization for the Consumer Goods Product Market Performance

9.8.4 Oracle Business Overview

9.8.5 Oracle Recent Developments

9.9 Accenture

9.9.1 Accenture Trade Promotion Management and Optimization for the Consumer Goods Basic Information

9.9.2 Accenture Trade Promotion Management and Optimization for the Consumer Goods Product Overview

9.9.3 Accenture Trade Promotion Management and Optimization for the Consumer Goods Product Market Performance

9.9.4 Accenture Business Overview

9.9.5 Accenture Recent Developments

9.10 PSignite (CPGvision)

9.10.1 PSignite (CPGvision) Trade Promotion Management and Optimization for the Consumer Goods Basic Information

9.10.2 PSignite (CPGvision) Trade Promotion Management and Optimization for the Consumer Goods Product Overview

9.10.3 PSignite (CPGvision) Trade Promotion Management and Optimization for the Consumer Goods Product Market Performance

9.10.4 PSignite (CPGvision) Business Overview

9.10.5 PSignite (CPGvision) Recent Developments

9.11 McKinsey and Company

9.11.1 McKinsey and Company Trade Promotion Management and Optimization for the Consumer Goods Basic Information

9.11.2 McKinsey and Company Trade Promotion Management and Optimization for the Consumer Goods Product Overview

9.11.3 McKinsey and Company Trade Promotion Management and Optimization for the Consumer Goods Product Market Performance

9.11.4 McKinsey and Company Business Overview

9.11.5 McKinsey and Company Recent Developments

9.12 Retail Insight

9.12.1 Retail Insight Trade Promotion Management and Optimization for the Consumer Goods Basic Information

9.12.2 Retail Insight Trade Promotion Management and Optimization for the Consumer Goods Product Overview

9.12.3 Retail Insight Trade Promotion Management and Optimization for the Consumer Goods Product Market Performance

9.12.4 Retail Insight Business Overview

9.12.5 Retail Insight Recent Developments

9.13 UpClear

9.13.1 UpClear Trade Promotion Management and Optimization for the Consumer Goods Basic Information

9.13.2 UpClear Trade Promotion Management and Optimization for the Consumer Goods Product Overview

9.13.3 UpClear Trade Promotion Management and Optimization for the Consumer Goods Product Market Performance

9.13.4 UpClear Business Overview

9.13.5 UpClear Recent Developments

10 TRADE PROMOTION MANAGEMENT AND OPTIMIZATION FOR THE CONSUMER GOODS REGIONAL MARKET FORECAST

10.1 Global Trade Promotion Management and Optimization for the Consumer Goods Market Size Forecast

10.2 Global Trade Promotion Management and Optimization for the Consumer Goods Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe Trade Promotion Management and Optimization for the Consumer Goods Market Size Forecast by Country

10.2.3 Asia Pacific Trade Promotion Management and Optimization for the Consumer Goods Market Size Forecast by Region

10.2.4 South America Trade Promotion Management and Optimization for the Consumer Goods Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Consumption of Trade Promotion Management and Optimization for the Consumer Goods by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2030)

11.1 Global Trade Promotion Management and Optimization for the Consumer Goods

Market Forecast by Type (2025-2030)

11.2 Global Trade Promotion Management and Optimization for the Consumer Goods

Market Forecast by Application (2025-2030)

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. Trade Promotion Management and Optimization for the Consumer Goods Market Size Comparison by Region (M USD)

Table 5. Global Trade Promotion Management and Optimization for the Consumer Goods Revenue (M USD) by Company (2019-2024)

Table 6. Global Trade Promotion Management and Optimization for the Consumer Goods Revenue Share by Company (2019-2024)

Table 7. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Trade Promotion Management and Optimization for the Consumer Goods as of 2022)

Table 8. Company Trade Promotion Management and Optimization for the Consumer Goods Market Size Sites and Area Served

Table 9. Company Trade Promotion Management and Optimization for the Consumer Goods Product Type

Table 10. Global Trade Promotion Management and Optimization for the Consumer Goods Company Market Concentration Ratio (CR5 and HHI)

Table 11. Mergers & Acquisitions, Expansion Plans

Table 12. Value Chain Map of Trade Promotion Management and Optimization for the Consumer Goods

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. Trade Promotion Management and Optimization for the Consumer Goods Market Challenges

Table 18. Global Trade Promotion Management and Optimization for the Consumer Goods Market Size by Type (M USD)

Table 19. Global Trade Promotion Management and Optimization for the Consumer Goods Market Size (M USD) by Type (2019-2024)

Table 20. Global Trade Promotion Management and Optimization for the Consumer Goods Market Size Share by Type (2019-2024)

Table 21. Global Trade Promotion Management and Optimization for the Consumer Goods Market Size Growth Rate by Type (2019-2024)

Table 22. Global Trade Promotion Management and Optimization for the Consumer

Goods Market Size by Application

Table 23. Global Trade Promotion Management and Optimization for the Consumer Goods Market Size by Application (2019-2024) & (M USD)

Table 24. Global Trade Promotion Management and Optimization for the Consumer Goods Market Share by Application (2019-2024)

Table 25. Global Trade Promotion Management and Optimization for the Consumer Goods Market Size Growth Rate by Application (2019-2024)

Table 26. Global Trade Promotion Management and Optimization for the Consumer Goods Market Size by Region (2019-2024) & (M USD)

Table 27. Global Trade Promotion Management and Optimization for the Consumer Goods Market Size Market Share by Region (2019-2024)

Table 28. North America Trade Promotion Management and Optimization for the Consumer Goods Market Size by Country (2019-2024) & (M USD)

Table 29. Europe Trade Promotion Management and Optimization for the Consumer Goods Market Size by Country (2019-2024) & (M USD)

Table 30. Asia Pacific Trade Promotion Management and Optimization for the Consumer Goods Market Size by Region (2019-2024) & (M USD)

Table 31. South America Trade Promotion Management and Optimization for the Consumer Goods Market Size by Country (2019-2024) & (M USD)

Table 32. Middle East and Africa Trade Promotion Management and Optimization for the Consumer Goods Market Size by Region (2019-2024) & (M USD)

Table 33. Blueshift Trade Promotion Management and Optimization for the Consumer Goods Basic Information

Table 34. Blueshift Trade Promotion Management and Optimization for the Consumer Goods Product Overview

Table 35. Blueshift Trade Promotion Management and Optimization for the Consumer Goods Revenue (M USD) and Gross Margin (2019-2024)

Table 36. Blueshift Trade Promotion Management and Optimization for the Consumer Goods SWOT Analysis

Table 37. Blueshift Business Overview

Table 38. Blueshift Recent Developments

Table 39. IRI Worldwide Trade Promotion Management and Optimization for the Consumer Goods Basic Information

Table 40. IRI Worldwide Trade Promotion Management and Optimization for the Consumer Goods Product Overview

Table 41. IRI Worldwide Trade Promotion Management and Optimization for the Consumer Goods Revenue (M USD) and Gross Margin (2019-2024)

Table 42. IRI Worldwide Trade Promotion Management and Optimization for the Consumer Goods SWOT Analysis

Table 43. IRI Worldwide Business Overview

Table 44. IRI Worldwide Recent Developments

Table 45. TELUS Consumer Goods Trade Promotion Management and Optimization for the Consumer Goods Basic Information

Table 46. TELUS Consumer Goods Trade Promotion Management and Optimization for the Consumer Goods Product Overview

Table 47. TELUS Consumer Goods Trade Promotion Management and Optimization for the Consumer Goods Revenue (M USD) and Gross Margin (2019-2024)

Table 48. TELUS Consumer Goods Trade Promotion Management and Optimization for the Consumer Goods SWOT Analysis

Table 49. TELUS Consumer Goods Business Overview

Table 50. TELUS Consumer Goods Recent Developments

Table 51. Acumen Commercial Insights Trade Promotion Management and Optimization for the Consumer Goods Basic Information

Table 52. Acumen Commercial Insights Trade Promotion Management and Optimization for the Consumer Goods Product Overview

Table 53. Acumen Commercial Insights Trade Promotion Management and Optimization for the Consumer Goods Revenue (M USD) and Gross Margin (2019-2024)

Table 54. Acumen Commercial Insights Business Overview

Table 55. Acumen Commercial Insights Recent Developments

Table 56. Wipro Trade Promotion Management and Optimization for the Consumer Goods Basic Information

Table 57. Wipro Trade Promotion Management and Optimization for the Consumer Goods Product Overview

Table 58. Wipro Trade Promotion Management and Optimization for the Consumer Goods Revenue (M USD) and Gross Margin (2019-2024)

Table 59. Wipro Business Overview

Table 60. Wipro Recent Developments

Table 61. SAP Trade Promotion Management and Optimization for the Consumer Goods Basic Information

Table 62. SAP Trade Promotion Management and Optimization for the Consumer Goods Product Overview

Table 63. SAP Trade Promotion Management and Optimization for the Consumer Goods Revenue (M USD) and Gross Margin (2019-2024)

Table 64. SAP Business Overview

Table 65. SAP Recent Developments

Table 66. Anaplan Trade Promotion Management and Optimization for the Consumer Goods Basic Information

Table 67. Anaplan Trade Promotion Management and Optimization for the Consumer Goods Product Overview

Table 68. Anaplan Trade Promotion Management and Optimization for the Consumer Goods Revenue (M USD) and Gross Margin (2019-2024)

Table 69. Anaplan Business Overview

Table 70. Anaplan Recent Developments

Table 71. Oracle Trade Promotion Management and Optimization for the Consumer Goods Basic Information

Table 72. Oracle Trade Promotion Management and Optimization for the Consumer Goods Product Overview

Table 73. Oracle Trade Promotion Management and Optimization for the Consumer Goods Revenue (M USD) and Gross Margin (2019-2024)

Table 74. Oracle Business Overview

Table 75. Oracle Recent Developments

Table 76. Accenture Trade Promotion Management and Optimization for the Consumer Goods Basic Information

Table 77. Accenture Trade Promotion Management and Optimization for the Consumer Goods Product Overview

Table 78. Accenture Trade Promotion Management and Optimization for the Consumer Goods Revenue (M USD) and Gross Margin (2019-2024)

Table 79. Accenture Business Overview

Table 80. Accenture Recent Developments

Table 81. PSignite (CPGvision) Trade Promotion Management and Optimization for the Consumer Goods Basic Information

Table 82. PSignite (CPGvision) Trade Promotion Management and Optimization for the Consumer Goods Product Overview

Table 83. PSignite (CPGvision) Trade Promotion Management and Optimization for the Consumer Goods Revenue (M USD) and Gross Margin (2019-2024)

Table 84. PSignite (CPGvision) Business Overview

Table 85. PSignite (CPGvision) Recent Developments

Table 86. McKinsey and Company Trade Promotion Management and Optimization for the Consumer Goods Basic Information

Table 87. McKinsey and Company Trade Promotion Management and Optimization for the Consumer Goods Product Overview

Table 88. McKinsey and Company Trade Promotion Management and Optimization for the Consumer Goods Revenue (M USD) and Gross Margin (2019-2024)

Table 89. McKinsey and Company Business Overview

Table 90. McKinsey and Company Recent Developments

Table 91. Retail Insight Trade Promotion Management and Optimization for the

Consumer Goods Basic Information

Table 92. Retail Insight Trade Promotion Management and Optimization for the Consumer Goods Product Overview

Table 93. Retail Insight Trade Promotion Management and Optimization for the Consumer Goods Revenue (M USD) and Gross Margin (2019-2024)

Table 94. Retail Insight Business Overview

Table 95. Retail Insight Recent Developments

Table 96. UpClear Trade Promotion Management and Optimization for the Consumer Goods Basic Information

Table 97. UpClear Trade Promotion Management and Optimization for the Consumer Goods Product Overview

Table 98. UpClear Trade Promotion Management and Optimization for the Consumer Goods Revenue (M USD) and Gross Margin (2019-2024)

Table 99. UpClear Business Overview

Table 100. UpClear Recent Developments

Table 101. Global Trade Promotion Management and Optimization for the Consumer Goods Market Size Forecast by Region (2025-2030) & (M USD)

Table 102. North America Trade Promotion Management and Optimization for the Consumer Goods Market Size Forecast by Country (2025-2030) & (M USD)

Table 103. Europe Trade Promotion Management and Optimization for the Consumer Goods Market Size Forecast by Country (2025-2030) & (M USD)

Table 104. Asia Pacific Trade Promotion Management and Optimization for the Consumer Goods Market Size Forecast by Region (2025-2030) & (M USD)

Table 105. South America Trade Promotion Management and Optimization for the Consumer Goods Market Size Forecast by Country (2025-2030) & (M USD)

Table 106. Middle East and Africa Trade Promotion Management and Optimization for the Consumer Goods Market Size Forecast by Country (2025-2030) & (M USD)

Table 107. Global Trade Promotion Management and Optimization for the Consumer Goods Market Size Forecast by Type (2025-2030) & (M USD)

Table 108. Global Trade Promotion Management and Optimization for the Consumer Goods Market Size Forecast by Application (2025-2030) & (M USD)

List Of Figures

LIST OF FIGURES

Figure 1. Industrial Chain of Trade Promotion Management and Optimization for the Consumer Goods

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Trade Promotion Management and Optimization for the Consumer Goods Market Size (M USD), 2019-2030

Figure 5. Global Trade Promotion Management and Optimization for the Consumer Goods Market Size (M USD) (2019-2030)

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. Trade Promotion Management and Optimization for the Consumer Goods Market Size by Country (M USD)

Figure 10. Global Trade Promotion Management and Optimization for the Consumer Goods Revenue Share by Company in 2023

Figure 11. Trade Promotion Management and Optimization for the Consumer Goods 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 Trade Promotion Management and Optimization for the Consumer Goods Revenue in 2023

Figure 13. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 14. Global Trade Promotion Management and Optimization for the Consumer Goods Market Share by Type

Figure 15. Market Size Share of Trade Promotion Management and Optimization for the Consumer Goods by Type (2019-2024)

Figure 16. Market Size Market Share of Trade Promotion Management and Optimization for the Consumer Goods by Type in 2022

Figure 17. Global Trade Promotion Management and Optimization for the Consumer Goods Market Size Growth Rate by Type (2019-2024)

Figure 18. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 19. Global Trade Promotion Management and Optimization for the Consumer Goods Market Share by Application

Figure 20. Global Trade Promotion Management and Optimization for the Consumer Goods Market Share by Application (2019-2024)

Figure 21. Global Trade Promotion Management and Optimization for the Consumer Goods Market Share by Application in 2022

Figure 22. Global Trade Promotion Management and Optimization for the Consumer Goods Market Size Growth Rate by Application (2019-2024)

Figure 23. Global Trade Promotion Management and Optimization for the Consumer Goods Market Size Market Share by Region (2019-2024)

Figure 24. North America Trade Promotion Management and Optimization for the Consumer Goods Market Size and Growth Rate (2019-2024) & (M USD)

Figure 25. North America Trade Promotion Management and Optimization for the Consumer Goods Market Size Market Share by Country in 2023

Figure 26. U.S. Trade Promotion Management and Optimization for the Consumer Goods Market Size and Growth Rate (2019-2024) & (M USD)

Figure 27. Canada Trade Promotion Management and Optimization for the Consumer Goods Market Size (M USD) and Growth Rate (2019-2024)

Figure 28. Mexico Trade Promotion Management and Optimization for the Consumer Goods Market Size (Units) and Growth Rate (2019-2024)

Figure 29. Europe Trade Promotion Management and Optimization for the Consumer Goods Market Size and Growth Rate (2019-2024) & (M USD)

Figure 30. Europe Trade Promotion Management and Optimization for the Consumer Goods Market Size Market Share by Country in 2023

Figure 31. Germany Trade Promotion Management and Optimization for the Consumer Goods Market Size and Growth Rate (2019-2024) & (M USD)

Figure 32. France Trade Promotion Management and Optimization for the Consumer Goods Market Size and Growth Rate (2019-2024) & (M USD)

Figure 33. U.K. Trade Promotion Management and Optimization for the Consumer Goods Market Size and Growth Rate (2019-2024) & (M USD)

Figure 34. Italy Trade Promotion Management and Optimization for the Consumer Goods Market Size and Growth Rate (2019-2024) & (M USD)

Figure 35. Russia Trade Promotion Management and Optimization for the Consumer Goods Market Size and Growth Rate (2019-2024) & (M USD)

Figure 36. Asia Pacific Trade Promotion Management and Optimization for the Consumer Goods Market Size and Growth Rate (M USD)

Figure 37. Asia Pacific Trade Promotion Management and Optimization for the Consumer Goods Market Size Market Share by Region in 2023

Figure 38. China Trade Promotion Management and Optimization for the Consumer Goods Market Size and Growth Rate (2019-2024) & (M USD)

Figure 39. Japan Trade Promotion Management and Optimization for the Consumer Goods Market Size and Growth Rate (2019-2024) & (M USD)

Figure 40. South Korea Trade Promotion Management and Optimization for the Consumer Goods Market Size and Growth Rate (2019-2024) & (M USD)

Figure 41. India Trade Promotion Management and Optimization for the Consumer

Goods Market Size and Growth Rate (2019-2024) & (M USD)

Figure 42. Southeast Asia Trade Promotion Management and Optimization for the Consumer Goods Market Size and Growth Rate (2019-2024) & (M USD)

Figure 43. South America Trade Promotion Management and Optimization for the Consumer Goods Market Size and Growth Rate (M USD)

Figure 44. South America Trade Promotion Management and Optimization for the Consumer Goods Market Size Market Share by Country in 2023

Figure 45. Brazil Trade Promotion Management and Optimization for the Consumer Goods Market Size and Growth Rate (2019-2024) & (M USD)

Figure 46. Argentina Trade Promotion Management and Optimization for the Consumer Goods Market Size and Growth Rate (2019-2024) & (M USD)

Figure 47. Columbia Trade Promotion Management and Optimization for the Consumer Goods Market Size and Growth Rate (2019-2024) & (M USD)

Figure 48. Middle East and Africa Trade Promotion Management and Optimization for the Consumer Goods Market Size and Growth Rate (M USD)

Figure 49. Middle East and Africa Trade Promotion Management and Optimization for the Consumer Goods Market Size Market Share by Region in 2023

Figure 50. Saudi Arabia Trade Promotion Management and Optimization for the Consumer Goods Market Size and Growth Rate (2019-2024) & (M USD)

Figure 51. UAE Trade Promotion Management and Optimization for the Consumer Goods Market Size and Growth Rate (2019-2024) & (M USD)

Figure 52. Egypt Trade Promotion Management and Optimization for the Consumer Goods Market Size and Growth Rate (2019-2024) & (M USD)

Figure 53. Nigeria Trade Promotion Management and Optimization for the Consumer Goods Market Size and Growth Rate (2019-2024) & (M USD)

Figure 54. South Africa Trade Promotion Management and Optimization for the Consumer Goods Market Size and Growth Rate (2019-2024) & (M USD)

Figure 55. Global Trade Promotion Management and Optimization for the Consumer Goods Market Size Forecast by Value (2019-2030) & (M USD)

Figure 56. Global Trade Promotion Management and Optimization for the Consumer Goods Market Share Forecast by Type (2025-2030)

Figure 57. Global Trade Promotion Management and Optimization for the Consumer Goods Market Share Forecast by Application (2025-2030)

I would like to order

Product name: Global Trade Promotion Management and Optimization for the Consumer Goods Market Research Report 2024(Status and Outlook)

Product link: <https://marketpublishers.com/r/G933FC63E73AEN.html>

Price: US\$ 3,200.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G933FC63E73AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

