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Global Omnichannel Retail Market: Size, Trends & Forecasts (2017-2021)

https://marketpublishers.com/r/GA0D8F3791DEN.html
Date: February 2017
Pages: 85
Price: US$ 850.00 (Single User License)
ID: GA0D8F3791DEN

Abstracts

Scope of the Report

The report titled “Global Omni-channel Retail Market: Size, Trends & Forecasts (2017-2021)”, provides an in-depth analysis of the global addressable omni-channel retail market by value. The report also gives an insight of the global omni-channel retail market by products, and by region, etc.

The report assesses key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global omni-channel retail market has been forecasted for the period 2017-2021, taking into consideration the growth patterns of global retail sales and global retail e-commerce sales, the growth drivers and the current and future trends.

The global omni-channel retail market is at an early stage of worldwide adoption. The market is fragmented with only one prominent player OneView Commerce.

Further, players of the omni-channel retail market OneView Commerce, Infor, Inc., Shopify, Inc., Magento commerce, Bigcommerce and i-Vend Retail are also profiled with their financial information and respective business strategies.

Company Coverage

OneView Commerce

Infor

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Magento Commerce

Bigcommerce

i-Vend Retail

Shopify, Inc.

Executive Summary

The commercial transactions are undergoing a significant transformation, worldwide. The commercial transactions are of four types namely, B2B, B2C, C2C and C2B. The B2C is also known as the retail sector. The customer shopping experience has evolved over the years; from going to a physical store to purchase a product or a service; to purchasing the same product or service under the umbrella of e-commerce; to buying the same product or a service through multiple channels (that includes smartphones, web or a physical store); to finally been made available the same product or service at the customer’s demand at anywhere and anytime.

Omni-channel basically aims at integrating all diverse shopping channels into one, so that consumer efforts are reduced and at the same time they make an informed choice. The omni-channel retailing aims at enhancing the customer buying experience by allowing them to seamlessly access the same product or a service across different channels of shopping.

The concept of omni-channel is not only limited to retail, but is spreading across government, financial/banking and B2B channel too.

The global addressable market for omni-channel retail is anticipated to increase at a significant CAGR during the years 2017-2021. The omni-channel retail market is expected to increase due to growth in retail e-commerce industry, technological up gradation, innovations in point of sale terminal technology, increasing smartphone users, etc. Yet the market faces some challenges such as, need to develop sound order management system (OMS), reluctance to adoption of omni-channel retail concept, fast paced software development, etc.

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