

# Global Retail Analytics Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Retail Analytics market size will reach 3,678.23 Million USD in 2025 and is projected to reach 6,698.08 Million USD by 2032, with a CAGR of 8.94% (2025-2032). Notably, the China Retail Analytics market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

Retail analytics refers to the use of data analysis tools and techniques to gain insights into various aspects of retail operations, customer behavior, and market trends. By leveraging data from diverse sources such as point-of-sale systems, online transactions, social media, and inventory management, retail analytics aims to help retailers make informed decisions to enhance performance, optimize inventory, and improve the overall customer experience. This field involves employing statistical methods, data visualization, and machine learning algorithms to identify patterns, predict consumer preferences, optimize pricing strategies, and streamline supply chain management. Retail analytics is instrumental in shaping marketing campaigns, improving inventory efficiency, and tailoring strategies to meet the evolving demands of the retail landscape.

The major global suppliers of Retail Analytics include IBM, Oracle, Microsoft, Manthan, Fujitsu, Blue Yonder (formerly JDA), MicroStrategy, SAP, Bridgei2i, Qlik, SAS Institute, 1010data, Aptos, Symphony RetailAI, SPS, Tableau, Nielsen, RetailNext, HCL

Technologies, ShopperTrak, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Retail Analytics. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Retail Analytics market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Retail Analytics market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Retail Analytics industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of Retail Analytics Include:

IBM

Oracle

Microsoft

Manthan

Fujitsu

Blue Yonder (formerly JDA)

MicroStrategy

SAP

Bridgei2i

Qlik

SAS Institute

1010data

Aptos

Symphony RetailAI

SPS

Tableau

Nielsen

RetailNext

HCL Technologies

ShopperTrak

Retail Analytics Product Segment Include:

Finance

Marketing and Sales

Human Resources

Operations

Retail Analytics Product Application Include:

Merchandising Analysis

Pricing Analysis

Customer Analytics

Promotional Analysis and Planning

Yield Analysis

Inventory Analysis

Others

## **Chapter Scope**

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

Chapter 2: Global Retail Analytics Industry PESTEL Analysis

Chapter 3: Global Retail Analytics Industry Porter's Five Forces Analysis

Chapter 4: Global Retail Analytics Major Regional Market Size and Forecast Analysis

Chapter 5: Global Retail Analytics Market Size and Forecast by Type and Application

## Analysis

Chapter 6: North America Passenger Retail Analytics Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 7: Europe Retail Analytics Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 8: China Retail Analytics Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 9: APAC (Excl. China) Retail Analytics Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 10: Latin America Retail Analytics Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 11: Middle East and Africa Retail Analytics Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 12: Global Retail Analytics Competitive Analysis of Key Suppliers (Revenue, Market Share, Regional Distribution and Industry Concentration)

Chapter 13: Key Company Profiles (Product Portfolio, Revenue and Gross Margin)

Chapter 14: Industrial Chain Analysis, Include Raw Material Suppliers, Distributors and Customers

Chapter 15: Research Findings and Conclusion

Chapter 16: Methodology and Data Sources

## Contents

### **1 RETAIL ANALYTICS MARKET OVERVIEW**

- 1.1 Product Definition and Statistical Scope
- 1.2 Retail Analytics Product by Type
  - 1.2.1 Finance
  - 1.2.2 Marketing and Sales
  - 1.2.3 Human Resources
  - 1.2.4 Operations
- 1.3 Retail Analytics Product by Application
  - 1.3.1 Merchandising Analysis
  - 1.3.2 Pricing Analysis
  - 1.3.3 Customer Analytics
  - 1.3.4 Promotional Analysis and Planning
  - 1.3.5 Yield Analysis
  - 1.3.6 Inventory Analysis
  - 1.3.7 Others
- 1.4 Global Retail Analytics Market Size Analysis (2020-2032)
- 1.5 Retail Analytics Market Development Status and Trends
  - 1.5.1 Retail Analytics Industry Development Status Analysis
  - 1.5.2 Retail Analytics Industry Development Trends Analysis

### **2 RETAIL ANALYTICS MARKET PESTEL ANALYSIS**

- 2.1 Political Factors Analysis
- 2.2 Economic Factors Analysis
- 2.3 Social Factors Analysis
- 2.4 Technological Factors Analysis
- 2.5 Environmental Factors Analysis
- 2.6 Legal Factors Analysis

### **3 RETAIL ANALYTICS MARKET PORTER'S FIVE FORCES ANALYSIS**

- 3.1 Competitive Rivalry
- 3.2 Threat of New Entrants
- 3.3 Bargaining Power of Suppliers
- 3.4 Bargaining Power of Buyers
- 3.5 Threat of Substitutes

## **4 GLOBAL RETAIL ANALYTICS MARKET ANALYSIS BY REGIONS**

- 4.1 Global Retail Analytics Overall Market: 2024 VS 2025 VS 2032
- 4.2 Global Retail Analytics Revenue and Forecast Analysis (2020-2032)
  - 4.2.1 Global Retail Analytics Revenue and Market Share by Region (2020-2025)
  - 4.2.2 Global Retail Analytics Revenue Forecast by Region (2026-2032)

## **5 GLOBAL RETAIL ANALYTICS MARKET SIZE BY TYPE AND APPLICATION**

- 5.1 Global Retail Analytics Market Size by Type (2020-2032)
- 5.2 Global Retail Analytics Market Size by Application (2020-2032)

## **6 NORTH AMERICA**

- 6.1 North America Retail Analytics Market Size and Growth Rate Analysis (2020-2032)
- 6.2 North America Key Suppliers Analysis
- 6.3 North America Retail Analytics Market Size by Type
- 6.4 North America Retail Analytics Market Size by Application
- 6.5 North America Retail Analytics Market Size by Country
  - 6.5.1 US
  - 6.5.2 Canada

## **7 EUROPE**

- 7.1 Europe Retail Analytics Market Size and Growth Rate Analysis (2020-2032)
- 7.2 Europe Key Suppliers Analysis
- 7.3 Europe Retail Analytics Market Size by Type
- 7.4 Europe Retail Analytics Market Size by Application
- 7.5 Europe Retail Analytics Market Size by Country
  - 7.5.1 Germany
  - 7.5.2 France
  - 7.5.3 United Kingdom
  - 7.5.4 Italy
  - 7.5.5 Spain
  - 7.5.6 Benelux

## **8 CHINA**

- 8.1 China Retail Analytics Market Size and Growth Rate Analysis (2020-2032)
- 8.2 China Key Suppliers Analysis
- 8.3 China Retail Analytics Market Size by Type
- 8.4 China Retail Analytics Market Size by Application

## **9 APAC (EXCL. CHINA)**

- 9.1 APAC (excl. China) Retail Analytics Market Size and Growth Rate Analysis (2020-2032)
- 9.2 APAC (excl. China) Key Suppliers Analysis
- 9.3 APAC (excl. China) Retail Analytics Market Size by Type
- 9.4 APAC (excl. China) Retail Analytics Market Size by Application
- 9.5 APAC (excl. China) Retail Analytics Market Size by Country
  - 9.5.1 Japan
  - 9.5.2 South Korea
  - 9.5.3 India
  - 9.5.4 Australia
  - 9.5.5 Southeast Asia

## **10 LATIN AMERICA**

- 10.1 Latin America Retail Analytics Market Size and Growth Rate Analysis (2020-2032)
- 10.2 Latin America Key Suppliers Analysis
- 10.3 Latin America Retail Analytics Market Size by Type
- 10.4 Latin America Retail Analytics Market Size by Application
- 10.5 Latin America Retail Analytics Market Size by Country
  - 10.5.1 Mexico
  - 10.5.2 Brazil

## **11 MIDDLE EAST & AFRICA**

- 11.1 Middle East & Africa Retail Analytics Market Size and Growth Rate Analysis (2020-2032)
- 11.2 Middle East & Africa Key Suppliers Analysis
- 11.3 Middle East & Africa Retail Analytics Market Size by Type
- 11.4 Middle East & Africa Retail Analytics Market Size by Application
- 11.5 Middle East & Africa Retail Analytics Market Size by Country
  - 11.5.1 Saudi Arabia
  - 11.5.2 South Africa

## **12 COMPETITION BY SUPPLIERS**

12.1 Global Retail Analytics Market Revenue by Key Suppliers (2021-2025)

12.2 Retail Analytics Competitive Landscape Analysis and Market Dynamic

12.2.1 Retail Analytics Competitive Landscape Analysis

12.2.2 Global Key Suppliers Headquarter Location and Key Area Sales

12.2.3 Market Dynamic

## **13 KEY COMPANIES ANALYSIS**

13.1 IBM

13.1.1 IBM Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.1.2 IBM Retail Analytics Product Portfolio

13.1.3 IBM Retail Analytics Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.2 Oracle

13.2.1 Oracle Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.2.2 Oracle Retail Analytics Product Portfolio

13.2.3 Oracle Retail Analytics Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.3 Microsoft

13.3.1 Microsoft Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.3.2 Microsoft Retail Analytics Product Portfolio

13.3.3 Microsoft Retail Analytics Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.4 Manthan

13.4.1 Manthan Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.4.2 Manthan Retail Analytics Product Portfolio

13.4.3 Manthan Retail Analytics Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.5 Fujitsu

13.5.1 Fujitsu Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.5.2 Fujitsu Retail Analytics Product Portfolio

13.5.3 Fujitsu Retail Analytics Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.6 Blue Yonder (formerly JDA)

13.6.1 Blue Yonder (formerly JDA) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.6.2 Blue Yonder (formerly JDA) Retail Analytics Product Portfolio

13.6.3 Blue Yonder (formerly JDA) Retail Analytics Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.7 MicroStrategy

13.7.1 MicroStrategy Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.7.2 MicroStrategy Retail Analytics Product Portfolio

13.7.3 MicroStrategy Retail Analytics Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.8 SAP

13.8.1 SAP Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.8.2 SAP Retail Analytics Product Portfolio

13.8.3 SAP Retail Analytics Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.9 Bridgei2i

13.9.1 Bridgei2i Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.9.2 Bridgei2i Retail Analytics Product Portfolio

13.9.3 Bridgei2i Retail Analytics Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.10 Qlik

13.10.1 Qlik Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.10.2 Qlik Retail Analytics Product Portfolio

13.10.3 Qlik Retail Analytics Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.11 SAS Institute

13.11.1 SAS Institute Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.11.2 SAS Institute Retail Analytics Product Portfolio

13.11.3 SAS Institute Retail Analytics Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.12 1010data

13.12.1 1010data Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.12.2 1010data Retail Analytics Product Portfolio

13.12.3 1010data Retail Analytics Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.13 Aptos

13.13.1 Aptos Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.13.2 Aptos Retail Analytics Product Portfolio

13.13.3 Aptos Retail Analytics Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.14 Symphony RetailAI

13.14.1 Symphony RetailAI Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.14.2 Symphony RetailAI Retail Analytics Product Portfolio

13.14.3 Symphony RetailAI Retail Analytics Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.15 SPS

13.15.1 SPS Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.15.2 SPS Retail Analytics Product Portfolio

13.15.3 SPS Retail Analytics Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.16 Tableau

13.16.1 Tableau Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.16.2 Tableau Retail Analytics Product Portfolio

13.16.3 Tableau Retail Analytics Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.17 Nielsen

13.17.1 Nielsen Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.17.2 Nielsen Retail Analytics Product Portfolio

13.17.3 Nielsen Retail Analytics Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.18 RetailNext

13.18.1 RetailNext Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.18.2 RetailNext Retail Analytics Product Portfolio

13.18.3 RetailNext Retail Analytics Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.19 HCL Technologies

13.19.1 HCL Technologies Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.19.2 HCL Technologies Retail Analytics Product Portfolio

13.19.3 HCL Technologies Retail Analytics Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

13.20 ShopperTrak

13.20.1 ShopperTrak Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.20.2 ShopperTrak Retail Analytics Product Portfolio

13.20.3 ShopperTrak Retail Analytics Market Data Analysis (Revenue, Gross Margin and Market Share) (2021-2025)

## **14 INDUSTRY CHAIN ANALYSIS**

14.1 Retail Analytics Industry Chain Analysis

14.2 Retail Analytics Typical Downstream Customers

14.3 Retail Analytics Sales Channel Analysis

## **15 RESEARCH FINDINGS AND CONCLUSION**

## **16 METHODOLOGY AND DATA SOURCE**

16.1 Methodology/Research Approach

16.2 Research Scope

16.3 Benchmarks and Assumptions

16.4 Data Source

16.4.1 Primary Sources

16.4.2 Secondary Sources

16.5 Data Cross Validation

16.6 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1: Global Retail Analytics Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)

Table 2: Global Retail Analytics Market Size Growth Rate by Application, 2024 VS 2025 VS 2032 (US\$ Million)

Table 3: Retail Analytics Industry Development Status

Table 4: Retail Analytics Industry Development Trends

Table 5: Global Retail Analytics Market Size by Region in US\$ Million: 2024 VS 2025 VS 2032

Table 6: Global Retail Analytics Revenue by Region (2020-2025) & (US\$ Million)

Table 7: Global Retail Analytics Revenue Market Share by Region (2020-2025)

Table 8: Global Retail Analytics Revenue Forecast by Region (2026-2032) & (US\$ Million)

Table 9: Global Retail Analytics Revenue Market Share Forecast by Region (2026-2032)

Table 10: Global Retail Analytics Revenue Analysis by Type (2020-2025) & (US\$ Million)

Table 11: Global Retail Analytics Revenue Analysis Forecast by Type (2026-2032) & (US\$ Million)

Table 12: Global Retail Analytics Revenue Analysis by Application (2020-2025) & (US\$ Million)

Table 13: Global Retail Analytics Revenue Analysis Forecast by Application (2026-2032) & (US\$ Million)

Table 14: Key Retail Analytics Players in North America

Table 15: North America Retail Analytics Revenue by Type (2020-2025) & (US\$ Million)

Table 16: North America Retail Analytics Revenue by Type (2026-2032) & (US\$ Million)

Table 17: North America Retail Analytics Revenue by Application (2020-2025) & (US\$ Million)

Table 18: North America Retail Analytics Revenue by Application (2026-2032) & (US\$ Million)

Table 19: North America Retail Analytics Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 20: North America Retail Analytics Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 21: Key Retail Analytics Players in Europe

Table 22: Europe Retail Analytics Revenue by Type (2020-2025) & (US\$ Million)

- Table 23: Europe Retail Analytics Revenue by Type (2026-2032) & (US\$ Million)
- Table 24: Europe Retail Analytics Revenue by Application (2020-2025) & (US\$ Million)
- Table 25: Europe Retail Analytics Revenue by Application (2026-2032) & (US\$ Million)
- Table 26: Europe Retail Analytics Revenue Market Size by Country (2020-2025) & (US\$ Million)
- Table 27: Europe Retail Analytics Revenue Market Size by Country (2026-2032) & (US\$ Million)
- Table 28: Key Retail Analytics Players in China
- Table 29: China Retail Analytics Revenue by Type (2020-2025) & (US\$ Million)
- Table 30: China Retail Analytics Revenue by Type (2026-2032) & (US\$ Million)
- Table 31: China Retail Analytics Revenue by Application (2020-2025) & (US\$ Million)
- Table 32: China Retail Analytics Revenue by Application (2026-2032) & (US\$ Million)
- Table 33: Key Retail Analytics Players in APAC (excl. China)
- Table 34: APAC (excl. China) Retail Analytics Revenue by Type (2020-2025) & (US\$ Million)
- Table 35: APAC (excl. China) Retail Analytics Revenue by Type (2026-2032) & (US\$ Million)
- Table 36: APAC (excl. China) Retail Analytics Revenue by Application (2020-2025) & (US\$ Million)
- Table 37: APAC (excl. China) Retail Analytics Revenue by Application (2026-2032) & (US\$ Million)
- Table 38: APAC (excl. China) Retail Analytics Revenue Market Size by Country (2020-2025) & (US\$ Million)
- Table 39: APAC (excl. China) Retail Analytics Revenue Market Size by Country (2026-2032) & (US\$ Million)
- Table 40: Key Retail Analytics Players in Latin America
- Table 41: Latin America Retail Analytics Revenue by Type (2020-2025) & (US\$ Million)
- Table 42: Latin America Retail Analytics Revenue by Type (2026-2032) & (US\$ Million)
- Table 43: Latin America Retail Analytics Revenue by Application (2020-2025) & (US\$ Million)
- Table 44: Latin America Retail Analytics Revenue by Application (2026-2032) & (US\$ Million)
- Table 45: Latin America Retail Analytics Revenue Market Size by Country (2020-2025) & (US\$ Million)
- Table 46: Latin America Retail Analytics Revenue Market Size by Country (2026-2032) & (US\$ Million)
- Table 47: Key Retail Analytics Players in Middle East & Africa
- Table 48: Middle East & Africa Retail Analytics Revenue by Type (2020-2025) & (US\$ Million)

Table 49: Middle East & Africa Retail Analytics Revenue by Type (2026-2032) & (US\$ Million)

Table 50: Middle East & Africa Retail Analytics Revenue by Application (2020-2025) & (US\$ Million)

Table 51: Middle East & Africa Retail Analytics Revenue by Application (2026-2032) & (US\$ Million)

Table 52: Middle East & Africa Retail Analytics Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 53: Middle East & Africa Retail Analytics Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 54: Global Retail Analytics Market Revenue by Key Suppliers (2021-2025) & (US\$ Million)

Table 55: Global Retail Analytics Revenue Market Share by Key Suppliers (2021-2025)

Table 56: Global Key Suppliers Headquarter Location and Key Area Sales

Table 57: Market Mergers & Acquisitions, Expansion

Table 58: IBM Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 59: IBM Retail Analytics Product Portfolio

Table 60: IBM Retail Analytics Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 61: Oracle Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 62: Oracle Retail Analytics Product Portfolio

Table 63: Oracle Retail Analytics Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 64: Microsoft Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 65: Microsoft Retail Analytics Product Portfolio

Table 66: Microsoft Retail Analytics Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 67: Manthan Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 68: Manthan Retail Analytics Product Portfolio

Table 69: Manthan Retail Analytics Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 70: Fujitsu Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 71: Fujitsu Retail Analytics Product Portfolio

Table 72: Fujitsu Retail Analytics Revenue (US\$ Million), Gross Margin and Market

Share (2021-2025)

Table 73: Blue Yonder (formerly JDA) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 74: Blue Yonder (formerly JDA) Retail Analytics Product Portfolio

Table 75: Blue Yonder (formerly JDA) Retail Analytics Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 76: MicroStrategy Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 77: MicroStrategy Retail Analytics Product Portfolio

Table 78: MicroStrategy Retail Analytics Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 79: SAP Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 80: SAP Retail Analytics Product Portfolio

Table 81: SAP Retail Analytics Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 82: Bridgei2i Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 83: Bridgei2i Retail Analytics Product Portfolio

Table 84: Bridgei2i Retail Analytics Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 85: Qlik Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 86: Qlik Retail Analytics Product Portfolio

Table 87: Qlik Retail Analytics Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 88: SAS Institute Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 89: SAS Institute Retail Analytics Product Portfolio

Table 90: SAS Institute Retail Analytics Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 91: 1010data Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 92: 1010data Retail Analytics Product Portfolio

Table 93: 1010data Retail Analytics Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 94: Aptos Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 95: Aptos Retail Analytics Product Portfolio

Table 96: Aptos Retail Analytics Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 97: Symphony RetailAI Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 98: Symphony RetailAI Retail Analytics Product Portfolio

Table 99: Symphony RetailAI Retail Analytics Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 100: SPS Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 101: SPS Retail Analytics Product Portfolio

Table 102: SPS Retail Analytics Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 103: Tableau Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 104: Tableau Retail Analytics Product Portfolio

Table 105: Tableau Retail Analytics Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 106: Nielsen Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 107: Nielsen Retail Analytics Product Portfolio

Table 108: Nielsen Retail Analytics Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 109: RetailNext Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 110: RetailNext Retail Analytics Product Portfolio

Table 111: RetailNext Retail Analytics Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 112: HCL Technologies Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 113: HCL Technologies Retail Analytics Product Portfolio

Table 114: HCL Technologies Retail Analytics Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 115: ShopperTrak Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 116: ShopperTrak Retail Analytics Product Portfolio

Table 117: ShopperTrak Retail Analytics Revenue (US\$ Million), Gross Margin and Market Share (2021-2025)

Table 118: Retail Analytics Typical Customer List

Table 119: Retail Analytics Distributors List



## List Of Figures

### LIST OF FIGURES

- Figure 1: Retail Analytics Product Pictures
- Figure 2: Finance Picture Scope
- Figure 3: Marketing and Sales Picture Scope
- Figure 4: Human Resources Picture Scope
- Figure 5: Operations Picture Scope
- Figure 6: Merchandising Analysis Picture Scope
- Figure 7: Pricing Analysis Picture Scope
- Figure 8: Customer Analytics Picture Scope
- Figure 9: Promotional Analysis and Planning Picture Scope
- Figure 10: Yield Analysis Picture Scope
- Figure 11: Inventory Analysis Picture Scope
- Figure 12: Others Picture Scope
- Figure 13: Global Retail Analytics Market Size Analysis: 2024 VS 2025 VS 2032 (US\$ Million)
- Figure 14: Global Retail Analytics Market Revenue and Growth Rate Analysis: (2020-2032) & (US\$ Million)
- Figure 15: Global Retail Analytics Market Size by Region (2020-2032) & (US\$ Million)
- Figure 16: Global Retail Analytics Market Share Scenario by Region in Percentage: 2025 Versus 2032
- Figure 17: North America Retail Analytics Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 18: North America Retail Analytics Market Share by Players in 2024
- Figure 19: North America Retail Analytics Revenue Market Share by Type (2020-2032)
- Figure 20: North America Retail Analytics Revenue Market Share by Application (2020-2032)
- Figure 21: US Retail Analytics Revenue (2020-2032) & (US\$ Million)
- Figure 22: Canada Retail Analytics Revenue (2020-2032) & (US\$ Million)
- Figure 23: Europe Retail Analytics Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 24: Europe Retail Analytics Market Share by Players in 2024
- Figure 25: Europe Retail Analytics Revenue Market Share by Type (2020-2032)
- Figure 26: Europe Retail Analytics Revenue Market Share by Application (2020-2032)
- Figure 27: Germany Retail Analytics Revenue (2020-2032) & (US\$ Million)
- Figure 28: France Retail Analytics Revenue (2020-2032) & (US\$ Million)
- Figure 29: United Kingdom Retail Analytics Revenue (2020-2032) & (US\$ Million)

- Figure 30: Italy Retail Analytics Revenue (2020-2032) & (US\$ Million)
- Figure 31: Spain Retail Analytics Revenue (2020-2032) & (US\$ Million)
- Figure 32: Benelux Retail Analytics Revenue (2020-2032) & (US\$ Million)
- Figure 33: China Retail Analytics Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 34: China Retail Analytics Market Share by Players in 2024
- Figure 35: China Retail Analytics Revenue Market Share by Type (2020-2032)
- Figure 36: China Retail Analytics Revenue Market Share by Application (2020-2032)
- Figure 37: APAC (excl. China) Retail Analytics Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 38: APAC (excl. China) Retail Analytics Market Share by Players in 2024
- Figure 39: APAC (excl. China) Retail Analytics Revenue Market Share by Type (2020-2032)
- Figure 40: APAC (excl. China) Retail Analytics Revenue Market Share by Application (2020-2032)
- Figure 41: Japan Retail Analytics Revenue (2020-2032) & (US\$ Million)
- Figure 42: South Korea Retail Analytics Revenue (2020-2032) & (US\$ Million)
- Figure 43: India Retail Analytics Revenue (2020-2032) & (US\$ Million)
- Figure 44: Australia Retail Analytics Revenue (2020-2032) & (US\$ Million)
- Figure 45: Southeast Asia Retail Analytics Revenue (2020-2032) & (US\$ Million)
- Figure 46: Latin America Retail Analytics Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 47: Latin America Retail Analytics Market Share by Players in 2024
- Figure 48: Latin America Retail Analytics Revenue Market Share by Type (2020-2032)
- Figure 49: Latin America Retail Analytics Revenue Market Share by Application (2020-2032)
- Figure 50: Mexico Retail Analytics Revenue (2020-2032) & (US\$ Million)
- Figure 51: Brazil Retail Analytics Revenue (2020-2032) & (US\$ Million)
- Figure 52: Middle East & Africa Retail Analytics Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 53: Middle East & Africa Retail Analytics Market Share by Players in 2024
- Figure 54: Middle East & Africa Retail Analytics Revenue Market Share by Type (2020-2032)
- Figure 55: Middle East & Africa Retail Analytics Revenue Market Share by Application (2020-2032)
- Figure 56: Saudi Arabia Retail Analytics Revenue (2020-2032) & (US\$ Million)
- Figure 57: South Africa Retail Analytics Revenue (2020-2032) & (US\$ Million)
- Figure 58: Global Retail Analytics Revenue Market Share by Key Suppliers in 2024
- Figure 59: Global Retail Analytics Industry Competition Landscape

Figure 60: Retail Analytics Industry Chain Analysis

Figure 61: Bottom-Up and Top-Down Research Methods

Figure 62: Key Interview Objectives

Figure 63: Data Cross Validation

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