

Global Category Management Services Market 2025 by Company, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Category Management Services market size was valued at US\$ 1860 million in 2024 and is forecast to a readjusted size of USD 3795 million by 2031 with a CAGR of 11.1% during review period.

Category Management Services refer to a strategic approach that involves managing product categories as individual business units to optimize their performance and align with consumer needs and business objectives. These services aim to enhance sales, profitability, and customer satisfaction by analyzing data, improving product assortment, pricing, promotion, and placement within each category.

This report is a detailed and comprehensive analysis for global Category Management Services market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Category Management Services market size and forecasts, in consumption value (\$ Million), 2020-2031

Global Category Management Services market size and forecasts by region and country, in consumption value (\$ Million), 2020-2031

Global Category Management Services market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2020-2031
Global Category Management Services market shares of main players, in revenue (\$ Million), 2020-2025

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Category Management Services

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Category Management Services market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Plantensive, GEP, WNS Procurement, Hilton Supply Management, JAGGAER, Corcentric, Infosys BPM, Sievo, ProcureAbility, K2 Sourcing, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Category Management Services market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

- Strategic Category Management
- Product Mix Optimization
- Pricing and Promotion Management
- Others

Market segment by Application

- Retail Industry
- Fast-moving Consumer Goods Industry
- Electronic Products Industry
- Others

Market segment by players, this report covers

- Plantensive
- GEP
- WNS Procurement
- Hilton Supply Management
- JAGGAER
- Corcentric
- Infosys BPM
- Sievo
- ProcureAbility
- K2 Sourcing
- CIPS

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

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

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

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Category Management Services product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Category Management Services, with revenue, gross margin, and global market share of Category Management Services from 2020 to 2025.

Chapter 3, the Category Management Services competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2020 to 2031

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with

revenue and market share for key countries in the world, from 2020 to 2025.and
Category Management Services market forecast, by regions, by Type and by
Application, with consumption value, from 2026 to 2031.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Category
Management Services.

Chapter 13, to describe Category Management Services research findings and
conclusion.

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