

# Global B2B Price Optimization and Management Software Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global B2B Price Optimization and Management Software market size was valued at USD 488.8 million in 2023 and is forecast to a readjusted size of USD 967.1 million by 2030 with a CAGR of 10.2% during review period.

B2B price optimization and management (PO&M) software can help users to efficiently manage and optimize the price of its products and services. The software focus on the back-office price management, product management or providing sales intelligence in real-time to the sales representative. PO&M products are widely used by multiple industries, including travel and transportation, wholesale and distribution, energy, chemicals and petroleum, financial services and insurance, life sciences, high tech, manufacturing, telecommunications, food and beverage, and consumer packaged goods.

Global B2B price optimization and management software main service providers include McKinsey, Price Edge, Pricefx, PROS, SPOSEA, Vendavo, Vistaar Technologies, Vistex, Zilliant, GK Software, Synchron, Prsync, Pricemoov, Apttus Conga, etc., totally accounting for about 90%. Americas is the largest market, with a share about 43%. As for the types of products, it can be divided into cloud based and on-premises. Cloud based is the largest segment, holding a share about 80%. In terms of application, it is widely used in large enterprises and SMEs. The most common application is large enterprises, with a share over 57%.

The Global Info Research report includes an overview of the development of the B2B Price Optimization and Management Software industry chain, the market status of

Large Enterprises (Cloud Based, On-premises), SMEs (Cloud Based, On-premises), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of B2B Price Optimization and Management Software.

Regionally, the report analyzes the B2B Price Optimization and Management Software markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global B2B Price Optimization and Management Software market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the B2B Price Optimization and Management Software market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the B2B Price Optimization and Management Software industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Cloud Based, On-premises).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the B2B Price Optimization and Management Software market.

**Regional Analysis:** The report involves examining the B2B Price Optimization and Management Software market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the B2B Price Optimization and Management Software

market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to B2B Price Optimization and Management Software:

**Company Analysis:** Report covers individual B2B Price Optimization and Management Software players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards B2B Price Optimization and Management Software. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Large Enterprises, SMEs).

**Technology Analysis:** Report covers specific technologies relevant to B2B Price Optimization and Management Software. It assesses the current state, advancements, and potential future developments in B2B Price Optimization and Management Software areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the B2B Price Optimization and Management Software market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

B2B Price Optimization and Management Software market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

### Market segment by Type

#### Cloud Based

On-premises

Market segment by Application

Large Enterprises

SMEs

Market segment by players, this report covers

McKinsey

Price Edge

Pricefx

PROS

SPOSEA

Vendavo

Vistaar Technologies

Vistex

Zilliant

GK Software

Syncron

Prisync

Pricemoov

## Apttus Conga

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, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and 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 B2B Price Optimization and Management Software product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of B2B Price Optimization and Management Software, with revenue, gross margin and global market share of B2B Price Optimization and Management Software from 2019 to 2024.

Chapter 3, the B2B Price Optimization and Management Software 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 application, with consumption value and growth rate by Type, application, from 2019 to 2030.

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 2019 to 2024. and B2B Price Optimization and Management Software market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces

analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of B2B Price Optimization and Management Software.

Chapter 13, to describe B2B Price Optimization and Management Software research findings and conclusion.

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