

# Global Integrated Business Planning Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Integrated Business Planning market size is expected to reach \$ 7597 million by 2032, rising at a market growth of 6.6% CAGR during the forecast period (2026-2032).

Integrated Business Planning is an enterprise-level management and decision-making approach that integrates a company's strategic goals, financial plans, sales forecasts, supply chain operations and resource allocation into a collaborative and continuously rolling planning system through unified data, unified models and unified processes, in order to achieve cross-departmental consistent decision-making and optimal resource allocation.

### Gross Margin Levels

The integrated business planning (IBP) industry as a whole exhibits a clear characteristic of high software gross margins and service-driven dilution of overall gross margins. This is because the core value of an IBP platform comes from data models, planning engines, algorithms, scenario simulations, and cross-departmental collaboration capabilities. Once these software capabilities are established, the marginal cost of replication is low, resulting in generally high gross margins for subscription-based software. However, at the same time, customer implementation often requires process reengineering, master data governance, ERP/SCM/financial system integration, model customization, and ongoing customer success services. These professional services lower the overall gross margin. In publicly available samples, OneStream disclosed a non-GAAP software gross margin of 76% in 2025, while its non-GAAP total gross margin was approximately 70%, which well reflects this structure. Based on the business models of similar enterprise software companies, it can be estimated that the

gross profit margin of pure software/SaaS in the IBP industry is typically around 70%–80%, while the overall gross profit margin mostly falls within the range of 58%–72%. Among them, platform vendors with high standardization, mature ecosystems, and a high proportion of subscription revenue are closer to the upper limit, while vendors with a higher proportion of project implementation and customized development are closer to the lower limit.

## Industry Driving Factors

The core driving force for the growth of the IBP industry comes firstly from the continuously rising demand from enterprises for the integration of strategy, finance, and operations. More and more enterprises are no longer satisfied with fragmented budgets, sales forecasts, and supply chain planning, but instead want to unify sales, finance, supply chain, procurement, and human resources plans into a single data model and decision-making framework, reducing departmental silos and conflicting reporting. SAP explicitly describes IBP as a unified coordination of strategic, operational, and financial plans, and Anaplan also emphasizes using AI-driven platforms to connect strategic, financial, and operational plans. Secondly, increased volatility in the external environment is driving enterprises to place greater emphasis on scenario simulation, real-time collaboration, and rapid replanning capabilities. Both SAP and Oracle emphasize real-time data, AI, what-if analysis, supply and demand balancing, inventory optimization, and profitability improvement. This indicates that IBP (Integrated Business Planning) has evolved from a traditional monthly planning tool into an operational system that supports continuous decision-making in uncertain environments. Furthermore, cloud deployment and platform architecture have lowered the barriers to entry, enabling more medium and large enterprises to gradually migrate from Excel and isolated modules to a unified planning platform. Overall, the long-term growth of the IBP industry does not simply rely on 'software replacing manual labor,' but rather on enterprises upgrading their planning systems from departmentalized and static to cross-departmental, continuously rolling, profit- and resilience-oriented operational hubs.

This report studies the global Integrated Business Planning demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Integrated Business Planning, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Integrated Business Planning that contribute to its increasing demand across many markets.

**Highlights and key features of the study**

Global Integrated Business Planning total market, 2021-2032, (USD Million)

Global Integrated Business Planning total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Integrated Business Planning total market, key domestic companies, and share, (USD Million)

Global Integrated Business Planning revenue by player, revenue and market share 2021-2026, (USD Million)

Global Integrated Business Planning total market by Type, CAGR, 2021-2032, (USD Million)

Global Integrated Business Planning total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Integrated Business Planning 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 Anaplan, Oracle, OneStream, SAP, Kinaxis, Board, Blue Yonder, Pigment, IBM, Infor, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Integrated Business Planning market

**Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Integrated Business Planning Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Integrated Business Planning Market, Segmentation by Type:

End-to-End IBP

Financial-Driven IBP

Others

#### Global Integrated Business Planning Market, Segmentation by Deployment Type:

Cloud-based

On-premise

#### Global Integrated Business Planning Market, Segmentation by Customer Size:

Large Enterprise

SMEs

#### Global Integrated Business Planning Market, Segmentation by Application:

Automotive and Parts

Electronics and High Technology

Consumer Products and Food and Beverage

Others

Companies Profiled:

Anaplan

Oracle

OneStream

SAP

Kinaxis

Board

Blue Yonder

Pigment

IBM

Infor

OMP

Dassault Syst?mes

Workday

Jedox

CCH Tagetik

e2open

Logility

RELEX Solutions

Manhattan Associates

### Key Questions Answered

1. How big is the global Integrated Business Planning market?
2. What is the demand of the global Integrated Business Planning market?
3. What is the year over year growth of the global Integrated Business Planning market?
4. What is the total value of the global Integrated Business Planning market?
5. Who are the Major Players in the global Integrated Business Planning market?
6. What are the growth factors driving the market demand?

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