

Global Integrated Business Planning Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Integrated Business Planning market size was valued at US\$ 4856 million in 2025 and is forecast to a readjusted size of US\$ 7597 million by 2032 with a CAGR of 6.6% during review period.

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 is a detailed and comprehensive analysis for global Integrated Business Planning 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 Integrated Business Planning market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Integrated Business Planning market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Integrated Business Planning market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Integrated Business Planning market shares of main players, in revenue (\$ Million), 2021-2026

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 Integrated Business Planning

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 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.

Market segmentation

Integrated Business Planning market is split by Type and by Application. For the period 2021-2032, 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

End-to-End IBP

Financial-Driven IBP

Others

Market segment by Deployment Type

Cloud-based

On-premise

Market segment by Customer Size

Large Enterprise

SMEs

Market segment by Application

Automotive and Parts

Electronics and High Technology

Consumer Products and Food and Beverage

Others

Market segment by players, this report covers

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

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 Integrated Business Planning product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Integrated Business Planning, with revenue, gross margin, and global market share of Integrated Business Planning from 2021 to 2026.

Chapter 3, the Integrated Business Planning 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 2021 to 2032.

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 2021 to 2026. and Integrated Business Planning market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

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

Chapter 12, the key raw materials and key suppliers, and industry chain of Integrated Business Planning.

Chapter 13, to describe Integrated Business Planning research findings and conclusion.

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