

Global Multi-Channel Order Management Software Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Multi-Channel Order Management Software market size is expected to reach \$ 8098 million by 2032, rising at a market growth of 9.8% CAGR during the forecast period (2026-2032).

Multichannel Order Management Software is an order operations management system designed for retailers, brand owners, cross-border e-commerce sellers, wholesalers, and distributors. It consolidates orders from owned e-commerce websites, third-party marketplaces, physical stores, social commerce, wholesale channels, call centers, and EDI channels into a unified back office, supporting order validation, inventory synchronization, order routing, split and merge orders, warehouse and 3PL integration, shipment tracking, returns and exchanges, and ERP/CRM/finance integration. The software is typically delivered as a SaaS platform, on-premises system, or API-based middleware, with major suppliers concentrated in markets with mature e-commerce and enterprise software ecosystems such as the United States, Canada, the United Kingdom, Germany, China, and India. Typical use cases include multichannel e-commerce operations, DTC brand fulfillment, chain retail sales coordination, B2B wholesale order processing, and global warehouse-fulfillment collaboration.

Global retail and e-commerce companies are moving from ?selling through multiple platforms? to ?unified multichannel operations.? The value of Multichannel Order Management Software is no longer limited to consolidating orders into one back office; it increasingly lies in reducing overselling, missed orders, mis-shipments, and fulfillment delays through real-time inventory, order routing, fulfillment rules, exception alerts, and returns coordination. As DTC brands, cross-border e-commerce, social commerce, marketplace stores, and physical retail channels grow in parallel, enterprises face a much larger number of order sources, inventory nodes, and logistics partners. Manual spreadsheets, single-store dashboards, and lightweight ERP tools are becoming

insufficient for high-frequency order processing. Cloud deployment, API connectors, low-code workflow configuration, and AI-assisted fulfillment decision-making are turning multichannel order management software from a back-office tool into an operating hub for retail supply chains.

The main market challenges are system integration complexity, enterprise master data quality, cross-region inventory accuracy, and implementation cost. For small and medium-sized sellers, software cost, connector stability, and the learning curve remain key adoption barriers. For large retailers and brand owners, the difficulty lies in deep integration with ERP, WMS, TMS, POS, payment, customer service, and returns systems, as well as rule consistency across countries, warehouses, and channels. Future demand will continue to concentrate in retail e-commerce, consumer brands, wholesale distribution, third-party logistics, and cross-border selling. Procurement priorities will shift from ?how many channels can be connected? to ?whether the system can improve inventory turnover, fulfillment profitability, order accuracy, and customer experience consistency.?

This report studies the global Multi-Channel Order Management Software demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Multi-Channel Order Management Software, 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 Multi-Channel Order Management Software that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Multi-Channel Order Management Software total market, 2021-2032, (USD Million)

Global Multi-Channel Order Management Software total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Multi-Channel Order Management Software total market, key domestic companies, and share, (USD Million)

Global Multi-Channel Order Management Software revenue by player, revenue and market share 2021-2026, (USD Million)

Global Multi-Channel Order Management Software total market by Type, CAGR, 2021-2032, (USD Million)

Global Multi-Channel Order Management Software total market by Application, CAGR,

2021-2032, (USD Million)

This report profiles major players in the global Multi-Channel Order Management Software 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 Oracle Corporation, IBM Corporation, SAP SE, Microsoft Corporation, Salesforce, Inc., Adobe Inc., Manhattan Associates, Inc., Kibo Software, Inc., Fluent Commerce Pty Ltd, Rithum Holdings, Inc., 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 Multi-Channel Order Management Software 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 Multi-Channel Order Management Software Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Multi-Channel Order Management Software Market, Segmentation by Type:

Standalone Multichannel OMS

OMS Embedded in ERP

OMS Embedded in Commerce Platform

Others

Global Multi-Channel Order Management Software Market, Segmentation by Organization Size:

Large Enterprises

Mid Market Enterprises

Small Businesses

Global Multi-Channel Order Management Software Market, Segmentation by Deployment Model:

Cloud Based SaaS

Hybrid Deployment

On Premises Deployment

Global Multi-Channel Order Management Software Market, Segmentation by Sales Channel Coverage:

Marketplace and Web Store Channels

Online and Offline Retail Channels

B2B and Wholesale Channels

Others

Global Multi-Channel Order Management Software Market, Segmentation by Application:

Retail and E Commerce

Consumer Goods and Brands

Wholesale and Distribution

Others

Companies Profiled:

Oracle Corporation

IBM Corporation

SAP SE

Microsoft Corporation

Salesforce, Inc.

Adobe Inc.

Manhattan Associates, Inc.

Kibo Software, Inc.

Fluent Commerce Pty Ltd

Rithum Holdings, Inc.

Linnworks Ltd.

The Sage Group plc

The Descartes Systems Group Inc.

Jushuitan Network Technology Co., Ltd.

Beijing Zhangshang Xianji Network Technology Co., Ltd.

Shenzhen Meiyunji Network Technology Co., Ltd.

Shanghai Mabang Technology Co., Ltd.

Shenzhen Eccang Technology Co., Ltd.

NE Inc.

Connectwave Co., Ltd.

91APP, Inc.

Anchanto Pte. Ltd.

OnPoint E-commerce Co., Ltd.

Unicommerce eSolutions Limited

Vinculum Solutions Pvt. Ltd.

Key Questions Answered

1. How big is the global Multi-Channel Order Management Software market?
2. What is the demand of the global Multi-Channel Order Management Software market?
3. What is the year over year growth of the global Multi-Channel Order Management Software market?
4. What is the total value of the global Multi-Channel Order Management Software

market?

5. Who are the Major Players in the global Multi-Channel Order Management Software market?

6. What are the growth factors driving the market demand?

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