

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

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Abstracts

The global Multichannel Order Management Software market size is expected to reach \$ 8071 million by 2032, rising at a market growth of 9.4% CAGR during the forecast period (2026-2032).

Multichannel Order Management Software is a software system that helps businesses centrally manage orders from multiple sales channels, such as e-commerce websites, online marketplaces, social commerce platforms, mobile apps, retail stores, and B2B channels. It is used to synchronize order capture, inventory allocation, fulfillment status, shipping, returns, and customer information across different channels, so enterprises can reduce manual work, avoid overselling, and improve delivery efficiency and customer experience.

The Multichannel Order Management (MOM) software market has entered a phase of accelerated growth and architectural transformation in 2026. What was once considered a back-office operational tool has become a strategic imperative for businesses navigating complex omnichannel retail environments. The market is characterized by the convergence of explosive e-commerce growth, rising consumer expectations for real-time fulfillment, and the transformative integration of artificial intelligence across the order lifecycle.

E-commerce penetration continues to reshape retail operations. E-commerce is projected to account for 21.2% of global retail sales. This surge multiplies the order volume that enterprises must manage across direct-to-consumer sites, marketplaces, and wholesale portals. Companies with mature omnichannel programs achieve higher revenue than single-channel peers. The proliferation of sales channels—from traditional websites to social commerce, live-stream shopping, and AI shopping agents—has made

channel integration no longer optional. Retailers must orchestrate orders across web stores, physical outlets, social-commerce feeds, and emerging sales touchpoints.

Manual order processing is no longer viable at scale. Automated order management eliminates delays, reduces human error, and enables businesses to handle fluctuating order volumes without proportional headcount increases.

This report studies the global Multichannel Order Management Software demand, key companies, and key regions.

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

Highlights and key features of the study

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

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

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

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

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

Global Multichannel Order Management Software total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Multichannel 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 Lokad, Freestyle Solutions, Ordoro, SalesWarp, ChannelGrabber, Selro, Brightpearl, Skubana, Ecomdash, Unicommerce, 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 Multichannel 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 Multichannel Order Management Software Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Multichannel Order Management Software Market, Segmentation by Type:

On-premises

Cloud Based

Global Multichannel Order Management Software Market, Segmentation by Functional:

Order Fulfillment

Centralized Inventory Management

Channel Integration

Analytics & Reporting

Global Multichannel Order Management Software Market, Segmentation by Industry Vertical:

Retail & E-commerce

Manufacturing

Healthcare

Food & Beverage

Others

Global Multichannel Order Management Software Market, Segmentation by Application:

Large Enterprises

SMEs

Companies Profiled:

Lokad

Freestyle Solutions

Ordoro

SalesWarp

ChannelGrabber

Selro

Brightpearl

Skubana

Ecomdash

Unicommerce

Veeqo

NetSuite

Multiorders

Podorder

IBM

QuickBooks

Linnworks

Sellbrite

ChannelAdvisor

GeekSeller

InkFrog

SellerActive

GoDataFeed

brickfox

Browntape

Primaseller

Katana

Aptean

Iconography

Appath

Expandly

Magnalister

Key Questions Answered

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

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