

Global Omnichannel Order Management System 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 Omnichannel Order Management System market size was valued at US\$ 5145 million in 2025 and is forecast to a readjusted size of US\$ 10438 million by 2032 with a CAGR of 10.7% during review period.

Omnichannel Order Management System is an enterprise software platform for retailers, e-commerce operators, brand owners, wholesalers, distributors and manufacturers. It unifies orders from online stores, marketplaces, physical stores, mobile channels, call centers and B2B channels, and integrates with ERP, WMS, TMS, POS, payment, customer service and third-party logistics systems. Its core functions include order capture, inventory visibility, order promising, order splitting and consolidation, intelligent fulfillment routing, store fulfillment, warehouse fulfillment, dropship fulfillment, order tracking, returns and after-sales coordination. Major supplier countries include the United States, China, Germany, France, Japan, India, Singapore and Australia, with key applications in omnichannel retail, e-commerce operations, direct-to-consumer brands, cross-border e-commerce, chain-store fulfillment and multi-node supply chain management.

Omnichannel Order Management System is evolving from a traditional back-office order processing tool into a core transaction hub for retailers and brand owners. As consumers move across brand websites, mobile apps, physical stores, marketplaces, social commerce and customer service channels, enterprises increasingly need a unified order view and real-time inventory promising to reduce overselling, stockouts, order cancellations and fulfillment delays. The expansion of intelligent fulfillment routing, ship-from-store, buy-online-pickup-in-store, curbside pickup, dropshipping and cross-

border fulfillment is shifting OMS from a system of record into an operational decision platform that connects sales, inventory, warehousing, transportation and after-sales service. AI-enabled demand forecasting, automated order splitting, dynamic delivery promising and margin-aware routing will further strengthen the investment case for this category.

Key challenges include integration complexity, data quality, inventory accuracy and the cost of modernizing legacy enterprise systems. For small and medium-sized businesses, subscription cost, implementation effort and process redesign remain barriers to adoption; for large retailers and brand owners, order consistency and fulfillment-rule governance across countries, currencies, warehouse networks and multiple brands are more difficult to manage. Future demand will be led by chain retailers, DTC brands, e-commerce sellers, wholesalers, distributors and manufacturing brand owners, especially enterprises with high inventory-turnover pressure, fragmented sales channels, frequent returns and complex fulfillment networks. These factors will continue to push Omnichannel OMS toward cloud-native, modular, composable and real-time decisioning architectures.

This report is a detailed and comprehensive analysis for global Omnichannel Order Management System 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 Omnichannel Order Management System market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Omnichannel Order Management System market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Omnichannel Order Management System market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Omnichannel Order Management System 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 Omnichannel Order Management System

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 Omnichannel Order Management System 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, International Business Machines Corporation, Manhattan Associates, Inc., Microsoft Corporation, Salesforce, Inc., Kibo Commerce, LLC, Aptos, LLC, Deck Commerce, Inc., Panasonic Connect Co., Ltd. (Blue Yonder), SAP SE, etc.

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

Market segmentation

Omnichannel Order Management System 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

On Premises

Cloud Based

Market segment by Industry

Retail and E Commerce

Wholesale and Distribution

Manufacturing and Brand Owners

Others

Market segment by Fulfillment Architecture

Warehouse Fulfillment

Store Fulfillment

Dropship and Vendor Fulfillment

Hybrid Fulfillment

Market segment by Pricing Model

Subscription Based

License and Maintenance

Transaction Based

Others

Market segment by Application

Large Enterprises

Small and Medium Enterprises

Market segment by players, this report covers

Oracle Corporation

International Business Machines Corporation

Manhattan Associates, Inc.

Microsoft Corporation

Salesforce, Inc.

Kibo Commerce, LLC

Aptos, LLC

Deck Commerce, Inc.

Panasonic Connect Co., Ltd. (Blue Yonder)

SAP SE

Zalando SE (SCAYLE)

OneStock SAS

Fluent Commerce Pty Ltd

Anchanto Pte. Ltd.

Unicommerce eSolutions Limited

Vinculum Solutions Pvt. Ltd.

Cafe24 Corp.

91APP, Inc.

Commerce One Holdings Inc. (Future Shop Co., Ltd.)

Jushuitan Group Inc.

Kingdee International Software Group Company Limited

Beijing Zhangshangxianji Internet Technology Co., Ltd.

Shanghai Shopex Network Technology Co., Ltd.

Shanghai Burgeon Software Technology Co., Ltd.

Baison Software Co., Ltd.

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 Omnichannel Order Management System product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Omnichannel Order Management System, with revenue, gross margin, and global market share of Omnichannel Order Management System from 2021 to 2026.

Chapter 3, the Omnichannel Order Management System 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 Omnichannel Order Management System 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 Omnichannel Order Management System.

Chapter 13, to describe Omnichannel Order Management System research findings and conclusion.

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