

Global Omnichannel Order Management System Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Omnichannel Order Management System market size is expected to reach \$ 10438 million by 2032, rising at a market growth of 10.7% CAGR during the forecast period (2026-2032).

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 studies the global Omnichannel Order Management System demand, key companies, and key regions.

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

Highlights and key features of the study

Global Omnichannel Order Management System total market, 2021-2032, (USD Million)

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

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

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

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

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

This report profiles major 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Omnichannel Order Management System 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 Omnichannel Order Management System Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Omnichannel Order Management System Market, Segmentation by Type:

On Premises

Cloud Based

Global Omnichannel Order Management System Market, Segmentation by Industry:

Retail and E Commerce

Wholesale and Distribution

Manufacturing and Brand Owners

Others

Global Omnichannel Order Management System Market, Segmentation by Fulfillment Architecture:

Warehouse Fulfillment

Store Fulfillment

Dropship and Vendor Fulfillment

Hybrid Fulfillment

Global Omnichannel Order Management System Market, Segmentation by Pricing Model:

Subscription Based

License and Maintenance

Transaction Based

Others

Global Omnichannel Order Management System Market, Segmentation by Application:

Large Enterprises

Small and Medium Enterprises

Companies Profiled:

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.

Key Questions Answered

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

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