

# Global Order Tracking Software Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/GC73B0A421E8EN.html>

Date: January 2026

Pages: 173

Price: US\$ 4,480.00 (Single User License)

ID: GC73B0A421E8EN

## Abstracts

The global Order Tracking Software market size is expected to reach \$ 2477 million by 2032, rising at a market growth of 7.6% CAGR during the forecast period (2026-2032). Order Tracking Software is a digital management tool for enterprises, e-commerce platforms, and logistics service providers. Its core function is to monitor, record, and synchronize the data throughout the entire order lifecycle, from creation, payment, inventory preparation, outbound shipment, logistics delivery, to receipt. By integrating with enterprise ERP, WMS (Warehouse Management System), TMS (Transportation Management System), and logistics carrier systems, the software automatically captures order node data and generates a visual tracking link. It also supports sending order status reminders to customers and providing order fulfillment data analysis for managers, achieving the goals of improving order fulfillment efficiency, reducing customer consultation costs, and providing rapid alerts for abnormal orders. It is widely used in e-commerce retail, cross-border trade, manufacturing distribution, and third-party logistics.

The software has upgraded from single-platform order tracking to unified management of orders across all online and offline channels. It supports the integration of order data from e-commerce platforms, offline stores, social e-commerce, and live-streaming sales, enabling centralized display and unified scheduling of all order statuses in a single backend. Simultaneously, it establishes data interfaces with upstream and downstream supply chains, supporting reverse linkage between order demand and inventory and production planning, achieving intelligent fulfillment based on sales demand.

AI technology is deeply integrated into the order tracking process. The software can automatically identify risky orders such as overdue stock preparation, logistics delays, and abnormal receipts, issuing warnings to managers via system pop-ups, SMS, and emails. Furthermore, it generates intelligent scheduling suggestions based on historical

fulfillment data, such as automatically allocating the optimal logistics carrier and adjusting stock preparation priorities, reducing manual intervention costs and improving order fulfillment accuracy.

The software enhances order query and interaction capabilities for end customers, allowing them to check the real-time location and estimated delivery time of their orders without logging in through various methods such as mini-programs, official accounts, and SMS links. Some advanced versions also add features such as customer-independent address changes, scheduled delivery times, and return/exchange applications, transforming order tracking into a customer service touchpoint and improving user satisfaction.

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

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

### **Highlights and key features of the study**

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

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

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

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

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

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

This report profiles major players in the global Order Tracking 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 ShipStation, AfterShip, ShippyPro, Infoplus, Salesforce, SAP, Narvar, parcelLab, Zoho Corporation, IBM, 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 Order Tracking 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 Order Tracking Software Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Order Tracking Software Market, Segmentation by Type:

Cloud-based

On-premises

Global Order Tracking Software Market, Segmentation by Sence:

Injection

Ophthalmic

Inhalation

Others

## Global Order Tracking Software Market, Segmentation by User:

Enterprise Side

Client Side

Others

## Global Order Tracking Software Market, Segmentation by Application:

SMEs

Large Enterprises

## **Companies Profiled:**

ShipStation

AfterShip

ShippyPro

Infoplus

Salesforce

SAP

Narvar

parcelLab

Zoho Corporation

IBM

Shipway

MetaPack

Oracle

TrackChecker

ParcelTrack

Bringg

Trackr

Deliveries

PackageTracker

TrackShip

TrackThis

Tracktry

Parcels

TrackChecker Mobile

My Package Tracking

Package Buddy

Trackin

Package Mapper

TrackerBox

DispatchTrack

### Key Questions Answered

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

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