

Global Price Optimization and Management (PO&M) Software for B2B Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Price Optimization and Management (PO&M) Software for B2B market size was valued at USD 488.8 million in 2023 and is forecast to a readjusted size of USD 669.3 million by 2030 with a CAGR of 4.6% during review period.

B2B price optimization and management (PO&M) software can help users to efficiently manage and optimize the price of its products and services. The software focus on the back-office price management, product management or providing sales intelligence in real-time to the sales representative. PO&M products are widely used by multiple industries, including travel and transportation, wholesale and distribution, energy, chemicals and petroleum, financial services and insurance, life sciences, high tech, manufacturing, telecommunications, food and beverage, and consumer packaged goods.

According to International Telecommunication Union (ITU), the global Internet users (online population) were more than 5 billion. And the number of online shoppers was also increasing. In 2022, the global e-commerce market penetration rate increased to 19.7%, and the e-commerce market reached \$5.5 trillion. At the same time, the Asian e-commerce market ranked at the top of the revenue ranking, which has reached \$1.8 trillion. According to the National Bureau of Statistics, China was the largest online retail market in 2022, with online retail sales of 13.79 trillion yuan and a year-on-year increase of 4%. Among them, the online retail sales of physical goods were 11.96 trillion yuan, with a year-on-year increase of 6.2%, which accounted for 27.2% of the total retail sales of consumer goods.

The Global Info Research report includes an overview of the development of the Price Optimization and Management (PO&M) Software for B2B industry chain, the market status of Large Enterprises (Cloud Based, On-premises), SMEs (Cloud Based, On-premises), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Price Optimization and Management (PO&M) Software for B2B.

Regionally, the report analyzes the Price Optimization and Management (PO&M) Software for B2B markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Price Optimization and Management (PO&M) Software for B2B market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Price Optimization and Management (PO&M) Software for B2B market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Price Optimization and Management (PO&M) Software for B2B industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Cloud Based, On-premises).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Price Optimization and Management (PO&M) Software for B2B market.

Regional Analysis: The report involves examining the Price Optimization and Management (PO&M) Software for B2B market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Price Optimization and Management (PO&M) Software for B2B market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Price Optimization and Management (PO&M) Software for B2B:

Company Analysis: Report covers individual Price Optimization and Management (PO&M) Software for B2B players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Price Optimization and Management (PO&M) Software for B2B. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Large Enterprises, SMEs).

Technology Analysis: Report covers specific technologies relevant to Price Optimization and Management (PO&M) Software for B2B. It assesses the current state, advancements, and potential future developments in Price Optimization and Management (PO&M) Software for B2B areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Price Optimization and Management (PO&M) Software for B2B market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Price Optimization and Management (PO&M) Software for B2B market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Cloud Based

On-premises

Market segment by Application

Large Enterprises

SMEs

Market segment by players, this report covers

McKinsey

Price Edge

Pricefx

PROS

SPOSEA

Vendavo

Vistaar Technologies

Vistex

Zilliant

GK Software

Synchron

Prisync

Pricemoov

Apttus Conga

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, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and 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 Price Optimization and Management (PO&M) Software for B2B product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Price Optimization and Management (PO&M) Software for B2B, with revenue, gross margin and global market share of Price Optimization and Management (PO&M) Software for B2B from 2019 to 2024.

Chapter 3, the Price Optimization and Management (PO&M) Software for B2B 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 application, with consumption value and growth rate by Type, application, from 2019 to 2030.

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 2019 to 2024. and Price Optimization and Management (PO&M) Software for B2B market forecast, by regions,

type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Price Optimization and Management (PO&M) Software for B2B.

Chapter 13, to describe Price Optimization and Management (PO&M) Software for B2B research findings and conclusion.

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope of Price Optimization and Management (PO&M) Software for B2B

1.2 Market Estimation Caveats and Base Year

1.3 Classification of Price Optimization and Management (PO&M) Software for B2B by Type

1.3.1 Overview: Global Price Optimization and Management (PO&M) Software for B2B Market Size by Type: 2019 Versus 2023 Versus 2030

1.3.2 Global Price Optimization and Management (PO&M) Software for B2B Consumption Value Market Share by Type in 2023

1.3.3 Cloud Based

1.3.4 On-premises

1.4 Global Price Optimization and Management (PO&M) Software for B2B Market by Application

1.4.1 Overview: Global Price Optimization and Management (PO&M) Software for B2B Market Size by Application: 2019 Versus 2023 Versus 2030

1.4.2 Large Enterprises

1.4.3 SMEs

1.5 Global Price Optimization and Management (PO&M) Software for B2B Market Size & Forecast

1.6 Global Price Optimization and Management (PO&M) Software for B2B Market Size and Forecast by Region

1.6.1 Global Price Optimization and Management (PO&M) Software for B2B Market Size by Region: 2019 VS 2023 VS 2030

1.6.2 Global Price Optimization and Management (PO&M) Software for B2B Market Size by Region, (2019-2030)

1.6.3 North America Price Optimization and Management (PO&M) Software for B2B Market Size and Prospect (2019-2030)

1.6.4 Europe Price Optimization and Management (PO&M) Software for B2B Market Size and Prospect (2019-2030)

1.6.5 Asia-Pacific Price Optimization and Management (PO&M) Software for B2B Market Size and Prospect (2019-2030)

1.6.6 South America Price Optimization and Management (PO&M) Software for B2B Market Size and Prospect (2019-2030)

1.6.7 Middle East and Africa Price Optimization and Management (PO&M) Software for B2B Market Size and Prospect (2019-2030)

2 COMPANY PROFILES

2.1 McKinsey

2.1.1 McKinsey Details

2.1.2 McKinsey Major Business

2.1.3 McKinsey Price Optimization and Management (PO&M) Software for B2B Product and Solutions

2.1.4 McKinsey Price Optimization and Management (PO&M) Software for B2B Revenue, Gross Margin and Market Share (2019-2024)

2.1.5 McKinsey Recent Developments and Future Plans

2.2 Price Edge

2.2.1 Price Edge Details

2.2.2 Price Edge Major Business

2.2.3 Price Edge Price Optimization and Management (PO&M) Software for B2B Product and Solutions

2.2.4 Price Edge Price Optimization and Management (PO&M) Software for B2B Revenue, Gross Margin and Market Share (2019-2024)

2.2.5 Price Edge Recent Developments and Future Plans

2.3 Pricefx

2.3.1 Pricefx Details

2.3.2 Pricefx Major Business

2.3.3 Pricefx Price Optimization and Management (PO&M) Software for B2B Product and Solutions

2.3.4 Pricefx Price Optimization and Management (PO&M) Software for B2B Revenue, Gross Margin and Market Share (2019-2024)

2.3.5 Pricefx Recent Developments and Future Plans

2.4 PROS

2.4.1 PROS Details

2.4.2 PROS Major Business

2.4.3 PROS Price Optimization and Management (PO&M) Software for B2B Product and Solutions

2.4.4 PROS Price Optimization and Management (PO&M) Software for B2B Revenue, Gross Margin and Market Share (2019-2024)

2.4.5 PROS Recent Developments and Future Plans

2.5 SPOSEA

2.5.1 SPOSEA Details

2.5.2 SPOSEA Major Business

2.5.3 SPOSEA Price Optimization and Management (PO&M) Software for B2B

Product and Solutions

2.5.4 SPOSEA Price Optimization and Management (PO&M) Software for B2B Revenue, Gross Margin and Market Share (2019-2024)

2.5.5 SPOSEA Recent Developments and Future Plans

2.6 Vendavo

2.6.1 Vendavo Details

2.6.2 Vendavo Major Business

2.6.3 Vendavo Price Optimization and Management (PO&M) Software for B2B Product and Solutions

2.6.4 Vendavo Price Optimization and Management (PO&M) Software for B2B Revenue, Gross Margin and Market Share (2019-2024)

2.6.5 Vendavo Recent Developments and Future Plans

2.7 Vistaar Technologies

2.7.1 Vistaar Technologies Details

2.7.2 Vistaar Technologies Major Business

2.7.3 Vistaar Technologies Price Optimization and Management (PO&M) Software for B2B Product and Solutions

2.7.4 Vistaar Technologies Price Optimization and Management (PO&M) Software for B2B Revenue, Gross Margin and Market Share (2019-2024)

2.7.5 Vistaar Technologies Recent Developments and Future Plans

2.8 Vistex

2.8.1 Vistex Details

2.8.2 Vistex Major Business

2.8.3 Vistex Price Optimization and Management (PO&M) Software for B2B Product and Solutions

2.8.4 Vistex Price Optimization and Management (PO&M) Software for B2B Revenue, Gross Margin and Market Share (2019-2024)

2.8.5 Vistex Recent Developments and Future Plans

2.9 Zilliant

2.9.1 Zilliant Details

2.9.2 Zilliant Major Business

2.9.3 Zilliant Price Optimization and Management (PO&M) Software for B2B Product and Solutions

2.9.4 Zilliant Price Optimization and Management (PO&M) Software for B2B Revenue, Gross Margin and Market Share (2019-2024)

2.9.5 Zilliant Recent Developments and Future Plans

2.10 GK Software

2.10.1 GK Software Details

2.10.2 GK Software Major Business

2.10.3 GK Software Price Optimization and Management (PO&M) Software for B2B Product and Solutions

2.10.4 GK Software Price Optimization and Management (PO&M) Software for B2B Revenue, Gross Margin and Market Share (2019-2024)

2.10.5 GK Software Recent Developments and Future Plans

2.11 Synchron

2.11.1 Synchron Details

2.11.2 Synchron Major Business

2.11.3 Synchron Price Optimization and Management (PO&M) Software for B2B Product and Solutions

2.11.4 Synchron Price Optimization and Management (PO&M) Software for B2B Revenue, Gross Margin and Market Share (2019-2024)

2.11.5 Synchron Recent Developments and Future Plans

2.12 Prisync

2.12.1 Prisync Details

2.12.2 Prisync Major Business

2.12.3 Prisync Price Optimization and Management (PO&M) Software for B2B Product and Solutions

2.12.4 Prisync Price Optimization and Management (PO&M) Software for B2B Revenue, Gross Margin and Market Share (2019-2024)

2.12.5 Prisync Recent Developments and Future Plans

2.13 Pricemoov

2.13.1 Pricemoov Details

2.13.2 Pricemoov Major Business

2.13.3 Pricemoov Price Optimization and Management (PO&M) Software for B2B Product and Solutions

2.13.4 Pricemoov Price Optimization and Management (PO&M) Software for B2B Revenue, Gross Margin and Market Share (2019-2024)

2.13.5 Pricemoov Recent Developments and Future Plans

2.14 Apttus Conga

2.14.1 Apttus Conga Details

2.14.2 Apttus Conga Major Business

2.14.3 Apttus Conga Price Optimization and Management (PO&M) Software for B2B Product and Solutions

2.14.4 Apttus Conga Price Optimization and Management (PO&M) Software for B2B Revenue, Gross Margin and Market Share (2019-2024)

2.14.5 Apttus Conga Recent Developments and Future Plans

3 MARKET COMPETITION, BY PLAYERS

3.1 Global Price Optimization and Management (PO&M) Software for B2B Revenue and Share by Players (2019-2024)

3.2 Market Share Analysis (2023)

3.2.1 Market Share of Price Optimization and Management (PO&M) Software for B2B by Company Revenue

3.2.2 Top 3 Price Optimization and Management (PO&M) Software for B2B Players Market Share in 2023

3.2.3 Top 6 Price Optimization and Management (PO&M) Software for B2B Players Market Share in 2023

3.3 Price Optimization and Management (PO&M) Software for B2B Market: Overall Company Footprint Analysis

3.3.1 Price Optimization and Management (PO&M) Software for B2B Market: Region Footprint

3.3.2 Price Optimization and Management (PO&M) Software for B2B Market: Company Product Type Footprint

3.3.3 Price Optimization and Management (PO&M) Software for B2B Market: Company Product Application Footprint

3.4 New Market Entrants and Barriers to Market Entry

3.5 Mergers, Acquisition, Agreements, and Collaborations

4 MARKET SIZE SEGMENT BY TYPE

4.1 Global Price Optimization and Management (PO&M) Software for B2B Consumption Value and Market Share by Type (2019-2024)

4.2 Global Price Optimization and Management (PO&M) Software for B2B Market Forecast by Type (2025-2030)

5 MARKET SIZE SEGMENT BY APPLICATION

5.1 Global Price Optimization and Management (PO&M) Software for B2B Consumption Value Market Share by Application (2019-2024)

5.2 Global Price Optimization and Management (PO&M) Software for B2B Market Forecast by Application (2025-2030)

6 NORTH AMERICA

6.1 North America Price Optimization and Management (PO&M) Software for B2B Consumption Value by Type (2019-2030)

6.2 North America Price Optimization and Management (PO&M) Software for B2B Consumption Value by Application (2019-2030)

6.3 North America Price Optimization and Management (PO&M) Software for B2B Market Size by Country

6.3.1 North America Price Optimization and Management (PO&M) Software for B2B Consumption Value by Country (2019-2030)

6.3.2 United States Price Optimization and Management (PO&M) Software for B2B Market Size and Forecast (2019-2030)

6.3.3 Canada Price Optimization and Management (PO&M) Software for B2B Market Size and Forecast (2019-2030)

6.3.4 Mexico Price Optimization and Management (PO&M) Software for B2B Market Size and Forecast (2019-2030)

7 EUROPE

7.1 Europe Price Optimization and Management (PO&M) Software for B2B Consumption Value by Type (2019-2030)

7.2 Europe Price Optimization and Management (PO&M) Software for B2B Consumption Value by Application (2019-2030)

7.3 Europe Price Optimization and Management (PO&M) Software for B2B Market Size by Country

7.3.1 Europe Price Optimization and Management (PO&M) Software for B2B Consumption Value by Country (2019-2030)

7.3.2 Germany Price Optimization and Management (PO&M) Software for B2B Market Size and Forecast (2019-2030)

7.3.3 France Price Optimization and Management (PO&M) Software for B2B Market Size and Forecast (2019-2030)

7.3.4 United Kingdom Price Optimization and Management (PO&M) Software for B2B Market Size and Forecast (2019-2030)

7.3.5 Russia Price Optimization and Management (PO&M) Software for B2B Market Size and Forecast (2019-2030)

7.3.6 Italy Price Optimization and Management (PO&M) Software for B2B Market Size and Forecast (2019-2030)

8 ASIA-PACIFIC

8.1 Asia-Pacific Price Optimization and Management (PO&M) Software for B2B Consumption Value by Type (2019-2030)

8.2 Asia-Pacific Price Optimization and Management (PO&M) Software for B2B

Consumption Value by Application (2019-2030)

8.3 Asia-Pacific Price Optimization and Management (PO&M) Software for B2B Market Size by Region

8.3.1 Asia-Pacific Price Optimization and Management (PO&M) Software for B2B Consumption Value by Region (2019-2030)

8.3.2 China Price Optimization and Management (PO&M) Software for B2B Market Size and Forecast (2019-2030)

8.3.3 Japan Price Optimization and Management (PO&M) Software for B2B Market Size and Forecast (2019-2030)

8.3.4 South Korea Price Optimization and Management (PO&M) Software for B2B Market Size and Forecast (2019-2030)

8.3.5 India Price Optimization and Management (PO&M) Software for B2B Market Size and Forecast (2019-2030)

8.3.6 Southeast Asia Price Optimization and Management (PO&M) Software for B2B Market Size and Forecast (2019-2030)

8.3.7 Australia Price Optimization and Management (PO&M) Software for B2B Market Size and Forecast (2019-2030)

9 SOUTH AMERICA

9.1 South America Price Optimization and Management (PO&M) Software for B2B Consumption Value by Type (2019-2030)

9.2 South America Price Optimization and Management (PO&M) Software for B2B Consumption Value by Application (2019-2030)

9.3 South America Price Optimization and Management (PO&M) Software for B2B Market Size by Country

9.3.1 South America Price Optimization and Management (PO&M) Software for B2B Consumption Value by Country (2019-2030)

9.3.2 Brazil Price Optimization and Management (PO&M) Software for B2B Market Size and Forecast (2019-2030)

9.3.3 Argentina Price Optimization and Management (PO&M) Software for B2B Market Size and Forecast (2019-2030)

10 MIDDLE EAST & AFRICA

10.1 Middle East & Africa Price Optimization and Management (PO&M) Software for B2B Consumption Value by Type (2019-2030)

10.2 Middle East & Africa Price Optimization and Management (PO&M) Software for B2B Consumption Value by Application (2019-2030)

10.3 Middle East & Africa Price Optimization and Management (PO&M) Software for B2B Market Size by Country

10.3.1 Middle East & Africa Price Optimization and Management (PO&M) Software for B2B Consumption Value by Country (2019-2030)

10.3.2 Turkey Price Optimization and Management (PO&M) Software for B2B Market Size and Forecast (2019-2030)

10.3.3 Saudi Arabia Price Optimization and Management (PO&M) Software for B2B Market Size and Forecast (2019-2030)

10.3.4 UAE Price Optimization and Management (PO&M) Software for B2B Market Size and Forecast (2019-2030)

11 MARKET DYNAMICS

11.1 Price Optimization and Management (PO&M) Software for B2B Market Drivers

11.2 Price Optimization and Management (PO&M) Software for B2B Market Restraints

11.3 Price Optimization and Management (PO&M) Software for B2B Trends Analysis

11.4 Porters Five Forces Analysis

11.4.1 Threat of New Entrants

11.4.2 Bargaining Power of Suppliers

11.4.3 Bargaining Power of Buyers

11.4.4 Threat of Substitutes

11.4.5 Competitive Rivalry

12 INDUSTRY CHAIN ANALYSIS

12.1 Price Optimization and Management (PO&M) Software for B2B Industry Chain

12.2 Price Optimization and Management (PO&M) Software for B2B Upstream Analysis

12.3 Price Optimization and Management (PO&M) Software for B2B Midstream Analysis

12.4 Price Optimization and Management (PO&M) Software for B2B Downstream Analysis

13 RESEARCH FINDINGS AND CONCLUSION

14 APPENDIX

14.1 Methodology

14.2 Research Process and Data Source

14.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Price Optimization and Management (PO&M) Software for B2B Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Table 2. Global Price Optimization and Management (PO&M) Software for B2B Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Table 3. Global Price Optimization and Management (PO&M) Software for B2B Consumption Value by Region (2019-2024) & (USD Million)

Table 4. Global Price Optimization and Management (PO&M) Software for B2B Consumption Value by Region (2025-2030) & (USD Million)

Table 5. McKinsey Company Information, Head Office, and Major Competitors

Table 6. McKinsey Major Business

Table 7. McKinsey Price Optimization and Management (PO&M) Software for B2B Product and Solutions

Table 8. McKinsey Price Optimization and Management (PO&M) Software for B2B Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 9. McKinsey Recent Developments and Future Plans

Table 10. Price Edge Company Information, Head Office, and Major Competitors

Table 11. Price Edge Major Business

Table 12. Price Edge Price Optimization and Management (PO&M) Software for B2B Product and Solutions

Table 13. Price Edge Price Optimization and Management (PO&M) Software for B2B Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 14. Price Edge Recent Developments and Future Plans

Table 15. Pricefx Company Information, Head Office, and Major Competitors

Table 16. Pricefx Major Business

Table 17. Pricefx Price Optimization and Management (PO&M) Software for B2B Product and Solutions

Table 18. Pricefx Price Optimization and Management (PO&M) Software for B2B Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 19. Pricefx Recent Developments and Future Plans

Table 20. PROS Company Information, Head Office, and Major Competitors

Table 21. PROS Major Business

Table 22. PROS Price Optimization and Management (PO&M) Software for B2B Product and Solutions

Table 23. PROS Price Optimization and Management (PO&M) Software for B2B Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 24. PROS Recent Developments and Future Plans
Table 25. SPOSEA Company Information, Head Office, and Major Competitors
Table 26. SPOSEA Major Business
Table 27. SPOSEA Price Optimization and Management (PO&M) Software for B2B Product and Solutions
Table 28. SPOSEA Price Optimization and Management (PO&M) Software for B2B Revenue (USD Million), Gross Margin and Market Share (2019-2024)
Table 29. SPOSEA Recent Developments and Future Plans
Table 30. Vendavo Company Information, Head Office, and Major Competitors
Table 31. Vendavo Major Business
Table 32. Vendavo Price Optimization and Management (PO&M) Software for B2B Product and Solutions
Table 33. Vendavo Price Optimization and Management (PO&M) Software for B2B Revenue (USD Million), Gross Margin and Market Share (2019-2024)
Table 34. Vendavo Recent Developments and Future Plans
Table 35. Vistaar Technologies Company Information, Head Office, and Major Competitors
Table 36. Vistaar Technologies Major Business
Table 37. Vistaar Technologies Price Optimization and Management (PO&M) Software for B2B Product and Solutions
Table 38. Vistaar Technologies Price Optimization and Management (PO&M) Software for B2B Revenue (USD Million), Gross Margin and Market Share (2019-2024)
Table 39. Vistaar Technologies Recent Developments and Future Plans
Table 40. Vistex Company Information, Head Office, and Major Competitors
Table 41. Vistex Major Business
Table 42. Vistex Price Optimization and Management (PO&M) Software for B2B Product and Solutions
Table 43. Vistex Price Optimization and Management (PO&M) Software for B2B Revenue (USD Million), Gross Margin and Market Share (2019-2024)
Table 44. Vistex Recent Developments and Future Plans
Table 45. Zilliant Company Information, Head Office, and Major Competitors
Table 46. Zilliant Major Business
Table 47. Zilliant Price Optimization and Management (PO&M) Software for B2B Product and Solutions
Table 48. Zilliant Price Optimization and Management (PO&M) Software for B2B Revenue (USD Million), Gross Margin and Market Share (2019-2024)
Table 49. Zilliant Recent Developments and Future Plans
Table 50. GK Software Company Information, Head Office, and Major Competitors
Table 51. GK Software Major Business

Table 52. GK Software Price Optimization and Management (PO&M) Software for B2B Product and Solutions

Table 53. GK Software Price Optimization and Management (PO&M) Software for B2B Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 54. GK Software Recent Developments and Future Plans

Table 55. Synchron Company Information, Head Office, and Major Competitors

Table 56. Synchron Major Business

Table 57. Synchron Price Optimization and Management (PO&M) Software for B2B Product and Solutions

Table 58. Synchron Price Optimization and Management (PO&M) Software for B2B Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 59. Synchron Recent Developments and Future Plans

Table 60. Prisync Company Information, Head Office, and Major Competitors

Table 61. Prisync Major Business

Table 62. Prisync Price Optimization and Management (PO&M) Software for B2B Product and Solutions

Table 63. Prisync Price Optimization and Management (PO&M) Software for B2B Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 64. Prisync Recent Developments and Future Plans

Table 65. Pricemoov Company Information, Head Office, and Major Competitors

Table 66. Pricemoov Major Business

Table 67. Pricemoov Price Optimization and Management (PO&M) Software for B2B Product and Solutions

Table 68. Pricemoov Price Optimization and Management (PO&M) Software for B2B Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 69. Pricemoov Recent Developments and Future Plans

Table 70. Apttus Conga Company Information, Head Office, and Major Competitors

Table 71. Apttus Conga Major Business

Table 72. Apttus Conga Price Optimization and Management (PO&M) Software for B2B Product and Solutions

Table 73. Apttus Conga Price Optimization and Management (PO&M) Software for B2B Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 74. Apttus Conga Recent Developments and Future Plans

Table 75. Global Price Optimization and Management (PO&M) Software for B2B Revenue (USD Million) by Players (2019-2024)

Table 76. Global Price Optimization and Management (PO&M) Software for B2B Revenue Share by Players (2019-2024)

Table 77. Breakdown of Price Optimization and Management (PO&M) Software for B2B by Company Type (Tier 1, Tier 2, and Tier 3)

Table 78. Market Position of Players in Price Optimization and Management (PO&M) Software for B2B, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2023

Table 79. Head Office of Key Price Optimization and Management (PO&M) Software for B2B Players

Table 80. Price Optimization and Management (PO&M) Software for B2B Market: Company Product Type Footprint

Table 81. Price Optimization and Management (PO&M) Software for B2B Market: Company Product Application Footprint

Table 82. Price Optimization and Management (PO&M) Software for B2B New Market Entrants and Barriers to Market Entry

Table 83. Price Optimization and Management (PO&M) Software for B2B Mergers, Acquisition, Agreements, and Collaborations

Table 84. Global Price Optimization and Management (PO&M) Software for B2B Consumption Value (USD Million) by Type (2019-2024)

Table 85. Global Price Optimization and Management (PO&M) Software for B2B Consumption Value Share by Type (2019-2024)

Table 86. Global Price Optimization and Management (PO&M) Software for B2B Consumption Value Forecast by Type (2025-2030)

Table 87. Global Price Optimization and Management (PO&M) Software for B2B Consumption Value by Application (2019-2024)

Table 88. Global Price Optimization and Management (PO&M) Software for B2B Consumption Value Forecast by Application (2025-2030)

Table 89. North America Price Optimization and Management (PO&M) Software for B2B Consumption Value by Type (2019-2024) & (USD Million)

Table 90. North America Price Optimization and Management (PO&M) Software for B2B Consumption Value by Type (2025-2030) & (USD Million)

Table 91. North America Price Optimization and Management (PO&M) Software for B2B Consumption Value by Application (2019-2024) & (USD Million)

Table 92. North America Price Optimization and Management (PO&M) Software for B2B Consumption Value by Application (2025-2030) & (USD Million)

Table 93. North America Price Optimization and Management (PO&M) Software for B2B Consumption Value by Country (2019-2024) & (USD Million)

Table 94. North America Price Optimization and Management (PO&M) Software for B2B Consumption Value by Country (2025-2030) & (USD Million)

Table 95. Europe Price Optimization and Management (PO&M) Software for B2B Consumption Value by Type (2019-2024) & (USD Million)

Table 96. Europe Price Optimization and Management (PO&M) Software for B2B Consumption Value by Type (2025-2030) & (USD Million)

Table 97. Europe Price Optimization and Management (PO&M) Software for B2B

Consumption Value by Application (2019-2024) & (USD Million)

Table 98. Europe Price Optimization and Management (PO&M) Software for B2B

Consumption Value by Application (2025-2030) & (USD Million)

Table 99. Europe Price Optimization and Management (PO&M) Software for B2B

Consumption Value by Country (2019-2024) & (USD Million)

Table 100. Europe Price Optimization and Management (PO&M) Software for B2B

Consumption Value by Country (2025-2030) & (USD Million)

Table 101. Asia-Pacific Price Optimization and Management (PO&M) Software for B2B

Consumption Value by Type (2019-2024) & (USD Million)

Table 102. Asia-Pacific Price Optimization and Management (PO&M) Software for B2B

Consumption Value by Type (2025-2030) & (USD Million)

Table 103. Asia-Pacific Price Optimization and Management (PO&M) Software for B2B

Consumption Value by Application (2019-2024) & (USD Million)

Table 104. Asia-Pacific Price Optimization and Management (PO&M) Software for B2B

Consumption Value by Application (2025-2030) & (USD Million)

Table 105. Asia-Pacific Price Optimization and Management (PO&M) Software for B2B

Consumption Value by Region (2019-2024) & (USD Million)

Table 106. Asia-Pacific Price Optimization and Management (PO&M) Software for B2B

Consumption Value by Region (2025-2030) & (USD Million)

Table 107. South America Price Optimization and Management (PO&M) Software for B2B Consumption Value by Type (2019-2024) & (USD Million)

Table 108. South America Price Optimization and Management (PO&M) Software for B2B Consumption Value by Type (2025-2030) & (USD Million)

Table 109. South America Price Optimization and Management (PO&M) Software for B2B Consumption Value by Application (2019-2024) & (USD Million)

Table 110. South America Price Optimization and Management (PO&M) Software for B2B Consumption Value by Application (2025-2030) & (USD Million)

Table 111. South America Price Optimization and Management (PO&M) Software for B2B Consumption Value by Country (2019-2024) & (USD Million)

Table 112. South America Price Optimization and Management (PO&M) Software for B2B Consumption Value by Country (2025-2030) & (USD Million)

Table 113. Middle East & Africa Price Optimization and Management (PO&M) Software for B2B Consumption Value by Type (2019-2024) & (USD Million)

Table 114. Middle East & Africa Price Optimization and Management (PO&M) Software for B2B Consumption Value by Type (2025-2030) & (USD Million)

Table 115. Middle East & Africa Price Optimization and Management (PO&M) Software for B2B Consumption Value by Application (2019-2024) & (USD Million)

Table 116. Middle East & Africa Price Optimization and Management (PO&M) Software for B2B Consumption Value by Application (2025-2030) & (USD Million)

Table 117. Middle East & Africa Price Optimization and Management (PO&M) Software for B2B Consumption Value by Country (2019-2024) & (USD Million)

Table 118. Middle East & Africa Price Optimization and Management (PO&M) Software for B2B Consumption Value by Country (2025-2030) & (USD Million)

Table 119. Price Optimization and Management (PO&M) Software for B2B Raw Material

Table 120. Key Suppliers of Price Optimization and Management (PO&M) Software for B2B Raw Materials

List Of Figures

LIST OF FIGURES

Figure 1. Price Optimization and Management (PO&M) Software for B2B Picture

Figure 2. Global Price Optimization and Management (PO&M) Software for B2B Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Figure 3. Global Price Optimization and Management (PO&M) Software for B2B Consumption Value Market Share by Type in 2023

Figure 4. Cloud Based

Figure 5. On-premises

Figure 6. Global Price Optimization and Management (PO&M) Software for B2B Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Figure 7. Price Optimization and Management (PO&M) Software for B2B Consumption Value Market Share by Application in 2023

Figure 8. Large Enterprises Picture

Figure 9. SMEs Picture

Figure 10. Global Price Optimization and Management (PO&M) Software for B2B Consumption Value, (USD Million): 2019 & 2023 & 2030

Figure 11. Global Price Optimization and Management (PO&M) Software for B2B Consumption Value and Forecast (2019-2030) & (USD Million)

Figure 12. Global Market Price Optimization and Management (PO&M) Software for B2B Consumption Value (USD Million) Comparison by Region (2019 & 2023 & 2030)

Figure 13. Global Price Optimization and Management (PO&M) Software for B2B Consumption Value Market Share by Region (2019-2030)

Figure 14. Global Price Optimization and Management (PO&M) Software for B2B Consumption Value Market Share by Region in 2023

Figure 15. North America Price Optimization and Management (PO&M) Software for B2B Consumption Value (2019-2030) & (USD Million)

Figure 16. Europe Price Optimization and Management (PO&M) Software for B2B Consumption Value (2019-2030) & (USD Million)

Figure 17. Asia-Pacific Price Optimization and Management (PO&M) Software for B2B Consumption Value (2019-2030) & (USD Million)

Figure 18. South America Price Optimization and Management (PO&M) Software for B2B Consumption Value (2019-2030) & (USD Million)

Figure 19. Middle East and Africa Price Optimization and Management (PO&M) Software for B2B Consumption Value (2019-2030) & (USD Million)

Figure 20. Global Price Optimization and Management (PO&M) Software for B2B Revenue Share by Players in 2023

Figure 21. Price Optimization and Management (PO&M) Software for B2B Market Share by Company Type (Tier 1, Tier 2 and Tier 3) in 2023

Figure 22. Global Top 3 Players Price Optimization and Management (PO&M) Software for B2B Market Share in 2023

Figure 23. Global Top 6 Players Price Optimization and Management (PO&M) Software for B2B Market Share in 2023

Figure 24. Global Price Optimization and Management (PO&M) Software for B2B Consumption Value Share by Type (2019-2024)

Figure 25. Global Price Optimization and Management (PO&M) Software for B2B Market Share Forecast by Type (2025-2030)

Figure 26. Global Price Optimization and Management (PO&M) Software for B2B Consumption Value Share by Application (2019-2024)

Figure 27. Global Price Optimization and Management (PO&M) Software for B2B Market Share Forecast by Application (2025-2030)

Figure 28. North America Price Optimization and Management (PO&M) Software for B2B Consumption Value Market Share by Type (2019-2030)

Figure 29. North America Price Optimization and Management (PO&M) Software for B2B Consumption Value Market Share by Application (2019-2030)

Figure 30. North America Price Optimization and Management (PO&M) Software for B2B Consumption Value Market Share by Country (2019-2030)

Figure 31. United States Price Optimization and Management (PO&M) Software for B2B Consumption Value (2019-2030) & (USD Million)

Figure 32. Canada Price Optimization and Management (PO&M) Software for B2B Consumption Value (2019-2030) & (USD Million)

Figure 33. Mexico Price Optimization and Management (PO&M) Software for B2B Consumption Value (2019-2030) & (USD Million)

Figure 34. Europe Price Optimization and Management (PO&M) Software for B2B Consumption Value Market Share by Type (2019-2030)

Figure 35. Europe Price Optimization and Management (PO&M) Software for B2B Consumption Value Market Share by Application (2019-2030)

Figure 36. Europe Price Optimization and Management (PO&M) Software for B2B Consumption Value Market Share by Country (2019-2030)

Figure 37. Germany Price Optimization and Management (PO&M) Software for B2B Consumption Value (2019-2030) & (USD Million)

Figure 38. France Price Optimization and Management (PO&M) Software for B2B Consumption Value (2019-2030) & (USD Million)

Figure 39. United Kingdom Price Optimization and Management (PO&M) Software for B2B Consumption Value (2019-2030) & (USD Million)

Figure 40. Russia Price Optimization and Management (PO&M) Software for B2B

Consumption Value (2019-2030) & (USD Million)

Figure 41. Italy Price Optimization and Management (PO&M) Software for B2B

Consumption Value (2019-2030) & (USD Million)

Figure 42. Asia-Pacific Price Optimization and Management (PO&M) Software for B2B

Consumption Value Market Share by Type (2019-2030)

Figure 43. Asia-Pacific Price Optimization and Management (PO&M) Software for B2B

Consumption Value Market Share by Application (2019-2030)

Figure 44. Asia-Pacific Price Optimization and Management (PO&M) Software for B2B

Consumption Value Market Share by Region (2019-2030)

Figure 45. China Price Optimization and Management (PO&M) Software for B2B

Consumption Value (2019-2030) & (USD Million)

Figure 46. Japan Price Optimization and Management (PO&M) Software for B2B

Consumption Value (2019-2030) & (USD Million)

Figure 47. South Korea Price Optimization and Management (PO&M) Software for B2B

Consumption Value (2019-2030) & (USD Million)

Figure 48. India Price Optimization and Management (PO&M) Software for B2B

Consumption Value (2019-2030) & (USD Million)

Figure 49. Southeast Asia Price Optimization and Management (PO&M) Software for

B2B Consumption Value (2019-2030) & (USD Million)

Figure 50. Australia Price Optimization and Management (PO&M) Software for B2B

Consumption Value (2019-2030) & (USD Million)

Figure 51. South America Price Optimization and Management (PO&M) Software for

B2B Consumption Value Market Share by Type (2019-2030)

Figure 52. South America Price Optimization and Management (PO&M) Software for

B2B Consumption Value Market Share by Application (2019-2030)

Figure 53. South America Price Optimization and Management (PO&M) Software for

B2B Consumption Value Market Share by Country (2019-2030)

Figure 54. Brazil Price Optimization and Management (PO&M) Software for B2B

Consumption Value (2019-2030) & (USD Million)

Figure 55. Argentina Price Optimization and Management (PO&M) Software for B2B

Consumption Value (2019-2030) & (USD Million)

Figure 56. Middle East and Africa Price Optimization and Management (PO&M)

Software for B2B Consumption Value Market Share by Type (2019-2030)

Figure 57. Middle East and Africa Price Optimization and Management (PO&M)

Software for B2B Consumption Value Market Share by Application (2019-2030)

Figure 58. Middle East and Africa Price Optimization and Management (PO&M)

Software for B2B Consumption Value Market Share by Country (2019-2030)

Figure 59. Turkey Price Optimization and Management (PO&M) Software for B2B

Consumption Value (2019-2030) & (USD Million)

Figure 60. Saudi Arabia Price Optimization and Management (PO&M) Software for B2B Consumption Value (2019-2030) & (USD Million)

Figure 61. UAE Price Optimization and Management (PO&M) Software for B2B Consumption Value (2019-2030) & (USD Million)

Figure 62. Price Optimization and Management (PO&M) Software for B2B Market Drivers

Figure 63. Price Optimization and Management (PO&M) Software for B2B Market Restraints

Figure 64. Price Optimization and Management (PO&M) Software for B2B Market Trends

Figure 65. Porters Five Forces Analysis

Figure 66. Manufacturing Cost Structure Analysis of Price Optimization and Management (PO&M) Software for B2B in 2023

Figure 67. Manufacturing Process Analysis of Price Optimization and Management (PO&M) Software for B2B

Figure 68. Price Optimization and Management (PO&M) Software for B2B Industrial Chain

Figure 69. Methodology

Figure 70. Research Process and Data Source

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