

Global Pricing and Quote Management Software Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Pricing and Quote Management Software market size is expected to reach \$ 8508 million by 2032, rising at a market growth of 11.4% CAGR during the forecast period (2026-2032).

Pricing and Quote Management Software refers to enterprise-level software systems used to formulate, manage, and optimize prices, and generate compliant, accurate, and executable quotes. It typically encompasses pricing rule management, price optimization, and configuration-pricing-quoting capabilities, helping businesses achieve a pricing process that is profitable, compliant in approval, and fast in execution across multiple products, channels, and billing models (one-off, subscription, and hybrid usage).

Gross Margin Levels

Pricing and quotation management software generally exhibits a structure of 'high-margin SaaS + medium-margin delivery services.' Pure subscription software (CPQ, pricing engine, rules/approval, quotation generation, API calls) typically boasts a high gross margin of 70%-90%. However, when vendors package implementation, integration, industry template configuration, data governance, and ongoing maintenance into 'project-based delivery,' the overall (hybrid) gross margin often falls within the 60%-80% range. The core reasons are: firstly, software has low marginal costs and strong economies of scale; secondly, complex scenarios (multiple systems: CRM/ERP/e-commerce/billing/contracts, and pricing data/permissions/auditing) significantly increase implementation time and customer success costs, lowering short-term gross margins but increasing renewal stickiness and LTV. As vendors productize 'rule modeling, pricing simulation, approval workflows, contract terms, and usage-based billing,' and

introduce AI assistants to reduce configuration and maintenance costs, the industry's gross margin center still has room for a moderate upward trend.

Industry Drivers

The fundamental driver of industry growth is the transformation of 'pricing and quoting' from back-end spreadsheets to a front-end, billable revenue operating system. Amid inflation and supply chain fluctuations, companies need to make more quickly and interpretably interpretable pricing and discount decisions. With subscription/usage/hybrid billing becoming mainstream, quotations must express complex terms and be linked to billing, renewals, and add-on purchases. In the context of omnichannel sales (direct sales + channel + self-service e-commerce), companies must use unified price safeguards, approval processes, and audits to ensure 'same price for the same customer/justified differences.' Simultaneously, AI is compressing the 'from demand to bid' cycle to minutes (e.g., embedding complex configurations and quote generation into business processes), but it also brings stronger compliance and transparency requirements?for example, dynamic retail pricing tools have attracted regulatory attention, making companies more focused on pricing governance, traceability, and access control. Therefore, pricing and quotation management platforms that can simultaneously meet the needs of 'growth (faster sales) + profit (controllable discounts) + governance (audit compliance)' will continue to receive budget allocations.

This report studies the global Pricing and Quote Management Software demand, key companies, and key regions.

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

Highlights and key features of the study

Global Pricing and Quote Management Software total market, 2021-2032, (USD Million)

Global Pricing and Quote Management Software total market by region & country, CAGR, 2021-2032, (USD Million)

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

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

Global Pricing and Quote Management Software total market by Type, CAGR, 2021-2032, (USD Million)

Global Pricing and Quote Management Software total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Pricing and Quote 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 Salesforce, Oracle, SAP, Conga, PROS, Pricefx, Vendavo, Zilliant, Infor, Epicor, 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 Pricing and Quote 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 Pricing and Quote Management Software Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Pricing and Quote Management Software Market, Segmentation by Type:

Pricing Optimization

Quote Approval Management

Channel Price Control

Others

Global Pricing and Quote Management Software Market, Segmentation by Deployment Method:

Cloud-based

On-premise

Global Pricing and Quote Management Software Market, Segmentation by Target Users:

Large Enterprise

SMEs

Global Pricing and Quote Management Software Market, Segmentation by Application:

Manufacturing

Retail and E-commerce

High Technology and Software

Others

Companies Profiled:

Salesforce

Oracle

SAP

Conga

PROS

Pricefx

Vendavo

Zilliant

Infor

Epicor

Experlogix

DealHub

CloudSense

Zuora

Model N

Flintfox

Revionics

Competera

Omnia Retail

BlackCurve

Key Questions Answered

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

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