

Global Retail Analytics Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Retail Analytics market size is expected to reach \$ 6102 million by 2032, rising at a market growth of 6.2% CAGR during the forecast period (2026-2032). Retail Analytics refers to the process of collecting, processing, and analyzing data from across the retail ecosystem to gain insights that drive business decisions, optimize operations, enhance customer experiences, and improve overall financial performance. Retail analytics focuses on providing insights related to sales, inventory, customers, and other important aspects crucial for merchants' decision-making process.

Market Drivers

A. Explosion of Data Sources & Digital Transformation

Omnichannel Retailing: Integration of online, mobile, in-store, and social commerce generates vast, complex datasets requiring analysis.

IoT & Smart Devices: Shelf sensors, smart mirrors, RFID tags, and beacons provide real-time data on inventory, customer movement, and product interaction.

Social Media & Web Analytics: Customer sentiment, trending products, and influencer impact data are now critical.

B. Intense Competitive Pressure & Margin Squeeze

Price Optimization: Need to dynamically compete with e-commerce giants (e.g., Amazon) and discount retailers.

Customer Retention: Rising customer acquisition costs make retaining existing customers via personalized experiences a top priority.

C. Rising Consumer Expectations

Demand for Personalization: Shoppers expect tailored recommendations, personalized promotions, and seamless experiences across channels.

Real-Time Engagement: Expectations for instant availability (BOPIS - Buy Online, Pickup In-Store), real-time inventory checks, and personalized offers in-store.

This report studies the global Retail Analytics demand, key companies, and key regions.

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

Highlights and key features of the study

Global Retail Analytics total market, 2021-2032, (USD Million)

Global Retail Analytics total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Retail Analytics total market, key domestic companies, and share, (USD Million)

Global Retail Analytics revenue by player, revenue and market share 2021-2026, (USD Million)

Global Retail Analytics total market by Type, CAGR, 2021-2032, (USD Million)

Global Retail Analytics total market by Function, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Retail Analytics 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 IBM, Oracle, Microsoft, Manthan, Fujitsu, Blue Yonder, Strategy Inc, SAP, Accenture, SAS Institute, 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 Retail Analytics market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Function. 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 Retail Analytics Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Retail Analytics Market, Segmentation by Type:

Software

Service

Global Retail Analytics Market, Segmentation by Deployment:

Cloud-based

On-Premise

Global Retail Analytics Market, Segmentation by User:

Large Enterprises

SMEs

Global Retail Analytics Market, Segmentation by Function:

Merchandising Analysis

Pricing Analysis

Customer Analytics

Performance Analysis

Yield Analysis

Inventory Analysis

Other

Companies Profiled:

IBM

Oracle

Microsoft

Manthan

Fujitsu

Blue Yonder

Strategy Inc

SAP

Accenture

SAS Institute

Qlik

SymphonyAI (1010data)

Aptos

SPS Commerce

Salesforce (Tableau?)

Endava

RetailNext

Nielsen

HCL Technologies

Sensormatic

Tredence

Analytics8

Sage (Brightpearl)

Leafio.ai

Key Questions Answered

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

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