

# Global Retail Analytics Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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## Abstracts

Retail analytics is the process of providing analytical data on inventory levels, supply chain movement, consumer demand, sales, etc. that are crucial for making marketing, and procurement decisions. The analytics on demand and supply data can be used for maintaining procurement level and also for taking marketing decisions. Retail analytics gives us detailed customer insights along with insights into the business and processes of the organisation with scope and need for improvement.

### Scope of the Report:

This report studies the Retail Analytics market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Retail Analytics market by product type and applications/end industries.

The market in North America is expected to hold the largest market share, whereas the APAC region is projected to provide significant opportunities in this market and expected to grow at the highest CAGR during the forecast period.

The global Retail Analytics market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Retail Analytics.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

## Market Segment by Companies, this report covers

IBM

Oracle

Microsoft

Manthan

Fujitsu

Information Builders

Microstrategy

SAP

Bridgei2i

SAS Institute

Qlik

1010data

Angoss

## Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Software

Services

Market Segment by Applications, can be divided into

Merchandising Analysis

Pricing Analysis

Customer Management

Performance Analysis

Yield Analysis

Inventory Analysis

Others

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