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Global Retail Analytics 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 Retail Analytics market size was valued at USD 2769.9 million in 2023 and is forecast to a readjusted size of USD 4939 million by 2030 with a CAGR of 8.6% during review period.

Retail analytics focuses on providing insights related to sales, inventory, customers, and other important aspects crucial for merchants' decision-making process.

Global Retail Analytics key players include IBM, SAS Institute, Nielsen, Oracle, Blue Yonder (formerly JDA), etc. Global top five manufacturers hold a share about 30%. In terms of Company Type, ERP/CRM Enterprises is the largest segment, with a share over 45%. And in terms of Function, the largest application is Merchandising Analysis, followed by Pricing Analysis, Customer Analytics, etc.

The Global Info Research report includes an overview of the development of the Retail Analytics industry chain, the market status of Merchandising Analysis (Finance, Marketing and Sales), Pricing Analysis (Finance, Marketing and Sales), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Retail Analytics.

Regionally, the report analyzes the Retail Analytics 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 Retail Analytics market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

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The report presents comprehensive understanding of the Retail Analytics 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 Retail Analytics 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., Finance, Marketing and Sales).

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 Retail Analytics market.

Regional Analysis: The report involves examining the Retail Analytics 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 Retail Analytics market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Retail Analytics:

Company Analysis: Report covers individual Retail Analytics 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 Retail Analytics This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Function (Merchandising Analysis, Pricing Analysis).

Technology Analysis: Report covers specific technologies relevant to Retail Analytics. It assesses the current state, advancements, and potential future developments in Retail

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Analytics areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Retail Analytics 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

Retail Analytics market is split by Type and by Function. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Function in terms of value.

Market segment by Type

by Business Function

Finance

Marketing and Sales

Human Resources

Operations

by Enterprise Type

Large Enterprises

SMEs

by Company Type

ERP/CRM Enterprises

Cloud Providers

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Pure Analytics Players

Market segment by Function

Merchandising Analysis

Pricing Analysis

Customer Analytics

Promotional Analysis and Planning

Yield Analysis

Inventory Analysis

Others

Market segment by players, this report covers

IBM

Oracle

Microsoft

Manthan

Fujitsu

Blue Yonder (formerly JDA)

MicroStrategy

SAP

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Bridgei2i

SAS Institute

Qlik

1010data

Aptos (acquired Revionics)

Symphony RetailAI

SPS

Tableau

RetailNext

Nielsen

HCL Technologies

ShopperTrak

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)

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The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Retail Analytics product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Retail Analytics, with revenue, gross margin and global market share of Retail Analytics from 2019 to 2024.

Chapter 3, the Retail Analytics 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 Retail Analytics market forecast, by regions, type and function, 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 Retail Analytics.

Chapter 13, to describe Retail Analytics research findings and conclusion.

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