

# Global Sales Planning Software Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Sales Planning Software market size was valued at US\$ 592 million in 2025 and is forecast to a readjusted size of US\$ 784 million by 2032 with a CAGR of 4.0% during review period.

Sales Planning Software is a type of software tool that helps sales teams and organizations effectively plan, manage, and optimize their sales strategies and activities. This software typically includes features and functionalities that support various aspects of the sales planning process.

The sales planning software market is currently characterized by rapid growth and intense competition. As enterprises' demands for digital transformation increase, this type of software is gradually expanding from simple sales forecasting to a full-process solution encompassing sales resource management, channel management, competitor analysis, sales execution, and performance evaluation. Cloud-native technologies, multi-tenant architecture, AI-driven forecasting and insights, and deep integration with CRM and ERP systems are becoming mainstream market trends. Meanwhile, vertical industry customization needs are increasing, and medium-sized and large enterprises tend to choose platforms with strong implementation capabilities and scalability. Market competition mainly focuses on data quality, model accuracy, user experience, integration capabilities, and implementation cost control.

This report is a detailed and comprehensive analysis for global Sales Planning Software market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that

contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

### **Key Features:**

Global Sales Planning Software market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Sales Planning Software market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Sales Planning Software market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Sales Planning Software market shares of main players, in revenue (\$ Million), 2021-2026

### **The Primary Objectives in This Report Are:**

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Sales Planning Software

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Sales Planning 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, Anaplan, Oracle, Varicent, Workday Adaptive Planning, Board, Jedox, SAP, Xactly, Fullcast, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Sales Planning Software market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

#### Market segment by Type

Cloud Based

Based on Local

#### Market segment by Functional Modules

Algorithm Requirements Module

Sales Target Setting Module

Sales Strategy Planning Module

Others

#### Market segment by User Roles

For Sales Team

For Marketing Department

For Supply Chain Department

Others

#### Market segment by Application

Large Enterprises

SMEs

Market segment by players, this report covers

Salesforce

Anaplan

Oracle

Varicent

Workday Adaptive Planning

Board

Jedox

SAP

Xactly

Fullcast

Vena Solutions

Pigment

AccountAim

OneStream

Prophix

Gradient Works

Axtria

Kepion

Easy Territory

Finicast

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 and Rest of Asia-Pacific)

South America (Brazil, 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 Sales Planning Software product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Sales Planning Software, with revenue, gross margin, and global market share of Sales Planning Software from 2021 to 2026.

Chapter 3, the Sales Planning Software 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 by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

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 2021 to 2026. and Sales Planning Software market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

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

Chapter 12, the key raw materials and key suppliers, and industry chain of Sales Planning Software.

Chapter 13, to describe Sales Planning Software research findings and conclusion.

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