

# Global Supply Chain Tracking 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 Supply Chain Tracking Software market size was valued at US\$ 149 million in 2025 and is forecast to a readjusted size of US\$ 213 million by 2032 with a CAGR of 5.1% during review period.

Supply Chain Tracking Software is a professional system that uses information technology to monitor, record, and analyze the dynamics of a product's entire supply chain, from raw material procurement to final delivery, in real time. Its core functionality involves automatically collecting information such as cargo location, status, delivery time, and responsible parties through technologies like the Internet of Things (IoT), blockchain, and big data, achieving transparency and visibility at every stage of the supply chain. This software not only optimizes inventory management, provides early warnings of transportation delays, and tracks quality issues, but it is also a key digital tool for enterprises to enhance supply chain resilience, meet compliance requirements, and strengthen customer trust. It is widely used in the manufacturing, retail, and logistics industries. Supply chain tracking software pricing models vary, with standardized SaaS subscriptions ranging from approximately \$5,000 to \$50,000 per year, while customized deployments for large enterprises can cost hundreds of thousands to millions of dollars. Core costs are concentrated in technology research and development (especially IoT and AI), data integration, and cloud infrastructure. Due to the high compounding effect and standardization potential of software, industry gross margins are generally high, typically between 60% and 80%, but the industry continues to face profit erosion pressure from hardware costs, customized development, and data service fees.

The global development of supply chain tracking software exhibits significant regional

differences. North America and Europe, as the most mature markets, are driven by complex multinational supply chains, stringent compliance requirements, and mature logistics ecosystems. Technology focuses on high-precision real-time tracking, multimodal transport visualization, and AI predictive analytics, leading to fierce competition among leading SaaS platforms. The Asia-Pacific region, particularly China and Southeast Asia, is a core engine of global growth. Benefiting from the deep integration of e-commerce and manufacturing, demand is rapidly upgrading from basic logistics status tracking to end-to-end digitalization and visualization. Local solutions are iterating rapidly and forming regional barriers. Emerging markets such as Latin America, the Middle East, and Africa are in the early stages of growth, with demand primarily driven by infrastructure investment, increased cross-border trade, and compliance requirements of large multinational corporations. They are transitioning from basic GPS tracking to cloud platforms. Sustainable development and supply chain resilience are becoming common core drivers in the global market.

This report is a detailed and comprehensive analysis for global Supply Chain Tracking 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 Supply Chain Tracking Software market size and forecasts, in consumption value (\$ Million), 2021-2032

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

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

Global Supply Chain Tracking 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 Supply Chain Tracking 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 Supply Chain Tracking 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 GEP, Thinxtra, Nabcore, GigaTrak, Oracle Corporation, SODER, IBM, TrackVision, Blue Yonder, FourKites, etc.

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

### **Market segmentation**

Supply Chain Tracking 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

On-premise

Cloud Based

#### Market segment by Function

Location Software

Data Analysis and Optimization Software

Tracing and Evidence Preservation Software

Others

#### Market segment by Industry

Cold Chain Logistics Tracking Software

Dangerous Goods Logistics Tracking Software

High-Value Cargo Tracking Software

Others

#### Market segment by Application

Food Industry

Pharmaceutical Industry

Chemical Industry

Others

#### Market segment by players, this report covers

GEP

Thinextra

Nabcore

GigaTrak

Oracle Corporation

SODER

IBM

TrackVision

Blue Yonder

FourKites

E2open

TrusTrace

Kinaxis

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 Supply Chain Tracking Software product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the Supply Chain Tracking 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 Supply Chain Tracking 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 Supply Chain Tracking Software.

Chapter 13, to describe Supply Chain Tracking Software research findings and conclusion.

## Contents

### 1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Classification of Supply Chain Tracking Software by Type

1.3.1 Overview: Global Supply Chain Tracking Software Market Size by Type: 2021 Versus 2025 Versus 2032

1.3.2 Global Supply Chain Tracking Software Consumption Value Market Share by Type in 2025

1.3.3 On-premise

1.3.4 Cloud Based

1.4 Classification of Supply Chain Tracking Software by Function

1.4.1 Overview: Global Supply Chain Tracking Software Market Size by Function: 2021 Versus 2025 Versus 2032

1.4.2 Global Supply Chain Tracking Software Consumption Value Market Share by Function in 2025

1.4.3 Location Software

1.4.4 Data Analysis and Optimization Software

1.4.5 Tracing and Evidence Preservation Software

1.4.6 Others

1.5 Classification of Supply Chain Tracking Software by Industry

1.5.1 Overview: Global Supply Chain Tracking Software Market Size by Industry: 2021 Versus 2025 Versus 2032

1.5.2 Global Supply Chain Tracking Software Consumption Value Market Share by Industry in 2025

1.5.3 Cold Chain Logistics Tracking Software

1.5.4 Dangerous Goods Logistics Tracking Software

1.5.5 High-Value Cargo Tracking Software

1.5.6 Others

1.6 Global Supply Chain Tracking Software Market by Application

1.6.1 Overview: Global Supply Chain Tracking Software Market Size by Application: 2021 Versus 2025 Versus 2032

1.6.2 Food Industry

1.6.3 Pharmaceutical Industry

1.6.4 Chemical Industry

1.6.5 Others

1.7 Global Supply Chain Tracking Software Market Size & Forecast

## 1.8 Global Supply Chain Tracking Software Market Size and Forecast by Region

1.8.1 Global Supply Chain Tracking Software Market Size by Region: 2021 VS 2025 VS 2032

1.8.2 Global Supply Chain Tracking Software Market Size by Region, (2021-2032)

1.8.3 North America Supply Chain Tracking Software Market Size and Prospect (2021-2032)

1.8.4 Europe Supply Chain Tracking Software Market Size and Prospect (2021-2032)

1.8.5 Asia-Pacific Supply Chain Tracking Software Market Size and Prospect (2021-2032)

1.8.6 South America Supply Chain Tracking Software Market Size and Prospect (2021-2032)

1.8.7 Middle East & Africa Supply Chain Tracking Software Market Size and Prospect (2021-2032)

## 2 COMPANY PROFILES

### 2.1 GEP

2.1.1 GEP Details

2.1.2 GEP Major Business

2.1.3 GEP Supply Chain Tracking Software Product and Solutions

2.1.4 GEP Supply Chain Tracking Software Revenue, Gross Margin and Market Share (2021-2026)

2.1.5 GEP Recent Developments and Future Plans

### 2.2 Thinxtra

2.2.1 Thinxtra Details

2.2.2 Thinxtra Major Business

2.2.3 Thinxtra Supply Chain Tracking Software Product and Solutions

2.2.4 Thinxtra Supply Chain Tracking Software Revenue, Gross Margin and Market Share (2021-2026)

2.2.5 Thinxtra Recent Developments and Future Plans

### 2.3 Nabcore

2.3.1 Nabcore Details

2.3.2 Nabcore Major Business

2.3.3 Nabcore Supply Chain Tracking Software Product and Solutions

2.3.4 Nabcore Supply Chain Tracking Software Revenue, Gross Margin and Market Share (2021-2026)

2.3.5 Nabcore Recent Developments and Future Plans

### 2.4 GigaTrak

2.4.1 GigaTrak Details

- 2.4.2 GigaTrak Major Business
- 2.4.3 GigaTrak Supply Chain Tracking Software Product and Solutions
- 2.4.4 GigaTrak Supply Chain Tracking Software Revenue, Gross Margin and Market Share (2021-2026)
- 2.4.5 GigaTrak Recent Developments and Future Plans
- 2.5 Oracle Corporation
  - 2.5.1 Oracle Corporation Details
  - 2.5.2 Oracle Corporation Major Business
  - 2.5.3 Oracle Corporation Supply Chain Tracking Software Product and Solutions
  - 2.5.4 Oracle Corporation Supply Chain Tracking Software Revenue, Gross Margin and Market Share (2021-2026)
  - 2.5.5 Oracle Corporation Recent Developments and Future Plans
- 2.6 SODER
  - 2.6.1 SODER Details
  - 2.6.2 SODER Major Business
  - 2.6.3 SODER Supply Chain Tracking Software Product and Solutions
  - 2.6.4 SODER Supply Chain Tracking Software Revenue, Gross Margin and Market Share (2021-2026)
  - 2.6.5 SODER Recent Developments and Future Plans
- 2.7 IBM
  - 2.7.1 IBM Details
  - 2.7.2 IBM Major Business
  - 2.7.3 IBM Supply Chain Tracking Software Product and Solutions
  - 2.7.4 IBM Supply Chain Tracking Software Revenue, Gross Margin and Market Share (2021-2026)
  - 2.7.5 IBM Recent Developments and Future Plans
- 2.8 TrackVision
  - 2.8.1 TrackVision Details
  - 2.8.2 TrackVision Major Business
  - 2.8.3 TrackVision Supply Chain Tracking Software Product and Solutions
  - 2.8.4 TrackVision Supply Chain Tracking Software Revenue, Gross Margin and Market Share (2021-2026)
  - 2.8.5 TrackVision Recent Developments and Future Plans
- 2.9 Blue Yonder
  - 2.9.1 Blue Yonder Details
  - 2.9.2 Blue Yonder Major Business
  - 2.9.3 Blue Yonder Supply Chain Tracking Software Product and Solutions
  - 2.9.4 Blue Yonder Supply Chain Tracking Software Revenue, Gross Margin and Market Share (2021-2026)

- 2.9.5 Blue Yonder Recent Developments and Future Plans
- 2.10 FourKites
  - 2.10.1 FourKites Details
  - 2.10.2 FourKites Major Business
  - 2.10.3 FourKites Supply Chain Tracking Software Product and Solutions
  - 2.10.4 FourKites Supply Chain Tracking Software Revenue, Gross Margin and Market Share (2021-2026)
  - 2.10.5 FourKites Recent Developments and Future Plans
- 2.11 E2open
  - 2.11.1 E2open Details
  - 2.11.2 E2open Major Business
  - 2.11.3 E2open Supply Chain Tracking Software Product and Solutions
  - 2.11.4 E2open Supply Chain Tracking Software Revenue, Gross Margin and Market Share (2021-2026)
  - 2.11.5 E2open Recent Developments and Future Plans
- 2.12 TrusTrace
  - 2.12.1 TrusTrace Details
  - 2.12.2 TrusTrace Major Business
  - 2.12.3 TrusTrace Supply Chain Tracking Software Product and Solutions
  - 2.12.4 TrusTrace Supply Chain Tracking Software Revenue, Gross Margin and Market Share (2021-2026)
  - 2.12.5 TrusTrace Recent Developments and Future Plans
- 2.13 Kinaxis
  - 2.13.1 Kinaxis Details
  - 2.13.2 Kinaxis Major Business
  - 2.13.3 Kinaxis Supply Chain Tracking Software Product and Solutions
  - 2.13.4 Kinaxis Supply Chain Tracking Software Revenue, Gross Margin and Market Share (2021-2026)
  - 2.13.5 Kinaxis Recent Developments and Future Plans

### **3 MARKET COMPETITION, BY PLAYERS**

- 3.1 Global Supply Chain Tracking Software Revenue and Share by Players (2021-2026)
- 3.2 Market Share Analysis (2025)
  - 3.2.1 Market Share of Supply Chain Tracking Software by Company Revenue
  - 3.2.2 Top 3 Supply Chain Tracking Software Players Market Share in 2025
  - 3.2.3 Top 6 Supply Chain Tracking Software Players Market Share in 2025
- 3.3 Supply Chain Tracking Software Market: Overall Company Footprint Analysis
  - 3.3.1 Supply Chain Tracking Software Market: Region Footprint

- 3.3.2 Supply Chain Tracking Software Market: Company Product Type Footprint
- 3.3.3 Supply Chain Tracking Software Market: Company Product Application Footprint
- 3.4 New Market Entrants and Barriers to Market Entry
- 3.5 Mergers, Acquisition, Agreements, and Collaborations

## **4 MARKET SIZE SEGMENT BY TYPE**

- 4.1 Global Supply Chain Tracking Software Consumption Value and Market Share by Type (2021-2026)
- 4.2 Global Supply Chain Tracking Software Market Forecast by Type (2027-2032)

## **5 MARKET SIZE SEGMENT BY APPLICATION**

- 5.1 Global Supply Chain Tracking Software Consumption Value Market Share by Application (2021-2026)
- 5.2 Global Supply Chain Tracking Software Market Forecast by Application (2027-2032)

## **6 NORTH AMERICA**

- 6.1 North America Supply Chain Tracking Software Consumption Value by Type (2021-2032)
- 6.2 North America Supply Chain Tracking Software Market Size by Application (2021-2032)
- 6.3 North America Supply Chain Tracking Software Market Size by Country
  - 6.3.1 North America Supply Chain Tracking Software Consumption Value by Country (2021-2032)
  - 6.3.2 United States Supply Chain Tracking Software Market Size and Forecast (2021-2032)
  - 6.3.3 Canada Supply Chain Tracking Software Market Size and Forecast (2021-2032)
  - 6.3.4 Mexico Supply Chain Tracking Software Market Size and Forecast (2021-2032)

## **7 EUROPE**

- 7.1 Europe Supply Chain Tracking Software Consumption Value by Type (2021-2032)
- 7.2 Europe Supply Chain Tracking Software Consumption Value by Application (2021-2032)
- 7.3 Europe Supply Chain Tracking Software Market Size by Country
  - 7.3.1 Europe Supply Chain Tracking Software Consumption Value by Country (2021-2032)

- 7.3.2 Germany Supply Chain Tracking Software Market Size and Forecast (2021-2032)
- 7.3.3 France Supply Chain Tracking Software Market Size and Forecast (2021-2032)
- 7.3.4 United Kingdom Supply Chain Tracking Software Market Size and Forecast (2021-2032)
- 7.3.5 Russia Supply Chain Tracking Software Market Size and Forecast (2021-2032)
- 7.3.6 Italy Supply Chain Tracking Software Market Size and Forecast (2021-2032)

## **8 ASIA-PACIFIC**

- 8.1 Asia-Pacific Supply Chain Tracking Software Consumption Value by Type (2021-2032)
- 8.2 Asia-Pacific Supply Chain Tracking Software Consumption Value by Application (2021-2032)
- 8.3 Asia-Pacific Supply Chain Tracking Software Market Size by Region
  - 8.3.1 Asia-Pacific Supply Chain Tracking Software Consumption Value by Region (2021-2032)
  - 8.3.2 China Supply Chain Tracking Software Market Size and Forecast (2021-2032)
  - 8.3.3 Japan Supply Chain Tracking Software Market Size and Forecast (2021-2032)
  - 8.3.4 South Korea Supply Chain Tracking Software Market Size and Forecast (2021-2032)
  - 8.3.5 India Supply Chain Tracking Software Market Size and Forecast (2021-2032)
  - 8.3.6 Southeast Asia Supply Chain Tracking Software Market Size and Forecast (2021-2032)
  - 8.3.7 Australia Supply Chain Tracking Software Market Size and Forecast (2021-2032)

## **9 SOUTH AMERICA**

- 9.1 South America Supply Chain Tracking Software Consumption Value by Type (2021-2032)
- 9.2 South America Supply Chain Tracking Software Consumption Value by Application (2021-2032)
- 9.3 South America Supply Chain Tracking Software Market Size by Country
  - 9.3.1 South America Supply Chain Tracking Software Consumption Value by Country (2021-2032)
  - 9.3.2 Brazil Supply Chain Tracking Software Market Size and Forecast (2021-2032)
  - 9.3.3 Argentina Supply Chain Tracking Software Market Size and Forecast (2021-2032)

## **10 MIDDLE EAST & AFRICA**

10.1 Middle East & Africa Supply Chain Tracking Software Consumption Value by Type (2021-2032)

10.2 Middle East & Africa Supply Chain Tracking Software Consumption Value by Application (2021-2032)

10.3 Middle East & Africa Supply Chain Tracking Software Market Size by Country

10.3.1 Middle East & Africa Supply Chain Tracking Software Consumption Value by Country (2021-2032)

10.3.2 Turkey Supply Chain Tracking Software Market Size and Forecast (2021-2032)

10.3.3 Saudi Arabia Supply Chain Tracking Software Market Size and Forecast (2021-2032)

10.3.4 UAE Supply Chain Tracking Software Market Size and Forecast (2021-2032)

## **11 MARKET DYNAMICS**

11.1 Supply Chain Tracking Software Market Drivers

11.2 Supply Chain Tracking Software Market Restraints

11.3 Supply Chain Tracking Software Trends Analysis

11.4 Porters Five Forces Analysis

11.4.1 Threat of New Entrants

11.4.2 Bargaining Power of Suppliers

11.4.3 Bargaining Power of Buyers

11.4.4 Threat of Substitutes

11.4.5 Competitive Rivalry

## **12 INDUSTRY CHAIN ANALYSIS**

12.1 Supply Chain Tracking Software Industry Chain

12.2 Supply Chain Tracking Software Upstream Analysis

12.3 Supply Chain Tracking Software Midstream Analysis

12.4 Supply Chain Tracking Software Downstream Analysis

## **13 RESEARCH FINDINGS AND CONCLUSION**

## **14 APPENDIX**

14.1 Methodology

14.2 Research Process and Data Source

## 14.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. Global Supply Chain Tracking Software Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Table 2. Global Supply Chain Tracking Software Consumption Value by Function, (USD Million), 2021 & 2025 & 2032

Table 3. Global Supply Chain Tracking Software Consumption Value by Industry, (USD Million), 2021 & 2025 & 2032

Table 4. Global Supply Chain Tracking Software Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Table 5. Global Supply Chain Tracking Software Consumption Value by Region (2021-2026) & (USD Million)

Table 6. Global Supply Chain Tracking Software Consumption Value by Region (2027-2032) & (USD Million)

Table 7. GEP Company Information, Head Office, and Major Competitors

Table 8. GEP Major Business

Table 9. GEP Supply Chain Tracking Software Product and Solutions

Table 10. GEP Supply Chain Tracking Software Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 11. GEP Recent Developments and Future Plans

Table 12. Thinxtra Company Information, Head Office, and Major Competitors

Table 13. Thinxtra Major Business

Table 14. Thinxtra Supply Chain Tracking Software Product and Solutions

Table 15. Thinxtra Supply Chain Tracking Software Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 16. Thinxtra Recent Developments and Future Plans

Table 17. Nabcore Company Information, Head Office, and Major Competitors

Table 18. Nabcore Major Business

Table 19. Nabcore Supply Chain Tracking Software Product and Solutions

Table 20. Nabcore Supply Chain Tracking Software Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 21. GigaTrak Company Information, Head Office, and Major Competitors

Table 22. GigaTrak Major Business

Table 23. GigaTrak Supply Chain Tracking Software Product and Solutions

Table 24. GigaTrak Supply Chain Tracking Software Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 25. GigaTrak Recent Developments and Future Plans

- Table 26. Oracle Corporation Company Information, Head Office, and Major Competitors
- Table 27. Oracle Corporation Major Business
- Table 28. Oracle Corporation Supply Chain Tracking Software Product and Solutions
- Table 29. Oracle Corporation Supply Chain Tracking Software Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 30. Oracle Corporation Recent Developments and Future Plans
- Table 31. SODER Company Information, Head Office, and Major Competitors
- Table 32. SODER Major Business
- Table 33. SODER Supply Chain Tracking Software Product and Solutions
- Table 34. SODER Supply Chain Tracking Software Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 35. SODER Recent Developments and Future Plans
- Table 36. IBM Company Information, Head Office, and Major Competitors
- Table 37. IBM Major Business
- Table 38. IBM Supply Chain Tracking Software Product and Solutions
- Table 39. IBM Supply Chain Tracking Software Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 40. IBM Recent Developments and Future Plans
- Table 41. TrackVision Company Information, Head Office, and Major Competitors
- Table 42. TrackVision Major Business
- Table 43. TrackVision Supply Chain Tracking Software Product and Solutions
- Table 44. TrackVision Supply Chain Tracking Software Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 45. TrackVision Recent Developments and Future Plans
- Table 46. Blue Yonder Company Information, Head Office, and Major Competitors
- Table 47. Blue Yonder Major Business
- Table 48. Blue Yonder Supply Chain Tracking Software Product and Solutions
- Table 49. Blue Yonder Supply Chain Tracking Software Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 50. Blue Yonder Recent Developments and Future Plans
- Table 51. FourKites Company Information, Head Office, and Major Competitors
- Table 52. FourKites Major Business
- Table 53. FourKites Supply Chain Tracking Software Product and Solutions
- Table 54. FourKites Supply Chain Tracking Software Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 55. FourKites Recent Developments and Future Plans
- Table 56. E2open Company Information, Head Office, and Major Competitors
- Table 57. E2open Major Business

- Table 58. E2open Supply Chain Tracking Software Product and Solutions
- Table 59. E2open Supply Chain Tracking Software Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 60. E2open Recent Developments and Future Plans
- Table 61. TrusTrace Company Information, Head Office, and Major Competitors
- Table 62. TrusTrace Major Business
- Table 63. TrusTrace Supply Chain Tracking Software Product and Solutions
- Table 64. TrusTrace Supply Chain Tracking Software Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 65. TrusTrace Recent Developments and Future Plans
- Table 66. Kinaxis Company Information, Head Office, and Major Competitors
- Table 67. Kinaxis Major Business
- Table 68. Kinaxis Supply Chain Tracking Software Product and Solutions
- Table 69. Kinaxis Supply Chain Tracking Software Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 70. Kinaxis Recent Developments and Future Plans
- Table 71. Global Supply Chain Tracking Software Revenue (USD Million) by Players (2021-2026)
- Table 72. Global Supply Chain Tracking Software Revenue Share by Players (2021-2026)
- Table 73. Breakdown of Supply Chain Tracking Software by Company Type (Tier 1, Tier 2, and Tier 3)
- Table 74. Market Position of Players in Supply Chain Tracking Software, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025
- Table 75. Head Office of Key Supply Chain Tracking Software Players
- Table 76. Supply Chain Tracking Software Market: Company Product Type Footprint
- Table 77. Supply Chain Tracking Software Market: Company Product Application Footprint
- Table 78. Supply Chain Tracking Software New Market Entrants and Barriers to Market Entry
- Table 79. Supply Chain Tracking Software Mergers, Acquisition, Agreements, and Collaborations
- Table 80. Global Supply Chain Tracking Software Consumption Value (USD Million) by Type (2021-2026)
- Table 81. Global Supply Chain Tracking Software Consumption Value Share by Type (2021-2026)
- Table 82. Global Supply Chain Tracking Software Consumption Value Forecast by Type (2027-2032)
- Table 83. Global Supply Chain Tracking Software Consumption Value by Application

(2021-2026)

Table 84. Global Supply Chain Tracking Software Consumption Value Forecast by Application (2027-2032)

Table 85. North America Supply Chain Tracking Software Consumption Value by Type (2021-2026) & (USD Million)

Table 86. North America Supply Chain Tracking Software Consumption Value by Type (2027-2032) & (USD Million)

Table 87. North America Supply Chain Tracking Software Consumption Value by Application (2021-2026) & (USD Million)

Table 88. North America Supply Chain Tracking Software Consumption Value by Application (2027-2032) & (USD Million)

Table 89. North America Supply Chain Tracking Software Consumption Value by Country (2021-2026) & (USD Million)

Table 90. North America Supply Chain Tracking Software Consumption Value by Country (2027-2032) & (USD Million)

Table 91. Europe Supply Chain Tracking Software Consumption Value by Type (2021-2026) & (USD Million)

Table 92. Europe Supply Chain Tracking Software Consumption Value by Type (2027-2032) & (USD Million)

Table 93. Europe Supply Chain Tracking Software Consumption Value by Application (2021-2026) & (USD Million)

Table 94. Europe Supply Chain Tracking Software Consumption Value by Application (2027-2032) & (USD Million)

Table 95. Europe Supply Chain Tracking Software Consumption Value by Country (2021-2026) & (USD Million)

Table 96. Europe Supply Chain Tracking Software Consumption Value by Country (2027-2032) & (USD Million)

Table 97. Asia-Pacific Supply Chain Tracking Software Consumption Value by Type (2021-2026) & (USD Million)

Table 98. Asia-Pacific Supply Chain Tracking Software Consumption Value by Type (2027-2032) & (USD Million)

Table 99. Asia-Pacific Supply Chain Tracking Software Consumption Value by Application (2021-2026) & (USD Million)

Table 100. Asia-Pacific Supply Chain Tracking Software Consumption Value by Application (2027-2032) & (USD Million)

Table 101. Asia-Pacific Supply Chain Tracking Software Consumption Value by Region (2021-2026) & (USD Million)

Table 102. Asia-Pacific Supply Chain Tracking Software Consumption Value by Region (2027-2032) & (USD Million)

Table 103. South America Supply Chain Tracking Software Consumption Value by Type (2021-2026) & (USD Million)

Table 104. South America Supply Chain Tracking Software Consumption Value by Type (2027-2032) & (USD Million)

Table 105. South America Supply Chain Tracking Software Consumption Value by Application (2021-2026) & (USD Million)

Table 106. South America Supply Chain Tracking Software Consumption Value by Application (2027-2032) & (USD Million)

Table 107. South America Supply Chain Tracking Software Consumption Value by Country (2021-2026) & (USD Million)

Table 108. South America Supply Chain Tracking Software Consumption Value by Country (2027-2032) & (USD Million)

Table 109. Middle East & Africa Supply Chain Tracking Software Consumption Value by Type (2021-2026) & (USD Million)

Table 110. Middle East & Africa Supply Chain Tracking Software Consumption Value by Type (2027-2032) & (USD Million)

Table 111. Middle East & Africa Supply Chain Tracking Software Consumption Value by Application (2021-2026) & (USD Million)

Table 112. Middle East & Africa Supply Chain Tracking Software Consumption Value by Application (2027-2032) & (USD Million)

Table 113. Middle East & Africa Supply Chain Tracking Software Consumption Value by Country (2021-2026) & (USD Million)

Table 114. Middle East & Africa Supply Chain Tracking Software Consumption Value by Country (2027-2032) & (USD Million)

Table 115. Global Key Players of Supply Chain Tracking Software Upstream (Raw Materials)

Table 116. Global Supply Chain Tracking Software Typical Customers

## List Of Figures

### LIST OF FIGURES

Figure 1. Supply Chain Tracking Software Picture

Figure 2. Global Supply Chain Tracking Software Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 3. Global Supply Chain Tracking Software Consumption Value Market Share by Type in 2025

Figure 4. On-premise

Figure 5. Cloud Based

Figure 6. Global Supply Chain Tracking Software Consumption Value by Function, (USD Million), 2021 & 2025 & 2032

Figure 7. Global Supply Chain Tracking Software Consumption Value Market Share by Function in 2025

Figure 8. Location Software

Figure 9. Data Analysis and Optimization Software

Figure 10. Tracing and Evidence Preservation Software

Figure 11. Others

Figure 12. Global Supply Chain Tracking Software Consumption Value by Industry, (USD Million), 2021 & 2025 & 2032

Figure 13. Global Supply Chain Tracking Software Consumption Value Market Share by Industry in 2025

Figure 14. Cold Chain Logistics Tracking Software

Figure 15. Dangerous Goods Logistics Tracking Software

Figure 16. High-Value Cargo Tracking Software

Figure 17. Others

Figure 18. Global Supply Chain Tracking Software Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 19. Supply Chain Tracking Software Consumption Value Market Share by Application in 2025

Figure 20. Food Industry Picture

Figure 21. Pharmaceutical Industry Picture

Figure 22. Chemical Industry Picture

Figure 23. Others Picture

Figure 24. Global Supply Chain Tracking Software Consumption Value, (USD Million): 2021 & 2025 & 2032

Figure 25. Global Supply Chain Tracking Software Consumption Value and Forecast (2021-2032) & (USD Million)

Figure 26. Global Market Supply Chain Tracking Software Consumption Value (USD Million) Comparison by Region (2021 VS 2025 VS 2032)

Figure 27. Global Supply Chain Tracking Software Consumption Value Market Share by Region (2021-2032)

Figure 28. Global Supply Chain Tracking Software Consumption Value Market Share by Region in 2025

Figure 29. North America Supply Chain Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 30. Europe Supply Chain Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 31. Asia-Pacific Supply Chain Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 32. South America Supply Chain Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 33. Middle East & Africa Supply Chain Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 34. Company Three Recent Developments and Future Plans

Figure 35. Global Supply Chain Tracking Software Revenue Share by Players in 2025

Figure 36. Supply Chain Tracking Software Market Share by Company Type (Tier 1, Tier 2, and Tier 3) in 2025

Figure 37. Market Share of Supply Chain Tracking Software by Player Revenue in 2025

Figure 38. Top 3 Supply Chain Tracking Software Players Market Share in 2025

Figure 39. Top 6 Supply Chain Tracking Software Players Market Share in 2025

Figure 40. Global Supply Chain Tracking Software Consumption Value Share by Type (2021-2026)

Figure 41. Global Supply Chain Tracking Software Market Share Forecast by Type (2027-2032)

Figure 42. Global Supply Chain Tracking Software Consumption Value Share by Application (2021-2026)

Figure 43. Global Supply Chain Tracking Software Market Share Forecast by Application (2027-2032)

Figure 44. North America Supply Chain Tracking Software Consumption Value Market Share by Type (2021-2032)

Figure 45. North America Supply Chain Tracking Software Consumption Value Market Share by Application (2021-2032)

Figure 46. North America Supply Chain Tracking Software Consumption Value Market Share by Country (2021-2032)

Figure 47. United States Supply Chain Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 48. Canada Supply Chain Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 49. Mexico Supply Chain Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 50. Europe Supply Chain Tracking Software Consumption Value Market Share by Type (2021-2032)

Figure 51. Europe Supply Chain Tracking Software Consumption Value Market Share by Application (2021-2032)

Figure 52. Europe Supply Chain Tracking Software Consumption Value Market Share by Country (2021-2032)

Figure 53. Germany Supply Chain Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 54. France Supply Chain Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 55. United Kingdom Supply Chain Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 56. Russia Supply Chain Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 57. Italy Supply Chain Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 58. Asia-Pacific Supply Chain Tracking Software Consumption Value Market Share by Type (2021-2032)

Figure 59. Asia-Pacific Supply Chain Tracking Software Consumption Value Market Share by Application (2021-2032)

Figure 60. Asia-Pacific Supply Chain Tracking Software Consumption Value Market Share by Region (2021-2032)

Figure 61. China Supply Chain Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 62. Japan Supply Chain Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 63. South Korea Supply Chain Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 64. India Supply Chain Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 65. Southeast Asia Supply Chain Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 66. Australia Supply Chain Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 67. South America Supply Chain Tracking Software Consumption Value Market

Share by Type (2021-2032)

Figure 68. South America Supply Chain Tracking Software Consumption Value Market Share by Application (2021-2032)

Figure 69. South America Supply Chain Tracking Software Consumption Value Market Share by Country (2021-2032)

Figure 70. Brazil Supply Chain Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 71. Argentina Supply Chain Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 72. Middle East & Africa Supply Chain Tracking Software Consumption Value Market Share by Type (2021-2032)

Figure 73. Middle East & Africa Supply Chain Tracking Software Consumption Value Market Share by Application (2021-2032)

Figure 74. Middle East & Africa Supply Chain Tracking Software Consumption Value Market Share by Country (2021-2032)

Figure 75. Turkey Supply Chain Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 76. Saudi Arabia Supply Chain Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 77. UAE Supply Chain Tracking Software Consumption Value (2021-2032) & (USD Million)

Figure 78. Supply Chain Tracking Software Market Drivers

Figure 79. Supply Chain Tracking Software Market Restraints

Figure 80. Supply Chain Tracking Software Market Trends

Figure 81. Porters Five Forces Analysis

Figure 82. Supply Chain Tracking Software Industrial Chain

Figure 83. Methodology

Figure 84. Research Process and Data Source

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