

Global Trade Promotion Management and Optimization for the Consumer Goods Supply, Demand and Key Producers, 2023-2029

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Abstracts

The global Trade Promotion Management and Optimization for the Consumer Goods market size is expected to reach \$ 1055.9 million by 2029, rising at a market growth of 7.9% CAGR during the forecast period (2023-2029).

Global 5 largest companies of Trade Promotion Management and Optimization for the Consumer Goods are SAP, Anaplan, Wipro, TELUS Consumer Goods and Retail Insight, which make up over 37%. Among them, SAP is the leader with about 14% market share. North America is the largest market, with a share about 38%, followed by Europe and Asia-Pacific, with the share about 31% and 20%. In terms of product type, Head Office Planning occupy the largest share of the total market, about 37%. And in terms of product Application, the largest application is Food and Beverage (retail), followed by Food and Beverage (Ecommerce).

Trade Promotion Management (TPM) and Optimization are crucial aspects of the consumer goods industry. They involve planning, executing, and analyzing trade promotions to effectively manage the relationships between manufacturers and retailers, drive sales, and maximize profitability.

This report studies the global Trade Promotion Management and Optimization for the Consumer Goods demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Trade Promotion Management and Optimization for the Consumer Goods, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2022 as the base year. This report explores demand trends and competition, as well as details the

characteristics of Trade Promotion Management and Optimization for the Consumer Goods that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Trade Promotion Management and Optimization for the Consumer Goods total market, 2018-2029, (USD Million)

Global Trade Promotion Management and Optimization for the Consumer Goods total market by region & country, CAGR, 2018-2029, (USD Million)

U.S. VS China: Trade Promotion Management and Optimization for the Consumer Goods total market, key domestic companies and share, (USD Million)

Global Trade Promotion Management and Optimization for the Consumer Goods revenue by player and market share 2018-2023, (USD Million)

Global Trade Promotion Management and Optimization for the Consumer Goods total market by Type, CAGR, 2018-2029, (USD Million)

Global Trade Promotion Management and Optimization for the Consumer Goods total market by Application, CAGR, 2018-2029, (USD Million).

This reports profiles major players in the global Trade Promotion Management and Optimization for the Consumer Goods 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 Blueshift, IRI Worldwide, TELUS Consumer Goods, Acumen Commercial Insights, Wipro, SAP, Anaplan, Oracle and Accenture, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals, COVID-19 and Russia-Ukraine War Influence.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Trade Promotion Management and Optimization for the Consumer Goods market.

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2018-2029 by year with 2022 as the base year, 2023 as the estimate year, and 2024-2029 as the forecast year.

Global Trade Promotion Management and Optimization for the Consumer Goods Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Trade Promotion Management and Optimization for the Consumer Goods Market, Segmentation by Type

Data Harmonization

Order Management

Head Office Planning

Others

Global Trade Promotion Management and Optimization for the Consumer Goods Market, Segmentation by Application

Food and Beverage (retail)

Food and Beverage (Ecommerce)

Others

Companies Profiled:

Blueshift

IRI Worldwide

TELUS Consumer Goods

Acumen Commercial Insights

Wipro

SAP

Anaplan

Oracle

Accenture

PSignite (CPGvision)

McKinsey & Company

Retail Insight

UpClear

Key Questions Answered

1. How big is the global Trade Promotion Management and Optimization for the

Global Trade Promotion Management and Optimization for the Consumer Goods Supply, Demand and Key Producers, 20...

Consumer Goods market?

2. What is the demand of the global Trade Promotion Management and Optimization for the Consumer Goods market?

3. What is the year over year growth of the global Trade Promotion Management and Optimization for the Consumer Goods market?

4. What is the total value of the global Trade Promotion Management and Optimization for the Consumer Goods market?

5. Who are the major players in the global Trade Promotion Management and Optimization for the Consumer Goods market?

6. What are the growth factors driving the market demand?

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