

# Global Trade Promotion Management and Optimization Solution 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 Trade Promotion Management and Optimization Solution market size was valued at USD 564.3 million in 2023 and is forecast to a readjusted size of USD 899.6 million by 2030 with a CAGR of 6.9% during review period.

Trade Promotion Management (TPM) typically refers to one or more software applications that assist companies in managing their complex trade promotion activity. Trade Promotion Management is a challenge faced by most CPG/FMCG companies around the globe. Consumer goods companies spend substantial amounts of time and money—25 percent of revenue, according to research—on promotions with retailers designed to boost revenue or increase/protect market share (or both).

Trade Promotion Optimization (TPO) is the process of utilizing integrated goals, factoring in promotion (e.g. price, duration) and supply constraints, and predictive analytics to create continuously improving trade promotion strategies and results. TPO requirements include:

Aggregate volume planning and predictive modeling (V, S, P)

Fund allocation predictive modeling and optimization

Account team event and calendar predictive modeling and optimization

Post-event causal decomposition and performance reporting

Applied learnings, course correction, and continuous improvement

Collectively, The both are referred to as 'trade promotion execution' (TPx). The solutions in the market are currently offered either separately or as part of a combined package, and to date, have largely been used to deliver promotional activity in brick-and-mortar locations.

Global key players of Trade Promotion Management and Optimization Solution include SAP, Wipro, Blacksmith Applications, IRI Worldwide, AFS Technologies, RI and Accenture, etc. Top five players occupy for a share about 36%. Americas is the largest market, with a share about 46%, followed by Europe and APAC. In terms of product, Cloud-Based is the largest segment, with a share over 59%. In terms of application, CPG, Retail and E-Commerce is the largest market, with a share over 62%.

The Global Info Research report includes an overview of the development of the Trade Promotion Management and Optimization Solution industry chain, the market status of CPG, Retail and E-Commerce (Cloud-Based, On-Premises), Food Service (Cloud-Based, On-Premises), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Trade Promotion Management and Optimization Solution.

Regionally, the report analyzes the Trade Promotion Management and Optimization Solution 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 Trade Promotion Management and Optimization Solution market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Trade Promotion Management and Optimization Solution 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 Trade Promotion Management and Optimization Solution 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., Cloud-Based, On-Premises).

**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 Trade Promotion Management and Optimization Solution market.

**Regional Analysis:** The report involves examining the Trade Promotion Management and Optimization Solution 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 Trade Promotion Management and Optimization Solution market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Trade Promotion Management and Optimization Solution:

**Company Analysis:** Report covers individual Trade Promotion Management and Optimization Solution 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 Trade Promotion Management and Optimization Solution This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (CPG, Retail and E-Commerce, Food Service).

**Technology Analysis:** Report covers specific technologies relevant to Trade Promotion Management and Optimization Solution. It assesses the current state, advancements, and potential future developments in Trade Promotion Management and Optimization Solution areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Trade Promotion

Management and Optimization Solution 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

Trade Promotion Management and Optimization Solution market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

#### Market segment by Type

Cloud-Based

On-Premises

#### Market segment by Application

CPG, Retail and E-Commerce

Food Service

Media and Publishing

Others

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

Blueshift

Oracle

McKinsey & Company

TABS Analytics

IRI Worldwide

AFS Technologies

RI

Blacksmith Applications

UpClear

Acumen Commercial Insights

Anaplan

CPGToolBox

SAP

Wipro

Accenture

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)

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

Chapter 1, to describe Trade Promotion Management and Optimization Solution product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Trade Promotion Management and Optimization Solution, with revenue, gross margin and global market share of Trade Promotion Management and Optimization Solution from 2019 to 2024.

Chapter 3, the Trade Promotion Management and Optimization Solution 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 Trade Promotion Management and Optimization Solution market forecast, by regions, type and application, 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 Trade Promotion Management and Optimization Solution.

Chapter 13, to describe Trade Promotion Management and Optimization Solution research findings and conclusion.

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