

South Korea Retail Analytics Market Size, Share, Trends and Forecast by Function, Component, Deployment Mode, End User, and Region, 2026-2034

<https://marketpublishers.com/r/S6D6E04C741AEN.html>

Date: July 2026

Pages: 120

Price: US\$ 2,999.00 (Single User License)

ID: S6D6E04C741AEN

Abstracts

The South Korea retail analytics market size reached USD 234.1 Million in 2025. The market is projected to reach USD 1,107.7 Million by 2034, exhibiting a growth rate (CAGR) of 18.28% during 2026-2034. The market is fueled by the surging use of innovative technologies like AI and big data analytics among retailers looking to drive customer experience and operational efficiency. Further, the surging need for personalized retail experiences and real-time insights into data is driving the growth of the market. Also, the rise in e-commerce and the necessity for retailers to optimize supply chain and inventory management further augments the South Korea retail analytics market share.

SOUTH KOREA RETAIL ANALYTICS MARKET TRENDS:

Integration of Artificial Intelligence and Predictive Analytics

South Korean retailers are increasingly using artificial intelligence (AI) and predictive analytics to drive operations and engagement with customers. According to an industry report, the South Korea artificial intelligence market size is expected to reach USD 30.00 Billion by 2033, exhibiting a CAGR of 26.60% from 2025-2033. This indicates a strong shift toward technology-driven retail strategies. In the retail analytics sector, AI helps businesses optimize inventory management, forecast demand with greater accuracy, and deliver tailored marketing solutions. In addition, predictive models enable retailers to predict customer behavior based on buying history, seasonality, and browsing habits, enabling them to make more focused promotions and minimize stockouts or overstock scenarios. Additionally, recommendation systems powered by AI are now ubiquitous on e-commerce sites and omnichannel retail networks. These

systems process vast amounts of consumer data in real time, enabling companies to offer products that resonate with customers' tastes, enhancing conversion rates. The retailers are also using predictive analytics for labor optimization by predicting busy shopping hours and scheduling accordingly. This not only enhances the productivity of retail operations but also enhances customer satisfaction by shortening waiting times and enhancing service quality. This trend is significantly facilitating the South Korea retail analytics market growth.

Rise of Omnichannel Retail Strategies and Unified Customer Insights

The retail landscape in South Korea is undergoing a significant transformation as businesses increasingly adopt omnichannel strategies to address changing consumer requirements. Shoppers today engage with brands through various modes, such as physical stores, websites, mobile apps, and social media, requiring retailers to deliver a seamless and consistent experience throughout. As per an industry report, the country's e-commerce retail transactions surged to a record 227 Trillion Korean won in 2023, supported by a strong compound annual growth rate of around 20% over the past ten years. As retailers increasingly operate across multiple platforms, the demand for advanced retail analytics solutions has intensified. These tools are being adopted to consolidate customer data from all touchpoints into an integrated framework, enabling a holistic view of consumer behavior and more strategic, data-informed decision-making. These integrated systems allow retailers to track the complete customer journey, enabling insights into purchase behavior, channel preferences, and engagement levels. Retailers can then use this information to tailor marketing campaigns, enhance loyalty programs, and personalize the shopping experience. For example, a customer who browses online but prefers to purchase in-store can receive location-based offers or in-app reminders, increasing the likelihood of conversion. The trend toward omnichannel analytics also supports improved inventory synchronization, ensuring product availability across all platforms. This convergence of digital and physical retail, supported by robust analytics, is becoming a cornerstone of competitive strategy in the market.

SOUTH KOREA RETAIL ANALYTICS MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on function, component, deployment mode, and end user.

Function Insights:

Customer Management

In-Store Operation

Strategy and Planning

Supply Chain Management

Marketing and Merchandizing

Others

The report has provided a detailed breakup and analysis of the market based on the function. This includes customer management, in-store operation, strategy and planning, supply chain management, marketing and merchandizing, and others.

Component Insights:

Software

Services

A detailed breakup and analysis of the market based on the component have also been provided in the report. This includes software and services.

Deployment Mode Insights:

On-premises

Cloud-based

The report has provided a detailed breakup and analysis of the market based on the deployment mode. This includes on-premises and cloud-based.

End User Insights:

Small and Medium-sized Enterprises

Large Enterprises

A detailed breakup and analysis of the market based on the end user have also been provided in the report. This includes small and medium-sized enterprises and large enterprises.

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), and others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the South Korea retail analytics market performed so far and how will it perform in the coming years?

What is the breakup of the South Korea retail analytics market on the basis of function?

What is the breakup of the South Korea retail analytics market on the basis of

component?

What is the breakup of the South Korea retail analytics market on the basis of deployment mode?

What is the breakup of the South Korea retail analytics market on the basis of end user?

What is the breakup of the South Korea retail analytics market on the basis of region?

What are the various stages in the value chain of the South Korea retail analytics market?

What are the key driving factors and challenges in the South Korea retail analytics market?

What is the structure of the South Korea retail analytics market and who are the key players?

What is the degree of competition in the South Korea retail analytics market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 SOUTH KOREA RETAIL ANALYTICS MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 SOUTH KOREA RETAIL ANALYTICS MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (?2020-2025?)
- 5.2 Market Forecast (?2026-2034?)

6 SOUTH KOREA RETAIL ANALYTICS MARKET - BREAKUP BY FUNCTION

- 6.1 Customer Management
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (?2020-2025?)
 - 6.1.3 Market Forecast (?2026-2034?)
- 6.2 In-store Operation
 - 6.2.1 Overview
 - 6.2.2 Historical and Current Market Trends (?2020-2025?)

6.2.3 Market Forecast (?2026-2034?)

6.3 Strategy and Planning

6.3.1 Overview

6.3.2 Historical and Current Market Trends (?2020-2025?)

6.3.3 Market Forecast (?2026-2034?)

6.4 Supply Chain Management

6.4.1 Overview

6.4.2 Historical and Current Market Trends (?2020-2025?)

6.4.3 Market Forecast (?2026-2034?)

6.5 Marketing and Merchandizing

6.5.1 Overview

6.5.2 Historical and Current Market Trends (?2020-2025?)

6.5.3 Market Forecast (?2026-2034?)

6.6 Others

6.6.1 Historical and Current Market Trends (?2020-2025?)

6.6.2 Market Forecast (?2026-2034?)

7 SOUTH KOREA RETAIL ANALYTICS MARKET - BREAKUP BY COMPONENT

7.1 Software

7.1.1 Overview

7.1.2 Historical and Current Market Trends (?2020-2025?)

7.1.3 Market Forecast (?2026-2034?)

7.2 Services

7.2.1 Overview

7.2.2 Historical and Current Market Trends (?2020-2025?)

7.2.3 Market Forecast (?2026-2034?)

8 SOUTH KOREA RETAIL ANALYTICS MARKET - BREAKUP BY DEPLOYMENT MODE

8.1 On-premises

8.1.1 Overview

8.1.2 Historical and Current Market Trends (?2020-2025?)

8.1.3 Market Forecast (?2026-2034?)

8.2 Cloud-based

8.2.1 Overview

8.2.2 Historical and Current Market Trends (?2020-2025?)

8.2.3 Market Forecast (?2026-2034?)

9 SOUTH KOREA RETAIL ANALYTICS MARKET - BREAKUP BY END USER

9.1 Small and Medium-sized Enterprises

9.1.1 Overview

9.1.2 Historical and Current Market Trends (?2020-2025?)

9.1.3 Market Forecast (?2026-2034?)

9.2 Large Enterprises

9.2.1 Overview

9.2.2 Historical and Current Market Trends (?2020-2025?)

9.2.3 Market Forecast (?2026-2034?)

10 SOUTH KOREA RETAIL ANALYTICS MARKET – BREAKUP BY REGION

10.1 Seoul Capital Area

10.1.1 Overview

10.1.2 Historical and Current Market Trends (?2020-2025?)

10.1.3 Market Breakup by Function

10.1.4 Market Breakup by Component

10.1.5 Market Breakup by Deployment Mode

10.1.6 Market Breakup by End User

10.1.7 Key Players

10.1.8 Market Forecast (?2026-2034?)

10.2 Yeongnam (Southeastern Region)

10.2.1 Overview

10.2.2 Historical and Current Market Trends (?2020-2025?)

10.2.3 Market Breakup by Function

10.2.4 Market Breakup by Component

10.2.5 Market Breakup by Deployment Mode

10.2.6 Market Breakup by End User

10.2.7 Key Players

10.2.8 Market Forecast (?2026-2034?)

10.3 Honam (Southwestern Region)

10.3.1 Overview

10.3.2 Historical and Current Market Trends (?2020-2025?)

10.3.3 Market Breakup by Function

10.3.4 Market Breakup by Component

10.3.5 Market Breakup by Deployment Mode

10.3.6 Market Breakup by End User

- 10.3.7 Key Players
- 10.3.8 Market Forecast (?2026-2034?)
- 10.4 Hoseo (Central Region)
 - 10.4.1 Overview
 - 10.4.2 Historical and Current Market Trends (?2020-2025?)
 - 10.4.3 Market Breakup by Function
 - 10.4.4 Market Breakup by Component
 - 10.4.5 Market Breakup by Deployment Mode
 - 10.4.6 Market Breakup by End User
 - 10.4.7 Key Players
 - 10.4.8 Market Forecast (?2026-2034?)
- 10.5 Others
 - 10.5.1 Historical and Current Market Trends (?2020-2025?)
 - 10.5.2 Market Forecast (?2026-2034?)

11 SOUTH KOREA RETAIL ANALYTICS MARKET – COMPETITIVE LANDSCAPE

- 11.1 Overview
- 11.2 Market Structure
- 11.3 Market Player Positioning
- 11.4 Top Winning Strategies
- 11.5 Competitive Dashboard
- 11.6 Company Evaluation Quadrant

12 PROFILES OF KEY PLAYERS

- 12.1 Company A
 - 12.1.1 Business Overview
 - 12.1.2 Services Offered
 - 12.1.3 Business Strategies
 - 12.1.4 SWOT Analysis
 - 12.1.5 Major News and Events
- 12.2 Company B
 - 12.2.1 Business Overview
 - 12.2.2 Services Offered
 - 12.2.3 Business Strategies
 - 12.2.4 SWOT Analysis
 - 12.2.5 Major News and Events
- 12.3 Company C

- 12.3.1 Business Overview
- 12.3.2 Services Offered
- 12.3.3 Business Strategies
- 12.3.4 SWOT Analysis
- 12.3.5 Major News and Events
- 12.4 Company D
 - 12.4.1 Business Overview
 - 12.4.2 Services Offered
 - 12.4.3 Business Strategies
 - 12.4.4 SWOT Analysis
 - 12.4.5 Major News and Events
- 12.5 Company E
 - 12.5.1 Business Overview
 - 12.5.2 Services Offered
 - 12.5.3 Business Strategies
 - 12.5.4 SWOT Analysis
 - 12.5.5 Major News and Events

13 SOUTH KOREA RETAIL ANALYTICS MARKET - INDUSTRY ANALYSIS

- 13.1 Drivers, Restraints, and Opportunities
 - 13.1.1 Overview
 - 13.1.2 Drivers
 - 13.1.3 Restraints
 - 13.1.4 Opportunities
- 13.2 Porters Five Forces Analysis
 - 13.2.1 Overview
 - 13.2.2 Bargaining Power of Buyers
 - 13.2.3 Bargaining Power of Suppliers
 - 13.2.4 Degree of Competition
 - 13.2.5 Threat of New Entrants
 - 13.2.6 Threat of Substitutes
- 13.3 Value Chain Analysis

14 APPENDIX

I would like to order

Product name: South Korea Retail Analytics Market Size, Share, Trends and Forecast by Function, Component, Deployment Mode, End User, and Region, 2026-2034

Product link: <https://marketpublishers.com/r/S6D6E04C741AEN.html>

Price: US\$ 2,999.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S6D6E04C741AEN.html>