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Supply Chain Analytics Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global supply chain analytics market size reached US$ 5.8 Billion in 2021. Looking forward, IMARC Group expects the market to reach US$ 15.6 Billion by 2027, exhibiting a growth rate (CAGR) of 17.89% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use industries. These insights are included in the report as a major market contributor.

Supply chain analytics is a tool to improve operational efficiency and effectiveness by enabling data-driven decisions at strategic, operational, and tactical levels. It provides data-driven intelligence to businesses and reduces the overall cost to serve. As a result, it is increasingly being utilized by organizations across the globe to analyze risks, increase accuracy in planning, and gain a significant return on investment (ROI). Nowadays, leading players are offering advanced analytics that can process structured and unstructured data and build correlations and patterns among different sources to provide alerts.

Supply Chain Analytics Market Trends:
Complete lockdown implemented by governing agencies of numerous countries to prevent the spread of the coronavirus disease (COVID-19) has resulted in supply chain disruptions and the temporary closure of various manufacturing units. As a result, manufacturing companies worldwide are relying on smart supply chain analytics to adapt to the present market scenario. Supply chain analytics identifies opportunities and initiatives for growth and controls potential revenue losses due to logistics inefficiencies. Apart from this, with the growing number of global partners, modern supply chains have become increasingly complex. This is positively influencing its demand worldwide to

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manage massive amounts of data, uncover complex patterns, and generate insights that help make smart, quick, and efficient decisions. Moreover, the rapid rise in e-commerce and omnichannel shopping channels is catalyzing the use of supply chain analytics for quick deliveries, asset movements, fuel consumption and management, and fleet visibility and remote management. Furthermore, market leaders are focusing on developing supply chain analytics solutions that are integrated with artificial intelligence (AI), big data, and machine learning (ML), which is strengthening the market growth. These solutions can automatically sift through vast amounts of data to help an organization improve forecasting, identify inefficiencies, better respond to customer needs, and drive innovation.

Key Market Segmentation:
IMARC Group provides an analysis of the key trends in each sub-segment of the global supply chain analytics market report, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on component, deployment mode, enterprise size and industry vertical.

Breakup by Component:

Software
Demand Analysis and Forecasting
Supplier Performance Analytics
Spend and Procurement Analytics
Inventory Analytics
Transportation and Logistics Analytics
Services
Professional
Support and Maintenance

Breakup by Deployment Mode:

On-premises
Cloud-based

Breakup by Enterprise Size:

Large Enterprises
Small and Medium Enterprises

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Breakup by Industry Vertical:

Automotive
Food and Beverages
Healthcare and Pharmaceuticals
Manufacturing
Retail and Consumer Goods
Transportation and Logistics
Others

Breakup by Region:

North America
United States
Canada
Asia-Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:
The competitive landscape of the industry has also been examined along with the

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profiles of the key players being Axway, Capgemini SE, International Business Machines Corporation, Infor Inc (Koch Industries Inc.), Kinaxis Inc., Manhattan Associates Inc., Microstrategy Incorporated, Oracle Corporation, QlikTech International AB, SAP SE, SAS Institute Inc. and Tableau Software LLC (Salesforce Inc.).

Key Questions Answered in This Report:
How has the global supply chain analytics market performed so far and how will it perform in the coming years?
What has been the impact of COVID-19 on the global supply chain analytics market?
What are the key regional markets?
What is the breakup of the market based on the component?
What is the breakup of the market based on the deployment mode?
What is the breakup of the market based on the enterprise size?
What is the breakup of the market based on the industry vertical?
What are the various stages in the value chain of the industry?
What are the key driving factors and challenges in the industry?
What is the structure of the global supply chain analytics market and who are the key players?
What is the degree of competition in the industry?

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