

# Asia Pacific In-store Analytics Market (2018 - 2024)

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## Abstracts

The Asia Pacific In-store Analytics Market would witness market growth of 23.8% CAGR during the forecast period (2018 – 2024).

The need for in-store analytics has become even more evident given the industry's increasing complexity. In fact, the quantity of data accessible about any specified product or business, and the numerous options for customers, implies that retail companies are constantly facing enhanced competition and pressure. Retail is about ensuring that the right products are accessible to the correct individuals at the correct moment in their desired shopping environment. Therefore, with the availability of more data the retailers gather about their customers, products, and shopping behaviours, the better they can improve for a shopping experience and for attracting more and more customer.

The high growth of the in-store analytics market in Asia Pacific (APAC) is attributed to the rising growth potential, expanding retail market, and proliferation of digitalization in the region associated with the rising need among businesses to remain globally competitive. In addition, the tendency of countries across the region towards evolving technologies such as Artificial Intelligence (AI) and advanced analytics is also projected to boost the growth of the in-store analytics market.

Based on Component, the market is segmented into Software and Services. Services is further segmented into Deployment, Support & Maintenance, Training & Consulting, and Managed Services. Based on Organization Size, the market is segmented into Large Enterprises and Small & Medium-Sized Enterprises. Based on deployment mode, the market is segmented into On-Premise and Cloud. Based on Application, the market is segmented into Customer Management, Marketing Management, Store Operations Management, Risk & Compliance Management, Merchandising Analysis, and Others. Based on countries, the market is segmented into China, Japan, India, South Korea,

Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Mindtree Limited, Inpixon, TDK Corporation, Happiest Minds Technologies, RetailNext Inc., SAP SE, Celect Inc., IBM Corporation, Retail solutions Inc., and Amoobi S.A.

Scope of the Study

Market Segmentation:

By Component

Software

Services

Deployment, Support & Maintenance

Training & Consulting

Managed Services

By Organization Size

Large Enterprises

Small & Medium-Sized Enterprises

By Deployment Mode

On Premise

Cloud

By Application

Customer Management

Marketing Management

Store Operations Management

Risk & Compliance Management

Merchandising Analysis

Others

### By Country

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

### Companies Profiled

Mindtree Limited

Inpixon

TDK Corporation

Happiest Minds Technologies

RetailNext Inc.

SAP SE

Celect Inc.

IBM Corporation

Retail solutions Inc.

Amoobi S.A.

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FIG 10 SWOT ANALYSIS: IBM CORPORATION

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