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Europe In-store Analytics Market (2018 - 2024)

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Abstracts

The Europe In-store Analytics Market would witness market growth of 20.6% CAGR during the forecast period (2018 – 2024).

In-Store Analytics includes finding greater insights from customer behavioral data. It provides retailers a deeper real-time look at their requirements, taste & preferences, awareness and anticipation when visiting a store. The global in-store analytics market is expected to thrive in the coming years with increasing ICT expenditure in advanced and developing countries.

Retailers across Europe are spending enormous amounts of their annual income on trade promotions. In 2019 and beyond, it is projected that more retail businesses would be deploying Trade Promotion Optimization solutions (TPO solution) to assess the efficiency of promotion and profitably optimize trade spend. TPO solutions help enhance the efficiency of trade offers through strong assessment and exploitation of important information from various inner and external sources. Ultimately, Trade Promotion Optimization software is built to produce the highest ROI promotions with minimum trade spend. AI enables these solutions to potently harness unstructured and organized real-time information produced from various sources.

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 Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

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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

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- Customer Management
- Marketing Management
- Store Operations Management
- Risk & Compliance Management
- Merchandising Analysis
- Others

By Country

- Germany
- UK
- France
- Russia
- Spain
- Italy
- Rest of Europe

Companies Profiled

- Mindtree Limited
- Inpixon
- TDK Corporation
- Happiest Minds Technologies

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RetailNext Inc.

SAP SE

Celect Inc.

IBM Corporation

Retail solutions Inc.

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