

# Global In-store Analytics Market (2018 - 2024)

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## Abstracts

The Global In-store Analytics Market size is expected to reach \$3.3 billion by 2024, rising at a market growth of 21.6% CAGR during the forecast period.

In-store analytics, a sophisticated analytics solution, is helpful for store retailers to assess and analyse their clients' real-time behaviour, examine shop activities, layout efficient campaigns, and prevent retail losses. It can be implemented to retail stores' end-to-end activities to convert their company with better client interactions, more lucrative growth, and distinctive competitive benefits. This allows retailers to obtain in-depth perspectives into retail activities, client behaviour, and efficiency of advertising campaigns. Due to its ability to evaluate huge information volumes flooding the retail sector, in-store analytics has achieved significant business momentum across the world. The retail environment in the store today is more competitive now than it was a few years ago. The growing importance of ecommerce has compelled retail shops to make stronger use of large information and analytics techniques to remain competitive and cater to customers.

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 Regions, the market is segmented into North America, Europe, Asia Pacific, and Latin America, Middle East & Africa.

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. Based on the Analysis presented in the Cardinal matrix, IBM Corporation and SAP SE are some of the forerunners in the In-store Analytics market.

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 Geography

North America

US

Canada

Mexico

Rest of North America

Europe

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

## Asia Pacific

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

## LAMEA

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

## 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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## Contents

### **CHAPTER 1. MARKET SCOPE & METHODOLOGY**

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
  - 1.4.1 Global In-store Analytics Market, by Component
  - 1.4.2 Global In-store Analytics Market, by Organization Size
  - 1.4.3 Global In-store Analytics Market, by Deployment Mode
  - 1.4.4 Global In-store Analytics Market, by Application
  - 1.4.5 Global In-store Analytics Market, by Geography
- 1.5 Methodology for the research

### **CHAPTER 2. MARKET OVERVIEW**

- 2.1 Introduction
  - 2.1.1 Overview
  - 2.1.2 Executive Summary
  - 2.1.3 Market Composition and Scenario
  - 2.1.4 Players Outlook for the Market
- 2.2 Key Factors Impacting the Market
  - 2.2.1 Market Drivers
  - 2.2.2 Market Restraints

### **CHAPTER 3. MARKET ANALYSIS**

- 3.1 KBV Cardinal Matrix
- 3.2 Recent Industry Wide Strategic Developments
  - 3.2.1 Partnerships, Collaborations and Agreements
  - 3.2.2 Product Launches
- 3.3 Top Winning Strategies
  - 3.3.1 Key Leading Strategies: Percentage Distribution (2015-2019)
  - 3.3.2 Key Strategic Move: Leading Players

### **CHAPTER 4. GLOBAL IN-STORE ANALYTICS MARKET BY COMPONENT**

- 4.1 Introduction

#### 4.1.1 Global In-Store Analytics Software Market by Region

##### 4.1.1.1 Overview

##### 4.1.1.2 Market scenario and forecast

#### 4.1.2 Global In-Store Analytics Services Market by Region

##### 4.1.2.1 Overview

##### 4.1.2.2 Market scenario and forecast

##### 4.1.2.3 Global In-Store Analytics Market by Services Type

##### 4.1.2.3.1 Global In-Store Analytics Deployment, Support & Maintenance Market by Region

##### 4.1.2.3.2 Market scenario and forecast

##### 4.1.2.3.3 Global In-Store Analytics Training & Consulting Market by Region

##### 4.1.2.3.4 Overview

##### 4.1.2.3.5 Market scenario and forecast

##### 4.1.2.3.6 Global In-Store Analytics Managed Services Market by Region

##### 4.1.2.3.7 Market scenario and forecast

## **CHAPTER 5. GLOBAL IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE**

### 5.1 Introduction

#### 5.1.1 Global Large Enterprises In-Store Analytics Market by Region

##### 5.1.1.1 Overview

##### 5.1.1.2 Market scenario and forecast

#### 5.1.2 Global Small & Medium-Sized Enterprises In-Store Analytics Market by Region

##### 5.1.2.1 Market scenario and forecast

## **CHAPTER 6. GLOBAL IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE**

### 6.1 Introduction

#### 6.1.1 Global On-Premise In-Store Analytics Market by Region

##### 6.1.1.1 Overview

##### 6.1.1.2 Market scenario and forecast

#### 6.1.2 Global Cloud In-Store Analytics Market by Region

##### 6.1.2.1 Market scenario and forecast

## **CHAPTER 7. GLOBAL IN-STORE ANALYTICS MARKET BY APPLICATION**

### 7.1 Introduction

#### 7.1.1 Global Customer Management In-Store Analytics Market by Region

##### 7.1.1.1 Overview

- 7.1.1.2 Market scenario and forecast
- 7.1.2 Global Marketing Management In-Store Analytics Market by Region
  - 7.1.2.1 Market scenario and forecast
- 7.1.3 Global Store Operations Management In-Store Analytics Market by Region
  - 7.1.3.1 Market scenario and forecast
- 7.1.4 Global Risk & Compliance Management In-Store Analytics Market by Region
  - 7.1.4.1 Market scenario and forecast
- 7.1.5 Global Merchandising Analysis In-Store Analytics Market by Region
  - 7.1.5.1 Overview
  - 7.1.5.2 Market scenario and forecast
- 7.1.6 Global Others In-Store Analytics Market by Region
  - 7.1.6.1 Market scenario and forecast

## **CHAPTER 8. GLOBAL IN-STORE ANALYTICS MARKET BY REGION**

- 8.1 Introduction
- 8.2 North America In-Store Analytics Market
  - 8.2.1 Overview
  - 8.2.2 Market scenario and forecast
  - 8.2.3 North America In-Store Analytics Market by Component
    - 8.2.3.1 North America In-Store Analytics Software Market by Country
    - 8.2.3.2 North America In-Store Analytics Services Market by Country
      - 8.2.3.2.1 North America In-Store Analytics Market by Services Type
  - 8.2.4 North America In-Store Analytics Market by Organization Size
    - 8.2.4.1 North America Large Enterprises In-Store Analytics Market by Country
    - 8.2.4.2 North America Small & Medium-Sized Enterprises In-Store Analytics Market by Country
  - 8.2.5 North America In-Store Analytics Market by Deployment Mode
    - 8.2.5.1 North America On-Premise In-Store Analytics Market by Country
    - 8.2.5.2 North America Cloud In-Store Analytics Market by Country
  - 8.2.6 North America In-Store Analytics Market by Application
    - 8.2.6.1 North America Customer Management In-Store Analytics Market by Country
    - 8.2.6.2 North America Marketing Management In-Store Analytics Market by Country
    - 8.2.6.3 North America Store Operations Management In-Store Analytics Market by Country
    - 8.2.6.4 North America Risk & Compliance Management In-Store Analytics Market by Country
    - 8.2.6.5 North America Merchandising Analysis In-Store Analytics Market by Country
    - 8.2.6.6 North America Others In-Store Analytics Market by Country



- 8.2.7 North America In-Store Analytics Market by Country
  - 8.2.7.1 US In-Store Analytics Market
    - 8.2.7.1.1 Overview
    - 8.2.7.1.2 Market scenario and forecast
    - 8.2.7.1.3 US In-Store Analytics Market by Component
    - 8.2.7.1.4 US In-Store Analytics Market by Organization Size
    - 8.2.7.1.5 US In-Store Analytics Market by Deployment Mode
    - 8.2.7.1.6 US In-Store Analytics Market by Application
  - 8.2.7.2 Canada In-Store Analytics Market
    - 8.2.7.2.1 Overview
    - 8.2.7.2.2 Market scenario and forecast
    - 8.2.7.2.3 Canada In-Store Analytics Market by Component
    - 8.2.7.2.4 Canada In-Store Analytics Market by Organization Size
    - 8.2.7.2.5 Canada In-Store Analytics Market by Deployment Mode
    - 8.2.7.2.6 Canada In-Store Analytics Market by Application
  - 8.2.7.3 Mexico In-Store Analytics Market
    - 8.2.7.3.1 Overview
    - 8.2.7.3.2 Market scenario and forecast
    - 8.2.7.3.3 Mexico In-Store Analytics Market by Component
    - 8.2.7.3.4 Mexico In-Store Analytics Market by Organization Size
    - 8.2.7.3.5 Mexico In-Store Analytics Market by Deployment Mode
    - 8.2.7.3.6 Mexico In-Store Analytics Market by Application
  - 8.2.7.4 Rest of North America In-Store Analytics Market
    - 8.2.7.4.1 Market scenario and forecast
    - 8.2.7.4.2 Rest of North America In-Store Analytics Market by Component
    - 8.2.7.4.3 Rest of North America In-Store Analytics Market by Organization Size
    - 8.2.7.4.4 Rest of North America In-Store Analytics Market by Deployment Mode
    - 8.2.7.4.5 Rest of North America In-Store Analytics Market by Application
- 8.3 Europe In-Store Analytics Market
  - 8.3.1 Overview
  - 8.3.2 Market scenario and forecast
  - 8.3.3 Europe In-Store Analytics Market by Component
    - 8.3.3.1 Europe In-Store Analytics Software Market by Country
    - 8.3.3.2 Europe In-Store Analytics Services Market by Country
      - 8.3.3.2.1 Europe In-Store Analytics Market by Services Type
  - 8.3.4 Europe In-Store Analytics Market by Organization Size
    - 8.3.4.1 Europe Large Enterprises In-Store Analytics Market by Country
    - 8.3.4.2 Europe Small & Medium-Sized Enterprises In-Store Analytics Market by Country

- 8.3.5 Europe In-Store Analytics Market by Deployment Mode
  - 8.3.5.1 Europe On-Premise In-Store Analytics Market by Country
  - 8.3.5.2 Europe Cloud In-Store Analytics Market by Country
- 8.3.6 Europe In-Store Analytics Market by Application
  - 8.3.6.1 Europe Customer Management In-Store Analytics Market by Country
  - 8.3.6.2 Europe Marketing Management In-Store Analytics Market by Country
  - 8.3.6.3 Europe Store Operations Management In-Store Analytics Market by Country
  - 8.3.6.4 Europe Risk & Compliance Management In-Store Analytics Market by Country
  - 8.3.6.5 Europe Merchandising Analysis In-Store Analytics Market by Country
  - 8.3.6.6 Europe Others In-Store Analytics Market by Country
- 8.3.7 Europe In-Store Analytics Market by Country
  - 8.3.7.1 Germany In-Store Analytics Market
    - 8.3.7.1.1 Overview
    - 8.3.7.1.2 Market scenario and forecast
    - 8.3.7.1.3 Germany In-Store Analytics Market by Component
    - 8.3.7.1.4 Germany In-Store Analytics Market by Organization Size
    - 8.3.7.1.5 Germany In-Store Analytics Market by Deployment Mode
    - 8.3.7.1.6 Germany In-Store Analytics Market by Application
  - 8.3.7.2 UK In-Store Analytics Market
    - 8.3.7.2.1 Overview
    - 8.3.7.2.2 Market scenario and forecast
    - 8.3.7.2.3 UK In-Store Analytics Market by Component
    - 8.3.7.2.4 UK In-Store Analytics Market by Organization Size
    - 8.3.7.2.5 UK In-Store Analytics Market by Deployment Mode
    - 8.3.7.2.6 UK In-Store Analytics Market by Application
  - 8.3.7.3 France In-Store Analytics Market
    - 8.3.7.3.1 Overview
    - 8.3.7.3.2 Market scenario and forecast
    - 8.3.7.3.3 France In-Store Analytics Market by Component
    - 8.3.7.3.4 France In-Store Analytics Market by Organization Size
    - 8.3.7.3.5 France In-Store Analytics Market by Deployment Mode
    - 8.3.7.3.6 France In-Store Analytics Market by Application
  - 8.3.7.4 Russia In-Store Analytics Market
    - 8.3.7.4.1 Overview
    - 8.3.7.4.2 Market scenario and forecast
    - 8.3.7.4.3 Russia In-Store Analytics Market by Component
    - 8.3.7.4.4 Russia In-Store Analytics Market by Organization Size
    - 8.3.7.4.5 Russia In-Store Analytics Market by Deployment Mode

- 8.3.7.4.6 Russia In-Store Analytics Market by Application
- 8.3.7.5 Spain In-Store Analytics Market
  - 8.3.7.5.1 Overview
  - 8.3.7.5.2 Market scenario and forecast
  - 8.3.7.5.3 Spain In-Store Analytics Market by Component
  - 8.3.7.5.4 Spain In-Store Analytics Market by Organization Size
  - 8.3.7.5.5 Spain In-Store Analytics Market by Deployment Mode
  - 8.3.7.5.6 Spain In-Store Analytics Market by Application
- 8.3.7.6 Italy In-Store Analytics Market
  - 8.3.7.6.1 Overview
  - 8.3.7.6.2 Market scenario and forecast
  - 8.3.7.6.3 Italy In-Store Analytics Market by Component
  - 8.3.7.6.4 Italy In-Store Analytics Market by Organization Size
  - 8.3.7.6.5 Italy In-Store Analytics Market by Deployment Mode
  - 8.3.7.6.6 Italy In-Store Analytics Market by Application
- 8.3.7.7 Rest of Europe In-Store Analytics Market
  - 8.3.7.7.1 Market scenario and forecast
  - 8.3.7.7.2 Rest of Europe In-Store Analytics Market by Component
  - 8.3.7.7.3 Rest of Europe In-Store Analytics Market by Organization Size
  - 8.3.7.7.4 Rest of Europe In-Store Analytics Market by Deployment Mode
  - 8.3.7.7.5 Rest of Europe In-Store Analytics Market by Application
- 8.4 Asia Pacific In-Store Analytics Market
  - 8.4.1 Overview
  - 8.4.2 Market scenario and forecast
  - 8.4.3 Asia Pacific In-Store Analytics Market by Component
    - 8.4.3.1 Asia Pacific In-Store Analytics Software Market by Country
    - 8.4.3.2 Asia Pacific In-Store Analytics Services Market by Country
      - 8.4.3.2.1 Asia Pacific In-Store Analytics Market by Services Type
  - 8.4.4 Asia Pacific In-Store Analytics Market by Organization Size
    - 8.4.4.1 Asia Pacific Large Enterprises In-Store Analytics Market by Country
    - 8.4.4.2 Asia Pacific Small & Medium-Sized Enterprises In-Store Analytics Market by Country
  - 8.4.5 Asia Pacific In-Store Analytics Market by Deployment Mode
    - 8.4.5.1 Asia Pacific On-Premise In-Store Analytics Market by Country
    - 8.4.5.2 Asia Pacific Cloud In-Store Analytics Market by Country
  - 8.4.6 Asia Pacific In-Store Analytics Market by Application
    - 8.4.6.1 Asia Pacific Customer Management In-Store Analytics Market by Country
    - 8.4.6.2 Asia Pacific Marketing Management In-Store Analytics Market by Country
    - 8.4.6.3 Asia Pacific Store Operations Management In-Store Analytics Market by

## Country

8.4.6.4 Asia Pacific Risk & Compliance Management In-Store Analytics Market by

## Country

8.4.6.5 Asia Pacific Merchandising Analysis In-Store Analytics Market by Country

8.4.6.6 Asia Pacific Others In-Store Analytics Market by Country

8.4.7 Asia Pacific In-Store Analytics Market by Country

8.4.7.1 China In-Store Analytics Market

8.4.7.1.1 Overview

8.4.7.1.2 Market scenario and forecast

8.4.7.1.3 China In-Store Analytics Market by Component

8.4.7.1.4 China In-Store Analytics Market by Organization Size

8.4.7.1.5 China In-Store Analytics Market by Deployment Mode

8.4.7.1.6 China In-Store Analytics Market by Application

8.4.7.2 Japan In-Store Analytics Market

8.4.7.2.1 Overview

8.4.7.2.2 Market scenario and forecast

8.4.7.2.3 Japan In-Store Analytics Market by Component

8.4.7.2.4 Japan In-Store Analytics Market by Organization Size

8.4.7.2.5 Japan In-Store Analytics Market by Deployment Mode

8.4.7.2.6 Japan In-Store Analytics Market by Application

8.4.7.3 India In-Store Analytics Market

8.4.7.3.1 Overview

8.4.7.3.2 Market scenario and forecast

8.4.7.3.3 India In-Store Analytics Market by Component

8.4.7.3.4 India In-Store Analytics Market by Organization Size

8.4.7.3.5 India In-Store Analytics Market by Deployment Mode

8.4.7.3.6 India In-Store Analytics Market by Application

8.4.7.4 South Korea In-Store Analytics Market

8.4.7.4.1 Overview

8.4.7.4.2 Market scenario and forecast

8.4.7.4.3 South Korea In-Store Analytics Market by Component

8.4.7.4.4 South Korea In-Store Analytics Market by Organization Size

8.4.7.4.5 South Korea In-Store Analytics Market by Deployment Mode

8.4.7.4.6 South Korea In-Store Analytics Market by Application

8.4.7.5 Singapore In-Store Analytics Market

8.4.7.5.1 Overview

8.4.7.5.2 Market scenario and forecast

8.4.7.5.3 Singapore In-Store Analytics Market by Component

8.4.7.5.4 Singapore In-Store Analytics Market by Organization Size

- 8.4.7.5.5 Singapore In-Store Analytics Market by Deployment Mode
- 8.4.7.5.6 Singapore In-Store Analytics Market by Application
- 8.4.7.6 Malaysia In-Store Analytics Market
  - 8.4.7.6.1 Overview
  - 8.4.7.6.2 Market scenario and forecast
  - 8.4.7.6.3 Malaysia In-Store Analytics Market by Component
  - 8.4.7.6.4 Malaysia In-Store Analytics Market by Organization Size
  - 8.4.7.6.5 Malaysia In-Store Analytics Market by Deployment Mode
  - 8.4.7.6.6 Malaysia In-Store Analytics Market by Application
- 8.4.7.7 Rest of Asia Pacific In-Store Analytics Market
  - 8.4.7.7.1 Market scenario and forecast
  - 8.4.7.7.2 Rest of Asia Pacific In-Store Analytics Market by Component
  - 8.4.7.7.3 Rest of Asia Pacific In-Store Analytics Market by Organization Size
  - 8.4.7.7.4 Rest of Asia Pacific In-Store Analytics Market by Deployment Mode
  - 8.4.7.7.5 Rest of Asia Pacific In-Store Analytics Market by Application
- 8.5 LAMEA In-Store Analytics Market
  - 8.5.1 Overview
  - 8.5.2 Market scenario and forecast
  - 8.5.3 LAMEA In-Store Analytics Market by Component
    - 8.5.3.1 LAMEA In-Store Analytics Software Market by Country
    - 8.5.3.2 LAMEA In-Store Analytics Services Market by Country
      - 8.5.3.2.1 LAMEA In-Store Analytics Market by Services Type
  - 8.5.4 LAMEA In-Store Analytics Market by Organization Size
    - 8.5.4.1 LAMEA Large Enterprises In-Store Analytics Market by Country
    - 8.5.4.2 LAMEA Small & Medium-Sized Enterprises In-Store Analytics Market by Country
  - 8.5.5 LAMEA In-Store Analytics Market by Deployment Mode
    - 8.5.5.1 LAMEA On-Premise In-Store Analytics Market by Country
    - 8.5.5.2 LAMEA Cloud In-Store Analytics Market by Country
  - 8.5.6 LAMEA In-Store Analytics Market by Application
    - 8.5.6.1 LAMEA Customer Management In-Store Analytics Market by Country
    - 8.5.6.2 LAMEA Marketing Management In-Store Analytics Market by Country
    - 8.5.6.3 LAMEA Store Operations Management In-Store Analytics Market by Country
    - 8.5.6.4 LAMEA Risk & Compliance Management In-Store Analytics Market by Country
    - 8.5.6.5 LAMEA Merchandising Analysis In-Store Analytics Market by Country
    - 8.5.6.6 LAMEA Others In-Store Analytics Market by Country
  - 8.5.7 LAMEA In-Store Analytics Market by Country
    - 8.5.7.1 Brazil In-Store Analytics Market

- 8.5.7.1.1 Overview
- 8.5.7.1.2 Market scenario and forecast
- 8.5.7.1.3 Brazil In-Store Analytics Market by Component
- 8.5.7.1.4 Brazil In-Store Analytics Market by Organization Size
- 8.5.7.1.5 Brazil In-Store Analytics Market by Deployment Mode
- 8.5.7.1.6 Brazil In-Store Analytics Market by Application
- 8.5.7.2 Argentina In-Store Analytics Market
  - 8.5.7.2.1 Overview
  - 8.5.7.2.2 Market scenario and forecast
  - 8.5.7.2.3 Argentina In-Store Analytics Market by Component
  - 8.5.7.2.4 Argentina In-Store Analytics Market by Organization Size
  - 8.5.7.2.5 Argentina In-Store Analytics Market by Deployment Mode
  - 8.5.7.2.6 Argentina In-Store Analytics Market by Application
- 8.5.7.3 UAE In-Store Analytics Market
  - 8.5.7.3.1 Market scenario and forecast
  - 8.5.7.3.2 UAE In-Store Analytics Market by Component
  - 8.5.7.3.3 UAE In-Store Analytics Market by Organization Size
  - 8.5.7.3.4 UAE In-Store Analytics Market by Deployment Mode
  - 8.5.7.3.5 UAE In-Store Analytics Market by Application
- 8.5.7.4 Saudi Arabia In-Store Analytics Market
  - 8.5.7.4.1 Overview
  - 8.5.7.4.2 Market scenario and forecast
  - 8.5.7.4.3 Saudi Arabia In-Store Analytics Market by Component
  - 8.5.7.4.4 Saudi Arabia In-Store Analytics Market by Organization Size
  - 8.5.7.4.5 Saudi Arabia In-Store Analytics Market by Deployment Mode
  - 8.5.7.4.6 Saudi Arabia In-Store Analytics Market by Application
- 8.5.7.5 South Africa In-Store Analytics Market
  - 8.5.7.5.1 Overview
  - 8.5.7.5.2 Market scenario and forecast
  - 8.5.7.5.3 South Africa In-Store Analytics Market by Component
  - 8.5.7.5.4 South Africa In-Store Analytics Market by Organization Size
  - 8.5.7.5.5 South Africa In-Store Analytics Market by Deployment Mode
  - 8.5.7.5.6 South Africa In-Store Analytics Market by Application
- 8.5.7.6 Nigeria In-Store Analytics Market
  - 8.5.7.6.1 Market scenario and forecast
  - 8.5.7.6.2 Nigeria In-Store Analytics Market by Component
  - 8.5.7.6.3 Nigeria In-Store Analytics Market by Organization Size
  - 8.5.7.6.4 Nigeria In-Store Analytics Market by Deployment Mode
  - 8.5.7.6.5 Nigeria In-Store Analytics Market by Application

### 8.5.7.7 Rest of LAMEA In-Store Analytics Market

#### 8.5.7.7.1 Market scenario and forecast

#### 8.5.7.7.2 Rest of LAMEA In-Store Analytics Market by Component

#### 8.5.7.7.3 Rest of LAMEA In-Store Analytics Market by Organization Size

#### 8.5.7.7.4 Rest of LAMEA In-Store Analytics Market by Deployment Mode

#### 8.5.7.7.5 Rest of LAMEA In-Store Analytics Market by Application

## **CHAPTER 9. COMPANY PROFILES**

### 9.1 Mindtree Limited

#### 9.1.1 Company Overview

#### 9.1.2 Financial Analysis

#### 9.1.3 Segmental and Regional Analysis

#### 9.1.4 Research & Development Expense

#### 9.1.5 Recent strategies and developments:

##### 9.1.5.1 Partnership:

#### 9.1.6 SWOT Analysis

### 9.2 Inpixon

#### 9.2.1 Company Overview

#### 9.2.2 Financial Analysis

#### 9.2.3 Regional Analysis

#### 9.2.4 Research & Development Expense

#### 9.2.1 Recent strategies and developments:

##### 9.2.1.1 Product Launch:

#### 9.2.2 SWOT Analysis

### 9.3 TDK Corporation (InvenSense)

#### 9.3.1 Financial Analysis

#### 9.3.2 Segmental and Regional Analysis

#### 9.3.3 Research & Development Expense

### 9.4 Happiest Minds Technologies

#### 9.4.1 Company Overview

#### 9.4.2 Recent strategies and developments:

##### 9.4.2.1 Partnership:

### 9.5 RetailNext Inc.

#### 9.5.1 Company Overview

#### 9.5.2 Recent strategies and developments:

##### 9.5.2.1 Product Launch:

### 9.6 SAP SE

#### 9.6.1 Company Overview

- 9.6.2 Financial Analysis
- 9.6.3 Segmental and Regional Analysis
- 9.6.4 Research & Development Expense
- 9.6.5 Recent strategies and developments:
  - 9.6.5.1 Product Launch:
  - 9.6.5.2 Collaboration:
- 9.6.6 SWOT Analysis:
- 9.7 Celect Inc.
  - 9.7.1 Company Overview
- 9.8 IBM Corporation
  - 9.8.1 Company Overview
  - 9.8.2 Financial Analysis
  - 9.8.3 Regional & Segmental Analysis
  - 9.8.4 Research & Development
  - 9.8.5 Recent strategies and developments:
    - 9.8.5.1 Product Launch:
    - 9.8.5.2 Partnership:
  - 9.8.6 SWOT Analysis
- 9.9 Retail Solutions Inc.
  - 9.9.1 Company Overview
- 9.1 Amoobi S.A.
- 9.11 Company Overview



## List Of Tables

### LIST OF TABLES

TABLE 1 GLOBAL IN-STORE ANALYTICS MARKET, 2014 - 2017, USD MILLION

TABLE 2 GLOBAL IN-STORE ANALYTICS MARKET, 2018 - 2024, USD MILLION

TABLE 3 PARTNERSHIPS, COLLABORATIONS AND AGREEMENTS– IN-STORE ANALYTICS MARKET

TABLE 4 PRODUCT LAUNCHES – IN-STORE ANALYTICS MARKET

TABLE 5 GLOBAL IN-STORE ANALYTICS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

TABLE 6 GLOBAL IN-STORE ANALYTICS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

TABLE 7 GLOBAL IN-STORE ANALYTICS SOFTWARE MARKET BY REGION, 2014 - 2017, USD MILLION

TABLE 8 GLOBAL IN-STORE ANALYTICS SOFTWARE MARKET BY REGION, 2018 - 2024, USD MILLION

TABLE 9 GLOBAL IN-STORE ANALYTICS SERVICES MARKET BY REGION, 2014 - 2017, USD MILLION

TABLE 10 GLOBAL IN-STORE ANALYTICS SERVICES MARKET BY REGION, 2018 - 2024, USD MILLION

TABLE 11 GLOBAL IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

TABLE 12 GLOBAL IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2018 - 2024, USD MILLION

TABLE 13 GLOBAL IN-STORE ANALYTICS DEPLOYMENT, SUPPORT & MAINTENANCE MARKET BY REGION, 2014 - 2017, USD MILLION

TABLE 14 GLOBAL IN-STORE ANALYTICS DEPLOYMENT, SUPPORT & MAINTENANCE MARKET BY REGION, 2018 - 2024, USD MILLION

TABLE 15 GLOBAL IN-STORE ANALYTICS TRAINING & CONSULTING MARKET BY REGION, 2014 - 2017, USD MILLION

TABLE 16 GLOBAL IN-STORE ANALYTICS TRAINING & CONSULTING MARKET BY REGION, 2018 - 2024, USD MILLION

TABLE 17 GLOBAL IN-STORE ANALYTICS MANAGED SERVICES MARKET BY REGION, 2014 - 2017, USD MILLION

TABLE 18 GLOBAL IN-STORE ANALYTICS MANAGED SERVICES MARKET BY REGION, 2018 - 2024, USD MILLION

TABLE 19 GLOBAL IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2014 - 2017, USD MILLION

TABLE 20 GLOBAL IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

TABLE 21 GLOBAL LARGE ENTERPRISES IN-STORE ANALYTICS MARKET BY REGION, 2014 - 2017, USD MILLION

TABLE 22 GLOBAL LARGE ENTERPRISES IN-STORE ANALYTICS MARKET BY REGION, 2018 - 2024, USD MILLION

TABLE 23 GLOBAL SMALL & MEDIUM-SIZED ENTERPRISES IN-STORE ANALYTICS MARKET BY REGION, 2014 - 2017, USD MILLION

TABLE 24 GLOBAL SMALL & MEDIUM-SIZED ENTERPRISES IN-STORE ANALYTICS MARKET BY REGION, 2018 - 2024, USD MILLION

TABLE 25 GLOBAL IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2014 - 2017, USD MILLION

TABLE 26 GLOBAL IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2018 - 2024, USD MILLION

TABLE 27 GLOBAL ON-PREMISE IN-STORE ANALYTICS MARKET BY REGION, 2014 - 2017, USD MILLION

TABLE 28 GLOBAL ON-PREMISE IN-STORE ANALYTICS MARKET BY REGION, 2018 - 2024, USD MILLION

TABLE 29 GLOBAL CLOUD IN-STORE ANALYTICS MARKET BY REGION, 2014 - 2017, USD MILLION

TABLE 30 GLOBAL CLOUD IN-STORE ANALYTICS MARKET BY REGION, 2018 - 2024, USD MILLION

TABLE 31 GLOBAL IN-STORE ANALYTICS MARKET BY APPLICATION, 2014 - 2017, USD MILLION

TABLE 32 GLOBAL IN-STORE ANALYTICS MARKET BY APPLICATION, 2018 - 2024, USD MILLION

TABLE 33 GLOBAL CUSTOMER MANAGEMENT IN-STORE ANALYTICS MARKET BY REGION, 2014 - 2017, USD MILLION

TABLE 34 GLOBAL CUSTOMER MANAGEMENT IN-STORE ANALYTICS MARKET BY REGION, 2018 - 2024, USD MILLION

TABLE 35 GLOBAL MARKETING MANAGEMENT IN-STORE ANALYTICS MARKET BY REGION, 2014 - 2017, USD MILLION

TABLE 36 GLOBAL MARKETING MANAGEMENT IN-STORE ANALYTICS MARKET BY REGION, 2018 - 2024, USD MILLION

TABLE 37 GLOBAL STORE OPERATIONS MANAGEMENT IN-STORE ANALYTICS MARKET BY REGION, 2014 - 2017, USD MILLION

TABLE 38 GLOBAL STORE OPERATIONS MANAGEMENT IN-STORE ANALYTICS MARKET BY REGION, 2018 - 2024, USD MILLION

TABLE 39 GLOBAL RISK & COMPLIANCE MANAGEMENT IN-STORE ANALYTICS

MARKET BY REGION, 2014 - 2017, USD MILLION

TABLE 40 GLOBAL RISK & COMPLIANCE MANAGEMENT IN-STORE ANALYTICS

MARKET BY REGION, 2018 - 2024, USD MILLION

TABLE 41 GLOBAL MERCHANDISING ANALYSIS IN-STORE ANALYTICS MARKET

BY REGION, 2014 - 2017, USD MILLION

TABLE 42 GLOBAL MERCHANDISING ANALYSIS IN-STORE ANALYTICS MARKET

BY REGION, 2018 - 2024, USD MILLION

TABLE 43 GLOBAL OTHERS IN-STORE ANALYTICS MARKET BY REGION, 2014 -

2017, USD MILLION

TABLE 44 GLOBAL OTHERS IN-STORE ANALYTICS MARKET BY REGION, 2018 -

2024, USD MILLION

TABLE 45 GLOBAL IN-STORE ANALYTICS MARKET BY REGION, 2014 - 2017, USD  
MILLION

TABLE 46 GLOBAL IN-STORE ANALYTICS MARKET BY REGION, 2018 - 2024, USD  
MILLION

TABLE 47 NORTH AMERICA IN-STORE ANALYTICS MARKET, 2014 - 2017, USD  
MILLION

TABLE 48 NORTH AMERICA IN-STORE ANALYTICS MARKET, 2018 - 2024, USD  
MILLION

TABLE 49 NORTH AMERICA IN-STORE ANALYTICS MARKET BY COMPONENT,  
2014 - 2017, USD MILLION

TABLE 50 NORTH AMERICA IN-STORE ANALYTICS MARKET BY COMPONENT,  
2018 - 2024, USD MILLION

TABLE 51 NORTH AMERICA IN-STORE ANALYTICS SOFTWARE MARKET BY  
COUNTRY, 2014 - 2017, USD MILLION

TABLE 52 NORTH AMERICA IN-STORE ANALYTICS SOFTWARE MARKET BY  
COUNTRY, 2018 - 2024, USD MILLION

TABLE 53 NORTH AMERICA IN-STORE ANALYTICS SERVICES MARKET BY  
COUNTRY, 2014 - 2017, USD MILLION

TABLE 54 NORTH AMERICA IN-STORE ANALYTICS SERVICES MARKET BY  
COUNTRY, 2018 - 2024, USD MILLION

TABLE 55 NORTH AMERICA IN-STORE ANALYTICS MARKET BY SERVICES TYPE,  
2014 - 2017, USD MILLION

TABLE 56 NORTH AMERICA IN-STORE ANALYTICS MARKET BY SERVICES TYPE,  
2018 - 2024, USD MILLION

TABLE 57 NORTH AMERICA IN-STORE ANALYTICS DEPLOYMENT, SUPPORT &  
MAINTENANCE MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 58 NORTH AMERICA IN-STORE ANALYTICS DEPLOYMENT, SUPPORT &  
MAINTENANCE MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 59 NORTH AMERICA IN-STORE ANALYTICS TRAINING & CONSULTING MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 60 NORTH AMERICA IN-STORE ANALYTICS TRAINING & CONSULTING MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 61 NORTH AMERICA IN-STORE ANALYTICS MANAGED SERVICES MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 62 NORTH AMERICA IN-STORE ANALYTICS MANAGED SERVICES MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 63 NORTH AMERICA IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2014 - 2017, USD MILLION

TABLE 64 NORTH AMERICA IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

TABLE 65 NORTH AMERICA LARGE ENTERPRISES IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 66 NORTH AMERICA LARGE ENTERPRISES IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 67 NORTH AMERICA SMALL & MEDIUM-SIZED ENTERPRISES IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 68 NORTH AMERICA SMALL & MEDIUM-SIZED ENTERPRISES IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 69 NORTH AMERICA IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2014 - 2017, USD MILLION

TABLE 70 NORTH AMERICA IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2018 - 2024, USD MILLION

TABLE 71 NORTH AMERICA ON-PREMISE IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 72 NORTH AMERICA ON-PREMISE IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 73 NORTH AMERICA CLOUD IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 74 NORTH AMERICA CLOUD IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 75 NORTH AMERICA IN-STORE ANALYTICS MARKET BY APPLICATION, 2014 - 2017, USD MILLION

TABLE 76 NORTH AMERICA IN-STORE ANALYTICS MARKET BY APPLICATION, 2018 - 2024, USD MILLION

TABLE 77 NORTH AMERICA CUSTOMER MANAGEMENT IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 78 NORTH AMERICA CUSTOMER MANAGEMENT IN-STORE ANALYTICS

MARKET BY COUNTRY, 2018 - 2024, USD MILLION  
TABLE 79 NORTH AMERICA MARKETING MANAGEMENT IN-STORE ANALYTICS  
MARKET BY COUNTRY, 2014 - 2017, USD MILLION  
TABLE 80 NORTH AMERICA MARKETING MANAGEMENT IN-STORE ANALYTICS  
MARKET BY COUNTRY, 2018 - 2024, USD MILLION  
TABLE 81 NORTH AMERICA STORE OPERATIONS MANAGEMENT IN-STORE  
ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION  
TABLE 82 NORTH AMERICA STORE OPERATIONS MANAGEMENT IN-STORE  
ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION  
TABLE 83 NORTH AMERICA RISK & COMPLIANCE MANAGEMENT IN-STORE  
ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION  
TABLE 84 NORTH AMERICA RISK & COMPLIANCE MANAGEMENT IN-STORE  
ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION  
TABLE 85 NORTH AMERICA MERCHANDISING ANALYSIS IN-STORE ANALYTICS  
MARKET BY COUNTRY, 2014 - 2017, USD MILLION  
TABLE 86 NORTH AMERICA MERCHANDISING ANALYSIS IN-STORE ANALYTICS  
MARKET BY COUNTRY, 2018 - 2024, USD MILLION  
TABLE 87 NORTH AMERICA OTHERS IN-STORE ANALYTICS MARKET BY  
COUNTRY, 2014 - 2017, USD MILLION  
TABLE 88 NORTH AMERICA OTHERS IN-STORE ANALYTICS MARKET BY  
COUNTRY, 2018 - 2024, USD MILLION  
TABLE 89 NORTH AMERICA IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 -  
2017, USD MILLION  
TABLE 90 NORTH AMERICA IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 -  
2024, USD MILLION  
TABLE 91 US IN-STORE ANALYTICS MARKET, 2014 - 2017, USD MILLION  
TABLE 92 US IN-STORE ANALYTICS MARKET, 2018 - 2024, USD MILLION  
TABLE 93 US IN-STORE ANALYTICS MARKET BY COMPONENT, 2014 - 2017, USD  
MILLION  
TABLE 94 US IN-STORE ANALYTICS MARKET BY COMPONENT, 2018 - 2024, USD  
MILLION  
TABLE 95 US IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2014 - 2017,  
USD MILLION  
TABLE 96 US IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2018 - 2024,  
USD MILLION  
TABLE 97 US IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2014 -  
2017, USD MILLION  
TABLE 98 US IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2018 -  
2024, USD MILLION

TABLE 99 US IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2014 - 2017, USD MILLION

TABLE 100 US IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2018 - 2024, USD MILLION

TABLE 101 US IN-STORE ANALYTICS MARKET BY APPLICATION, 2014 - 2017, USD MILLION

TABLE 102 US IN-STORE ANALYTICS MARKET BY APPLICATION, 2018 - 2024, USD MILLION

TABLE 103 CANADA IN-STORE ANALYTICS MARKET, 2014 - 2017, USD MILLION

TABLE 104 CANADA IN-STORE ANALYTICS MARKET, 2018 - 2024, USD MILLION

TABLE 105 CANADA IN-STORE ANALYTICS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

TABLE 106 CANADA IN-STORE ANALYTICS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

TABLE 107 CANADA IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

TABLE 108 CANADA IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2018 - 2024, USD MILLION

TABLE 109 CANADA IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2014 - 2017, USD MILLION

TABLE 110 CANADA IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

TABLE 111 CANADA IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2014 - 2017, USD MILLION

TABLE 112 CANADA IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2018 - 2024, USD MILLION

TABLE 113 CANADA IN-STORE ANALYTICS MARKET BY APPLICATION, 2014 - 2017, USD MILLION

TABLE 114 CANADA IN-STORE ANALYTICS MARKET BY APPLICATION, 2018 - 2024, USD MILLION

TABLE 115 MEXICO IN-STORE ANALYTICS MARKET, 2014 - 2017, USD MILLION

TABLE 116 MEXICO IN-STORE ANALYTICS MARKET, 2018 - 2024, USD MILLION

TABLE 117 MEXICO IN-STORE ANALYTICS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

TABLE 118 MEXICO IN-STORE ANALYTICS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

TABLE 119 MEXICO IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

TABLE 120 MEXICO IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2018 -

2024, USD MILLION

TABLE 121 MEXICO IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2014 - 2017, USD MILLION

TABLE 122 MEXICO IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

TABLE 123 MEXICO IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2014 - 2017, USD MILLION

TABLE 124 MEXICO IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2018 - 2024, USD MILLION

TABLE 125 MEXICO IN-STORE ANALYTICS MARKET BY APPLICATION, 2014 - 2017, USD MILLION

TABLE 126 MEXICO IN-STORE ANALYTICS MARKET BY APPLICATION, 2018 - 2024, USD MILLION

TABLE 127 REST OF NORTH AMERICA IN-STORE ANALYTICS MARKET, 2014 - 2017, USD MILLION

TABLE 128 REST OF NORTH AMERICA IN-STORE ANALYTICS MARKET, 2018 - 2024, USD MILLION

TABLE 129 REST OF NORTH AMERICA IN-STORE ANALYTICS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

TABLE 130 REST OF NORTH AMERICA IN-STORE ANALYTICS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

TABLE 131 REST OF NORTH AMERICA IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

TABLE 132 REST OF NORTH AMERICA IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2018 - 2024, USD MILLION

TABLE 133 REST OF NORTH AMERICA IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2014 - 2017, USD MILLION

TABLE 134 REST OF NORTH AMERICA IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

TABLE 135 REST OF NORTH AMERICA IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2014 - 2017, USD MILLION

TABLE 136 REST OF NORTH AMERICA IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2018 - 2024, USD MILLION

TABLE 137 REST OF NORTH AMERICA IN-STORE ANALYTICS MARKET BY APPLICATION, 2014 - 2017, USD MILLION

TABLE 138 REST OF NORTH AMERICA IN-STORE ANALYTICS MARKET BY APPLICATION, 2018 - 2024, USD MILLION

TABLE 139 EUROPE IN-STORE ANALYTICS MARKET, 2014 - 2017, USD MILLION

TABLE 140 EUROPE IN-STORE ANALYTICS MARKET, 2018 - 2024, USD MILLION

TABLE 141 EUROPE IN-STORE ANALYTICS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

TABLE 142 EUROPE IN-STORE ANALYTICS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

TABLE 143 EUROPE IN-STORE ANALYTICS SOFTWARE MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 144 EUROPE IN-STORE ANALYTICS SOFTWARE MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 145 EUROPE IN-STORE ANALYTICS SERVICES MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 146 EUROPE IN-STORE ANALYTICS SERVICES MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 147 EUROPE IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

TABLE 148 EUROPE IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2018 - 2024, USD MILLION

TABLE 149 EUROPE IN-STORE ANALYTICS DEPLOYMENT, SUPPORT & MAINTENANCE MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 150 EUROPE IN-STORE ANALYTICS DEPLOYMENT, SUPPORT & MAINTENANCE MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 151 EUROPE IN-STORE ANALYTICS TRAINING & CONSULTING MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 152 EUROPE IN-STORE ANALYTICS TRAINING & CONSULTING MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 153 EUROPE IN-STORE ANALYTICS MANAGED SERVICES MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 154 EUROPE IN-STORE ANALYTICS MANAGED SERVICES MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 155 EUROPE IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2014 - 2017, USD MILLION

TABLE 156 EUROPE IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

TABLE 157 EUROPE LARGE ENTERPRISES IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 158 EUROPE LARGE ENTERPRISES IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 159 EUROPE SMALL & MEDIUM-SIZED ENTERPRISES IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 160 EUROPE SMALL & MEDIUM-SIZED ENTERPRISES IN-STORE



ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 161 EUROPE IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2014 - 2017, USD MILLION

TABLE 162 EUROPE IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2018 - 2024, USD MILLION

TABLE 163 EUROPE ON-PREMISE IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 164 EUROPE ON-PREMISE IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 165 EUROPE CLOUD IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 166 EUROPE CLOUD IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 167 EUROPE IN-STORE ANALYTICS MARKET BY APPLICATION, 2014 - 2017, USD MILLION

TABLE 168 EUROPE IN-STORE ANALYTICS MARKET BY APPLICATION, 2018 - 2024, USD MILLION

TABLE 169 EUROPE CUSTOMER MANAGEMENT IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 170 EUROPE CUSTOMER MANAGEMENT IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 171 EUROPE MARKETING MANAGEMENT IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 172 EUROPE MARKETING MANAGEMENT IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 173 EUROPE STORE OPERATIONS MANAGEMENT IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 174 EUROPE STORE OPERATIONS MANAGEMENT IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 175 EUROPE RISK & COMPLIANCE MANAGEMENT IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 176 EUROPE RISK & COMPLIANCE MANAGEMENT IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 177 EUROPE MERCHANDISING ANALYSIS IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 178 EUROPE MERCHANDISING ANALYSIS IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 179 EUROPE OTHERS IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 180 EUROPE OTHERS IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 181 EUROPE IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 182 EUROPE IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 183 GERMANY IN-STORE ANALYTICS MARKET, 2014 - 2017, USD MILLION

TABLE 184 GERMANY IN-STORE ANALYTICS MARKET, 2018 - 2024, USD MILLION

TABLE 185 GERMANY IN-STORE ANALYTICS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

TABLE 186 GERMANY IN-STORE ANALYTICS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

TABLE 187 GERMANY IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

TABLE 188 GERMANY IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2018 - 2024, USD MILLION

TABLE 189 GERMANY IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2014 - 2017, USD MILLION

TABLE 190 GERMANY IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

TABLE 191 GERMANY IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2014 - 2017, USD MILLION

TABLE 192 GERMANY IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2018 - 2024, USD MILLION

TABLE 193 GERMANY IN-STORE ANALYTICS MARKET BY APPLICATION, 2014 - 2017, USD MILLION

TABLE 194 GERMANY IN-STORE ANALYTICS MARKET BY APPLICATION, 2018 - 2024, USD MILLION

TABLE 195 UK IN-STORE ANALYTICS MARKET, 2014 - 2017, USD MILLION

TABLE 196 UK IN-STORE ANALYTICS MARKET, 2018 - 2024, USD MILLION

TABLE 197 UK IN-STORE ANALYTICS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

TABLE 198 UK IN-STORE ANALYTICS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

TABLE 199 UK IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

TABLE 200 UK IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2018 - 2024, USD MILLION

TABLE 201 UK IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2014 -

2017, USD MILLION

TABLE 202 UK IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

TABLE 203 UK IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2014 - 2017, USD MILLION

TABLE 204 UK IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2018 - 2024, USD MILLION

TABLE 205 UK IN-STORE ANALYTICS MARKET BY APPLICATION, 2014 - 2017, USD MILLION

TABLE 206 UK IN-STORE ANALYTICS MARKET BY APPLICATION, 2018 - 2024, USD MILLION

TABLE 207 FRANCE IN-STORE ANALYTICS MARKET, 2014 - 2017, USD MILLION

TABLE 208 FRANCE IN-STORE ANALYTICS MARKET, 2018 - 2024, USD MILLION

TABLE 209 FRANCE IN-STORE ANALYTICS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

TABLE 210 FRANCE IN-STORE ANALYTICS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

TABLE 211 FRANCE IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

TABLE 212 FRANCE IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2018 - 2024, USD MILLION

TABLE 213 FRANCE IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2014 - 2017, USD MILLION

TABLE 214 FRANCE IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

TABLE 215 FRANCE IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2014 - 2017, USD MILLION

TABLE 216 FRANCE IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2018 - 2024, USD MILLION

TABLE 217 FRANCE IN-STORE ANALYTICS MARKET BY APPLICATION, 2014 - 2017, USD MILLION

TABLE 218 FRANCE IN-STORE ANALYTICS MARKET BY APPLICATION, 2018 - 2024, USD MILLION

TABLE 219 RUSSIA IN-STORE ANALYTICS MARKET, 2014 - 2017, USD MILLION

TABLE 220 RUSSIA IN-STORE ANALYTICS MARKET, 2018 - 2024, USD MILLION

TABLE 221 RUSSIA IN-STORE ANALYTICS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

TABLE 222 RUSSIA IN-STORE ANALYTICS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

TABLE 223 RUSSIA IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

TABLE 224 RUSSIA IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2018 - 2024, USD MILLION

TABLE 225 RUSSIA IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2014 - 2017, USD MILLION

TABLE 226 RUSSIA IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

TABLE 227 RUSSIA IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2014 - 2017, USD MILLION

TABLE 228 RUSSIA IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2018 - 2024, USD MILLION

TABLE 229 RUSSIA IN-STORE ANALYTICS MARKET BY APPLICATION, 2014 - 2017, USD MILLION

TABLE 230 RUSSIA IN-STORE ANALYTICS MARKET BY APPLICATION, 2018 - 2024, USD MILLION

TABLE 231 SPAIN IN-STORE ANALYTICS MARKET, 2014 - 2017, USD MILLION

TABLE 232 SPAIN IN-STORE ANALYTICS MARKET, 2018 - 2024, USD MILLION

TABLE 233 SPAIN IN-STORE ANALYTICS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

TABLE 234 SPAIN IN-STORE ANALYTICS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

TABLE 235 SPAIN IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

TABLE 236 SPAIN IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2018 - 2024, USD MILLION

TABLE 237 SPAIN IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2014 - 2017, USD MILLION

TABLE 238 SPAIN IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

TABLE 239 SPAIN IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2014 - 2017, USD MILLION

TABLE 240 SPAIN IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2018 - 2024, USD MILLION

TABLE 241 SPAIN IN-STORE ANALYTICS MARKET BY APPLICATION, 2014 - 2017, USD MILLION

TABLE 242 SPAIN IN-STORE ANALYTICS MARKET BY APPLICATION, 2018 - 2024, USD MILLION

TABLE 243 ITALY IN-STORE ANALYTICS MARKET, 2014 - 2017, USD MILLION

TABLE 244 ITALY IN-STORE ANALYTICS MARKET, 2018 - 2024, USD MILLION

TABLE 245 ITALY IN-STORE ANALYTICS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

TABLE 246 ITALY IN-STORE ANALYTICS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

TABLE 247 ITALY IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

TABLE 248 ITALY IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2018 - 2024, USD MILLION

TABLE 249 ITALY IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2014 - 2017, USD MILLION

TABLE 250 ITALY IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

TABLE 251 ITALY IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2014 - 2017, USD MILLION

TABLE 252 ITALY IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2018 - 2024, USD MILLION

TABLE 253 ITALY IN-STORE ANALYTICS MARKET BY APPLICATION, 2014 - 2017, USD MILLION

TABLE 254 ITALY IN-STORE ANALYTICS MARKET BY APPLICATION, 2018 - 2024, USD MILLION

TABLE 255 REST OF EUROPE IN-STORE ANALYTICS MARKET, 2014 - 2017, USD MILLION

TABLE 256 REST OF EUROPE IN-STORE ANALYTICS MARKET, 2018 - 2024, USD MILLION

TABLE 257 REST OF EUROPE IN-STORE ANALYTICS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

TABLE 258 REST OF EUROPE IN-STORE ANALYTICS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

TABLE 259 REST OF EUROPE IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

TABLE 260 REST OF EUROPE IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2018 - 2024, USD MILLION

TABLE 261 REST OF EUROPE IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2014 - 2017, USD MILLION

TABLE 262 REST OF EUROPE IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

TABLE 263 REST OF EUROPE IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2014 - 2017, USD MILLION

TABLE 264 REST OF EUROPE IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2018 - 2024, USD MILLION

TABLE 265 REST OF EUROPE IN-STORE ANALYTICS MARKET BY APPLICATION, 2014 - 2017, USD MILLION

TABLE 266 REST OF EUROPE IN-STORE ANALYTICS MARKET BY APPLICATION, 2018 - 2024, USD MILLION

TABLE 267 ASIA PACIFIC IN-STORE ANALYTICS MARKET, 2014 - 2017, USD MILLION

TABLE 268 ASIA PACIFIC IN-STORE ANALYTICS MARKET, 2018 - 2024, USD MILLION

TABLE 269 ASIA PACIFIC IN-STORE ANALYTICS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

TABLE 270 ASIA PACIFIC IN-STORE ANALYTICS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

TABLE 271 ASIA PACIFIC IN-STORE ANALYTICS SOFTWARE MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 272 ASIA PACIFIC IN-STORE ANALYTICS SOFTWARE MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 273 ASIA PACIFIC IN-STORE ANALYTICS SERVICES MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 274 ASIA PACIFIC IN-STORE ANALYTICS SERVICES MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 275 ASIA PACIFIC IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

TABLE 276 ASIA PACIFIC IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2018 - 2024, USD MILLION

TABLE 277 ASIA PACIFIC IN-STORE ANALYTICS DEPLOYMENT, SUPPORT & MAINTENANCE MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 278 ASIA PACIFIC IN-STORE ANALYTICS DEPLOYMENT, SUPPORT & MAINTENANCE MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 279 ASIA PACIFIC IN-STORE ANALYTICS TRAINING & CONSULTING MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 280 ASIA PACIFIC IN-STORE ANALYTICS TRAINING & CONSULTING MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 281 ASIA PACIFIC IN-STORE ANALYTICS MANAGED SERVICES MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 282 ASIA PACIFIC IN-STORE ANALYTICS MANAGED SERVICES MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 283 ASIA PACIFIC IN-STORE ANALYTICS MARKET BY ORGANIZATION

SIZE, 2014 - 2017, USD MILLION

TABLE 284 ASIA PACIFIC IN-STORE ANALYTICS MARKET BY ORGANIZATION

SIZE, 2018 - 2024, USD MILLION

TABLE 285 ASIA PACIFIC LARGE ENTERPRISES IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 286 ASIA PACIFIC LARGE ENTERPRISES IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 287 ASIA PACIFIC SMALL & MEDIUM-SIZED ENTERPRISES IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 288 ASIA PACIFIC SMALL & MEDIUM-SIZED ENTERPRISES IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 289 ASIA PACIFIC IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2014 - 2017, USD MILLION

TABLE 290 ASIA PACIFIC IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2018 - 2024, USD MILLION

TABLE 291 ASIA PACIFIC ON-PREMISE IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 292 ASIA PACIFIC ON-PREMISE IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 293 ASIA PACIFIC CLOUD IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 294 ASIA PACIFIC CLOUD IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 295 ASIA PACIFIC IN-STORE ANALYTICS MARKET BY APPLICATION, 2014 - 2017, USD MILLION

TABLE 296 ASIA PACIFIC IN-STORE ANALYTICS MARKET BY APPLICATION, 2018 - 2024, USD MILLION

TABLE 297 ASIA PACIFIC CUSTOMER MANAGEMENT IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 298 ASIA PACIFIC CUSTOMER MANAGEMENT IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 299 ASIA PACIFIC MARKETING MANAGEMENT IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 300 ASIA PACIFIC MARKETING MANAGEMENT IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 301 ASIA PACIFIC STORE OPERATIONS MANAGEMENT IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 302 ASIA PACIFIC STORE OPERATIONS MANAGEMENT IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 303 ASIA PACIFIC RISK & COMPLIANCE MANAGEMENT IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 304 ASIA PACIFIC RISK & COMPLIANCE MANAGEMENT IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 305 ASIA PACIFIC MERCHANDISING ANALYSIS IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 306 ASIA PACIFIC MERCHANDISING ANALYSIS IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 307 ASIA PACIFIC OTHERS IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 308 ASIA PACIFIC OTHERS IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 309 ASIA PACIFIC IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 310 ASIA PACIFIC IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 311 CHINA IN-STORE ANALYTICS MARKET, 2014 - 2017, USD MILLION

TABLE 312 CHINA IN-STORE ANALYTICS MARKET, 2018 - 2024, USD MILLION

TABLE 313 CHINA IN-STORE ANALYTICS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

TABLE 314 CHINA IN-STORE ANALYTICS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

TABLE 315 CHINA IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

TABLE 316 CHINA IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2018 - 2024, USD MILLION

TABLE 317 CHINA IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2014 - 2017, USD MILLION

TABLE 318 CHINA IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

TABLE 319 CHINA IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2014 - 2017, USD MILLION

TABLE 320 CHINA IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2018 - 2024, USD MILLION

TABLE 321 CHINA IN-STORE ANALYTICS MARKET BY APPLICATION, 2014 - 2017, USD MILLION

TABLE 322 CHINA IN-STORE ANALYTICS MARKET BY APPLICATION, 2018 - 2024, USD MILLION

TABLE 323 JAPAN IN-STORE ANALYTICS MARKET, 2014 - 2017, USD MILLION



TABLE 324 JAPAN IN-STORE ANALYTICS MARKET, 2018 - 2024, USD MILLION

TABLE 325 JAPAN IN-STORE ANALYTICS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

TABLE 326 JAPAN IN-STORE ANALYTICS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

TABLE 327 JAPAN IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

TABLE 328 JAPAN IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2018 - 2024, USD MILLION

TABLE 329 JAPAN IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2014 - 2017, USD MILLION

TABLE 330 JAPAN IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

TABLE 331 JAPAN IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2014 - 2017, USD MILLION

TABLE 332 JAPAN IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2018 - 2024, USD MILLION

TABLE 333 JAPAN IN-STORE ANALYTICS MARKET BY APPLICATION, 2014 - 2017, USD MILLION

TABLE 334 JAPAN IN-STORE ANALYTICS MARKET BY APPLICATION, 2018 - 2024, USD MILLION

TABLE 335 INDIA IN-STORE ANALYTICS MARKET, 2014 - 2017, USD MILLION

TABLE 336 INDIA IN-STORE ANALYTICS MARKET, 2018 - 2024, USD MILLION

TABLE 337 INDIA IN-STORE ANALYTICS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

TABLE 338 INDIA IN-STORE ANALYTICS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

TABLE 339 INDIA IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

TABLE 340 INDIA IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2018 - 2024, USD MILLION

TABLE 341 INDIA IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2014 - 2017, USD MILLION

TABLE 342 INDIA IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

TABLE 343 INDIA IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2014 - 2017, USD MILLION

TABLE 344 INDIA IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2018 - 2024, USD MILLION

TABLE 345 INDIA IN-STORE ANALYTICS MARKET BY APPLICATION, 2014 - 2017, USD MILLION

TABLE 346 INDIA IN-STORE ANALYTICS MARKET BY APPLICATION, 2018 - 2024, USD MILLION

TABLE 347 SOUTH KOREA IN-STORE ANALYTICS MARKET, 2014 - 2017, USD MILLION

TABLE 348 SOUTH KOREA IN-STORE ANALYTICS MARKET, 2018 - 2024, USD MILLION

TABLE 349 SOUTH KOREA IN-STORE ANALYTICS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

TABLE 350 SOUTH KOREA IN-STORE ANALYTICS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

TABLE 351 SOUTH KOREA IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

TABLE 352 SOUTH KOREA IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2018 - 2024, USD MILLION

TABLE 353 SOUTH KOREA IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2014 - 2017, USD MILLION

TABLE 354 SOUTH KOREA IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

TABLE 355 SOUTH KOREA IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2014 - 2017, USD MILLION

TABLE 356 SOUTH KOREA IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2018 - 2024, USD MILLION

TABLE 357 SOUTH KOREA IN-STORE ANALYTICS MARKET BY APPLICATION, 2014 - 2017, USD MILLION

TABLE 358 SOUTH KOREA IN-STORE ANALYTICS MARKET BY APPLICATION, 2018 - 2024, USD MILLION

TABLE 359 SINGAPORE IN-STORE ANALYTICS MARKET, 2014 - 2017, USD MILLION

TABLE 360 SINGAPORE IN-STORE ANALYTICS MARKET, 2018 - 2024, USD MILLION

TABLE 361 SINGAPORE IN-STORE ANALYTICS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

TABLE 362 SINGAPORE IN-STORE ANALYTICS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

TABLE 363 SINGAPORE IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

TABLE 364 SINGAPORE IN-STORE ANALYTICS MARKET BY SERVICES TYPE,

2018 - 2024, USD MILLION

TABLE 365 SINGAPORE IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2014 - 2017, USD MILLION

TABLE 366 SINGAPORE IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

TABLE 367 SINGAPORE IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2014 - 2017, USD MILLION

TABLE 368 SINGAPORE IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2018 - 2024, USD MILLION

TABLE 369 SINGAPORE IN-STORE ANALYTICS MARKET BY APPLICATION, 2014 - 2017, USD MILLION

TABLE 370 SINGAPORE IN-STORE ANALYTICS MARKET BY APPLICATION, 2018 - 2024, USD MILLION

TABLE 371 MALAYSIA IN-STORE ANALYTICS MARKET, 2014 - 2017, USD MILLION

TABLE 372 MALAYSIA IN-STORE ANALYTICS MARKET, 2018 - 2024, USD MILLION

TABLE 373 MALAYSIA IN-STORE ANALYTICS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

TABLE 374 MALAYSIA IN-STORE ANALYTICS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

TABLE 375 MALAYSIA IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

TABLE 376 MALAYSIA IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2018 - 2024, USD MILLION

TABLE 377 MALAYSIA IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2014 - 2017, USD MILLION

TABLE 378 MALAYSIA IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

TABLE 379 MALAYSIA IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2014 - 2017, USD MILLION

TABLE 380 MALAYSIA IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2018 - 2024, USD MILLION

TABLE 381 MALAYSIA IN-STORE ANALYTICS MARKET BY APPLICATION, 2014 - 2017, USD MILLION

TABLE 382 MALAYSIA IN-STORE ANALYTICS MARKET BY APPLICATION, 2018 - 2024, USD MILLION

TABLE 383 REST OF ASIA PACIFIC IN-STORE ANALYTICS MARKET, 2014 - 2017, USD MILLION

TABLE 384 REST OF ASIA PACIFIC IN-STORE ANALYTICS MARKET, 2018 - 2024, USD MILLION

TABLE 385 REST OF ASIA PACIFIC IN-STORE ANALYTICS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

TABLE 386 REST OF ASIA PACIFIC IN-STORE ANALYTICS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

TABLE 387 REST OF ASIA PACIFIC IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

TABLE 388 REST OF ASIA PACIFIC IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2018 - 2024, USD MILLION

TABLE 389 REST OF ASIA PACIFIC IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2014 - 2017, USD MILLION

TABLE 390 REST OF ASIA PACIFIC IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

TABLE 391 REST OF ASIA PACIFIC IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2014 - 2017, USD MILLION

TABLE 392 REST OF ASIA PACIFIC IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2018 - 2024, USD MILLION

TABLE 393 REST OF ASIA PACIFIC IN-STORE ANALYTICS MARKET BY APPLICATION, 2014 - 2017, USD MILLION

TABLE 394 REST OF ASIA PACIFIC IN-STORE ANALYTICS MARKET BY APPLICATION, 2018 - 2024, USD MILLION

TABLE 395 LAMEA IN-STORE ANALYTICS MARKET, 2014 - 2017, USD MILLION

TABLE 396 LAMEA IN-STORE ANALYTICS MARKET, 2018 - 2024, USD MILLION

TABLE 397 LAMEA IN-STORE ANALYTICS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

TABLE 398 LAMEA IN-STORE ANALYTICS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

TABLE 399 LAMEA IN-STORE ANALYTICS SOFTWARE MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 400 LAMEA IN-STORE ANALYTICS SOFTWARE MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 401 LAMEA IN-STORE ANALYTICS SERVICES MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 402 LAMEA IN-STORE ANALYTICS SERVICES MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 403 LAMEA IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

TABLE 404 LAMEA IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2018 - 2024, USD MILLION

TABLE 405 LAMEA IN-STORE ANALYTICS DEPLOYMENT, SUPPORT &

MAINTENANCE MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 406 LAMEA IN-STORE ANALYTICS DEPLOYMENT, SUPPORT &

MAINTENANCE MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 407 LAMEA IN-STORE ANALYTICS TRAINING & CONSULTING MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 408 LAMEA IN-STORE ANALYTICS TRAINING & CONSULTING MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 409 LAMEA IN-STORE ANALYTICS MANAGED SERVICES MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 410 LAMEA IN-STORE ANALYTICS MANAGED SERVICES MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 411 LAMEA IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2014 - 2017, USD MILLION

TABLE 412 LAMEA IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

TABLE 413 LAMEA LARGE ENTERPRISES IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 414 LAMEA LARGE ENTERPRISES IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 415 LAMEA SMALL & MEDIUM-SIZED ENTERPRISES IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 416 LAMEA SMALL & MEDIUM-SIZED ENTERPRISES IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 417 LAMEA IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2014 - 2017, USD MILLION

TABLE 418 LAMEA IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2018 - 2024, USD MILLION

TABLE 419 LAMEA ON-PREMISE IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 420 LAMEA ON-PREMISE IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 421 LAMEA CLOUD IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 422 LAMEA CLOUD IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 423 LAMEA IN-STORE ANALYTICS MARKET BY APPLICATION, 2014 - 2017, USD MILLION

TABLE 424 LAMEA IN-STORE ANALYTICS MARKET BY APPLICATION, 2018 - 2024, USD MILLION

TABLE 425 LAMEA CUSTOMER MANAGEMENT IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 426 LAMEA CUSTOMER MANAGEMENT IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 427 LAMEA MARKETING MANAGEMENT IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 428 LAMEA MARKETING MANAGEMENT IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 429 LAMEA STORE OPERATIONS MANAGEMENT IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 430 LAMEA STORE OPERATIONS MANAGEMENT IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 431 LAMEA RISK & COMPLIANCE MANAGEMENT IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 432 LAMEA RISK & COMPLIANCE MANAGEMENT IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 433 LAMEA MERCHANDISING ANALYSIS IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 434 LAMEA MERCHANDISING ANALYSIS IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 435 LAMEA OTHERS IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 436 LAMEA OTHERS IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 437 LAMEA IN-STORE ANALYTICS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

TABLE 438 LAMEA IN-STORE ANALYTICS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

TABLE 439 BRAZIL IN-STORE ANALYTICS MARKET, 2014 - 2017, USD MILLION

TABLE 440 BRAZIL IN-STORE ANALYTICS MARKET, 2018 - 2024, USD MILLION

TABLE 441 BRAZIL IN-STORE ANALYTICS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

TABLE 442 BRAZIL IN-STORE ANALYTICS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

TABLE 443 BRAZIL IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

TABLE 444 BRAZIL IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2018 - 2024, USD MILLION

TABLE 445 BRAZIL IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE,

2014 - 2017, USD MILLION

TABLE 446 BRAZIL IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE,  
2018 - 2024, USD MILLION

TABLE 447 BRAZIL IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE,  
2014 - 2017, USD MILLION

TABLE 448 BRAZIL IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE,  
2018 - 2024, USD MILLION

TABLE 449 BRAZIL IN-STORE ANALYTICS MARKET BY APPLICATION, 2014 - 2017,  
USD MILLION

TABLE 450 BRAZIL IN-STORE ANALYTICS MARKET BY APPLICATION, 2018 - 2024,  
USD MILLION

TABLE 451 ARGENTINA IN-STORE ANALYTICS MARKET, 2014 - 2017, USD  
MILLION

TABLE 452 ARGENTINA IN-STORE ANALYTICS MARKET, 2018 - 2024, USD  
MILLION

TABLE 453 ARGENTINA IN-STORE ANALYTICS MARKET BY COMPONENT, 2014 -  
2017, USD MILLION

TABLE 454 ARGENTINA IN-STORE ANALYTICS MARKET BY COMPONENT, 2018 -  
2024, USD MILLION

TABLE 455 ARGENTINA IN-STORE ANALYTICS MARKET BY SERVICES TYPE,  
2014 - 2017, USD MILLION

TABLE 456 ARGENTINA IN-STORE ANALYTICS MARKET BY SERVICES TYPE,  
2018 - 2024, USD MILLION

TABLE 457 ARGENTINA IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE,  
2014 - 2017, USD MILLION

TABLE 458 ARGENTINA IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE,  
2018 - 2024, USD MILLION

TABLE 459 ARGENTINA IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE,  
2014 - 2017, USD MILLION

TABLE 460 ARGENTINA IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE,  
2018 - 2024, USD MILLION

TABLE 461 ARGENTINA IN-STORE ANALYTICS MARKET BY APPLICATION, 2014 -  
2017, USD MILLION

TABLE 462 ARGENTINA IN-STORE ANALYTICS MARKET BY APPLICATION, 2018 -  
2024, USD MILLION

TABLE 463 UAE IN-STORE ANALYTICS MARKET, 2014 - 2017, USD MILLION

TABLE 464 UAE IN-STORE ANALYTICS MARKET, 2018 - 2024, USD MILLION

TABLE 465 UAE IN-STORE ANALYTICS MARKET BY COMPONENT, 2014 - 2017,  
USD MILLION

TABLE 466 UAE IN-STORE ANALYTICS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

TABLE 467 UAE IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

TABLE 468 UAE IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2018 - 2024, USD MILLION

TABLE 469 UAE IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2014 - 2017, USD MILLION

TABLE 470 UAE IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

TABLE 471 UAE IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2014 - 2017, USD MILLION

TABLE 472 UAE IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2018 - 2024, USD MILLION

TABLE 473 UAE IN-STORE ANALYTICS MARKET BY APPLICATION, 2014 - 2017, USD MILLION

TABLE 474 UAE IN-STORE ANALYTICS MARKET BY APPLICATION, 2018 - 2024, USD MILLION

TABLE 475 SAUDI ARABIA IN-STORE ANALYTICS MARKET, 2014 - 2017, USD MILLION

TABLE 476 SAUDI ARABIA IN-STORE ANALYTICS MARKET, 2018 - 2024, USD MILLION

TABLE 477 SAUDI ARABIA IN-STORE ANALYTICS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

TABLE 478 SAUDI ARABIA IN-STORE ANALYTICS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

TABLE 479 SAUDI ARABIA IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

TABLE 480 SAUDI ARABIA IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2018 - 2024, USD MILLION

TABLE 481 SAUDI ARABIA IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2014 - 2017, USD MILLION

TABLE 482 SAUDI ARABIA IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

TABLE 483 SAUDI ARABIA IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2014 - 2017, USD MILLION

TABLE 484 SAUDI ARABIA IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2018 - 2024, USD MILLION

TABLE 485 SAUDI ARABIA IN-STORE ANALYTICS MARKET BY APPLICATION,



2014 - 2017, USD MILLION

TABLE 486 SAUDI ARABIA IN-STORE ANALYTICS MARKET BY APPLICATION,  
2018 - 2024, USD MILLION

TABLE 487 SOUTH AFRICA IN-STORE ANALYTICS MARKET, 2014 - 2017, USD  
MILLION

TABLE 488 SOUTH AFRICA IN-STORE ANALYTICS MARKET, 2018 - 2024, USD  
MILLION

TABLE 489 SOUTH AFRICA IN-STORE ANALYTICS MARKET BY COMPONENT,  
2014 - 2017, USD MILLION

TABLE 490 SOUTH AFRICA IN-STORE ANALYTICS MARKET BY COMPONENT,  
2018 - 2024, USD MILLION

TABLE 491 SOUTH AFRICA IN-STORE ANALYTICS MARKET BY SERVICES TYPE,  
2014 - 2017, USD MILLION

TABLE 492 SOUTH AFRICA IN-STORE ANALYTICS MARKET BY SERVICES TYPE,  
2018 - 2024, USD MILLION

TABLE 493 SOUTH AFRICA IN-STORE ANALYTICS MARKET BY ORGANIZATION  
SIZE, 2014 - 2017, USD MILLION

TABLE 494 SOUTH AFRICA IN-STORE ANALYTICS MARKET BY ORGANIZATION  
SIZE, 2018 - 2024, USD MILLION

TABLE 495 SOUTH AFRICA IN-STORE ANALYTICS MARKET BY DEPLOYMENT  
MODE, 2014 - 2017, USD MILLION

TABLE 496 SOUTH AFRICA IN-STORE ANALYTICS MARKET BY DEPLOYMENT  
MODE, 2018 - 2024, USD MILLION

TABLE 497 SOUTH AFRICA IN-STORE ANALYTICS MARKET BY APPLICATION,  
2014 - 2017, USD MILLION

TABLE 498 SOUTH AFRICA IN-STORE ANALYTICS MARKET BY APPLICATION,  
2018 - 2024, USD MILLION

TABLE 499 NIGERIA IN-STORE ANALYTICS MARKET, 2014 - 2017, USD MILLION

TABLE 500 NIGERIA IN-STORE ANALYTICS MARKET, 2018 - 2024, USD MILLION

TABLE 501 NIGERIA IN-STORE ANALYTICS MARKET BY COMPONENT, 2014 -  
2017, USD MILLION

TABLE 502 NIGERIA IN-STORE ANALYTICS MARKET BY COMPONENT, 2018 -  
2024, USD MILLION

TABLE 503 NIGERIA IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2014 -  
2017, USD MILLION

TABLE 504 NIGERIA IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2018 -  
2024, USD MILLION

TABLE 505 NIGERIA IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE,  
2014 - 2017, USD MILLION

TABLE 506 NIGERIA IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

TABLE 507 NIGERIA IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2014 - 2017, USD MILLION

TABLE 508 NIGERIA IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2018 - 2024, USD MILLION

TABLE 509 NIGERIA IN-STORE ANALYTICS MARKET BY APPLICATION, 2014 - 2017, USD MILLION

TABLE 510 NIGERIA IN-STORE ANALYTICS MARKET BY APPLICATION, 2018 - 2024, USD MILLION

TABLE 511 REST OF LAMEA IN-STORE ANALYTICS MARKET, 2014 - 2017, USD MILLION

TABLE 512 REST OF LAMEA IN-STORE ANALYTICS MARKET, 2018 - 2024, USD MILLION

TABLE 513 REST OF LAMEA IN-STORE ANALYTICS MARKET BY COMPONENT, 2014 - 2017, USD MILLION

TABLE 514 REST OF LAMEA IN-STORE ANALYTICS MARKET BY COMPONENT, 2018 - 2024, USD MILLION

TABLE 515 REST OF LAMEA IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2014 - 2017, USD MILLION

TABLE 516 REST OF LAMEA IN-STORE ANALYTICS MARKET BY SERVICES TYPE, 2018 - 2024, USD MILLION

TABLE 517 REST OF LAMEA IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2014 - 2017, USD MILLION

TABLE 518 REST OF LAMEA IN-STORE ANALYTICS MARKET BY ORGANIZATION SIZE, 2018 - 2024, USD MILLION

TABLE 519 REST OF LAMEA IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2014 - 2017, USD MILLION

TABLE 520 REST OF LAMEA IN-STORE ANALYTICS MARKET BY DEPLOYMENT MODE, 2018 - 2024, USD MILLION

TABLE 521 REST OF LAMEA IN-STORE ANALYTICS MARKET BY APPLICATION, 2014 - 2017, USD MILLION

TABLE 522 REST OF LAMEA IN-STORE ANALYTICS MARKET BY APPLICATION, 2018 - 2024, USD MILLION

TABLE 528 KEY INFORMATION – SAP SE

TABLE 531 KEY INFORMATION – RETAIL SOLUTIONS INC.

TABLE 532 KEY INFORMATION – AMOOBI S.A.

## List Of Figures

### LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

FIG 2 KBV CARDINAL MATRIX

FIG 3 KEY LEADING STRATEGIES: PERCENTAGE DISTRIBUTION (2015-2019)

FIG 4 KEY STRATEGIC MOVE: LEADING PLAYERS

FIG 5 SWOT ANALYSIS: MINDTREE LIMITED

FIG 6 SWOT ANALYSIS: INPIXON

FIG 7 RECENT STRATEGIES AND DEVELOPMENTS: SAP SE

FIG 8 SWOT ANALYSIS: SAP SE

FIG 9 RECENT STRATEGIES AND DEVELOPMENTS: IBM CORPORATION

FIG 10 SWOT ANALYSIS: IBM CORPORATION

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