

Latin America, Middle East & Africa In-store Analytics Market (2018 - 2024)

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Abstracts

The Latin America, Middle East and Africa In-store Analytics Market would witness market growth of 26.0% CAGR during the forecast period (2018 – 2024).

A significant advantage of retail shop analytics is an enhanced knowledge of client behaviour. A deeper understanding of the buying journey can show critical insights into the level of brand commitment, how shoppers manage a retail shop, and how products are revealed throughout the shop.

Increasing demand for advanced technology-based analytics solutions, increasing numbers of government regulated digitization projects, and increasing awareness of data analytics and marketing services are anticipated to have a positive impact on the retail analytics industry in the forecast period. Increasing demand for advanced automation methods across the retail industry would also help growth in the LAMEA 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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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

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.

Unique Offerings from KBV Research

Exhaustive coverage

Highest number of market tables and figures

Subscription based model available

Guaranteed best price

Assured post sales research support with 10% customization free

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