

Global AI Price Optimisation Software Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global AI Price Optimisation Software market size is predicted to grow from US\$ 1248 million in 2025 to US\$ 2263 million in 2032; it is expected to grow at a CAGR of 9.0% from 2026 to 2032.

AI Price Optimisation Software is a specialized tool that uses machine learning and advanced analytics to model and continuously evaluate data such as historical sales, competitor prices, cost structures, inventory levels, customer segments and demand elasticity, in order to determine optimal price ranges for different products, customer groups and channels. It dynamically adjusts list prices, discounts and promotions in response to market changes and business goals, supports scenario simulation and revenue forecasting, and integrates with existing ERP, CRM and e-commerce systems. Under explainable rules and risk controls, it helps enterprises improve margins and revenue while preserving price fairness and brand positioning.

Market Development Opportunities & Main Driving Factors

Amid inflation volatility, supply chain uncertainty and increasingly fragmented channels, enterprises are elevating pricing from a gut-feel activity to an AI-driven strategic lever, creating strong momentum for AI Price Optimisation Software. In recent years, there has been a robust demand for automated, granular pricing capabilities. As digital transformation and AI strategies move from pilots to scaled deployment, many companies now treat pricing as a priority use case for margin uplift and revenue quality improvement. With cloud delivery models maturing and enterprise AI software expanding rapidly, AI price optimisation solutions are evolving into intelligent pricing hubs that integrate deeply with ERP, CRM and commerce platforms, opening new profit pools across retail, e-commerce, manufacturing, transportation, travel and B2B

services.

Market Challenges, Risks, & Restraints

Despite the attractive outlook, AI Price Optimisation Software faces significant challenges and risks. Many organizations still struggle with poor data quality and siloed systems, with cost, inventory, competitive and customer-behavior data scattered across platforms, constraining model accuracy and business impact. Culturally, pricing is highly sensitive and tied to sales and channel incentives, and heavy reliance on opaque algorithms can spark internal resistance unless explainability and governance are clearly addressed. At the same time, regulators and governments worldwide are increasing scrutiny of algorithmic and personalized pricing, with investigations and legislative discussions emerging around potential collusion, rental and mobility pricing models, and the use of personal data in individualized prices. Companies that neglect transparency, fairness and compliance risk trading short-term profit gains for longer-term reputational and legal exposure.

Downstream Demand Trends

On the demand side, retailers and e-commerce players are at the forefront of adopting AI price optimisation software for dynamic pricing, promotion orchestration and personalized offers, using real-time insights into demand, competitor actions and consumer behavior to improve both conversion and margins. Travel, hospitality and mobility sectors are combining AI with revenue management systems to refine fare, room and seat pricing strategies, while manufacturers and distributors are embedding AI pricing into quotation and contract systems to unify discounts, rebates and regional strategies under a single intelligent engine, boosting negotiation and channel efficiency. Looking ahead, solutions with high computational power, explainable models, full audit trails and deep integration with enterprise AI platforms will become central ?intelligent copilots? connecting finance, sales and marketing, playing an increasingly vital role in driving high-quality corporate growth.

LPI (LP Information)' newest research report, the ?AI Price Optimisation Software Industry Forecast? looks at past sales and reviews total world AI Price Optimisation Software sales in 2025, providing a comprehensive analysis by region and market sector of projected AI Price Optimisation Software sales for 2026 through 2032. With AI Price Optimisation Software sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world AI Price Optimisation Software industry.

This Insight Report provides a comprehensive analysis of the global AI Price Optimisation Software landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on AI Price Optimisation Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global AI Price Optimisation Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for AI Price Optimisation Software and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global AI Price Optimisation Software.

This report presents a comprehensive overview, market shares, and growth opportunities of AI Price Optimisation Software market by product type, application, key players and key regions and countries.

Segmentation by Type:

Cloud Based

On-Premise

Segmentation by Pricing Model:

Subscription Model

Volume Based

Others

Segmentation by Data Dependency Type:

Internal Data-Driven

Competitor Data-Driven

Hybrid Data-Driven

Customer Behavior-Driven

Segmentation by Downstream Industry:

CPG & General Retail

Airlines & Transportation

Hospitality & Travel

Industrial B2B

Others

Segmentation by Application:

Large Enterprises

SMEs

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

McKinsey

Blue Yonder

PROS

Vendavo

Vistaar Technologies

Zilliant

Pricefx

xSellco

Intelligence Node

Price2Spy

Competera

BQool

Omnia

Prisync

Wiser

Quicklizard

Pricemoov

DemandTec (Acoustic)

GK Software

Aptos

Vistex

Synchron

Conga

Symson

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