

Global B2B Price Optimization and Management (POM) Software Market Growth (Status and Outlook) 2023-2029

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Abstracts

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B4B price optimization and management (PO&M) software can help users to efficiently manage and optimize the price of its products and services. The software focus on the back-office price management, product management or providing sales intelligence in real-time to the sales representative. PO&M products are widely used by multiple industries, including travel and transportation, wholesale and distribution, energy, chemicals and petroleum, financial services and insurance, life sciences, high tech, manufacturing, telecommunications, food and beverage, and consumer packaged goods.

LPI (LP Information)' newest research report, the "B2B Price Optimization and Management (POM) Software Industry Forecast" looks at past sales and reviews total world B2B Price Optimization and Management (POM) Software sales in 2022, providing a comprehensive analysis by region and market sector of projected B2B Price Optimization and Management (POM) Software sales for 2023 through 2029. With B2B Price Optimization and Management (POM) Software sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world B2B Price Optimization and Management (POM) Software industry.

This Insight Report provides a comprehensive analysis of the global B2B Price Optimization and Management (POM) 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 analyzes the strategies of leading global companies with a focus on B2B Price Optimization and Management (POM)

Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global B2B Price Optimization and Management (POM) Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for B2B Price Optimization and Management (POM) 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 B2B Price Optimization and Management (POM) Software.

The global B2B Price Optimization and Management (POM) Software market size is projected to grow from US\$ 464.7 million in 2022 to US\$ 579.9 million in 2029; it is expected to grow at a CAGR of 3.2% from 2023 to 2029.

Global B2B price optimization and management software main service providers include McKinsey, Price Edge, Pricefx, PROS, SPOSEA, Vendavo, Vistaar Technologies, Vistex, Zilliant, GK Software, Synchron, Prsync, Pricemoov, Apttus Conga, etc., totally accounting for about 90%. Americas is the largest market, with a share about 43%. As for the types of products, it can be divided into cloud based and on-premises. Cloud based is the largest segment, holding a share about 80%. In terms of application, it is widely used in large enterprises and SMEs. The most common application is large enterprises, with a share over 59%.

This report presents a comprehensive overview, market shares, and growth opportunities of B2B Price Optimization and Management (POM) Software market by product type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

Cloud Based

On-premises

Segmentation by application

SMEs

Large Enterprises

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.

Vendavo

Periscope

Pricefx

Conga

PROS

SPOSEA

Vistaar

Zilliant

Vistex

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