

Global Big Data Analytics in Retail Market Growth (Status and Outlook) 2024-2030

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Abstracts

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According to this study, the global Big Data Analytics in Retail market size will reach US\$ 8842.6 million by 2030.

Big data is a massive volume of structured and unstructured data stored on daily basis. Big data analytics technique is used to search hidden patterns, market trends, and other useful information that may help organizations to take effective business decisions.

This report presents a comprehensive overview, market shares, and growth opportunities of Big Data Analytics in Retail market by product type, application, key players and key regions and countries.

Segmentation by product type:

Software & Service

Platform

Segmentation by Application:

Merchandising & In-store Analytics

Marketing & Customer Analytics

Supply Chain Analytics

Others

This report also splits the market by region:

United States

China

Europe

Other regions:

Japan

South Korea

Southeast Asia

Rest of world

The report also presents the market competition landscape and a corresponding detailed analysis of the major players in the market. The key players covered in this report:

IBM

SAP

Microsoft

Oracle

SAS

Adobe

Microstrategy

Information Builders

Tableau Software

Qlik Technologies

RetailNext

Duozhun

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Big Data Analytics in Retail Market Size 2024-2030
 - 2.1.2 Big Data Analytics in Retail Market Size CAGR by Region
- 2.2 Big Data Analytics in Retail Segment by Type
 - 2.2.1 Software & Service
 - 2.2.2 Platform
- 2.3 Big Data Analytics in Retail Market Size by Type
 - 2.3.1 Global Big Data Analytics in Retail Market Size Market Share by Type (2024-2030)
 - 2.3.2 Global Big Data Analytics in Retail Market Size Growth Rate by Type (2024-2030)
- 2.4 Big Data Analytics in Retail Segment by Application
 - 2.4.1 Merchandising & In-store Analytics
 - 2.4.2 Marketing & Customer Analytics
 - 2.4.3 Supply Chain Analytics
 - 2.4.4 Others
- 2.5 Big Data Analytics in Retail Market Size by Application
 - 2.5.1 Global Big Data Analytics in Retail Market Size Market Share by Application (2024-2030)
 - 2.5.2 Global Big Data Analytics in Retail Market Size Growth Rate by Application (2024-2030)

3 BIG DATA ANALYTICS IN RETAIL KEY PLAYERS

- 3.1 Date of Key Players Enter into Big Data Analytics in Retail

- 3.2 Key Players Big Data Analytics in Retail Product Offered
- 3.3 Key Players Big Data Analytics in Retail Funding/Investment Analysis
- 3.4 Funding/Investment
 - 3.4.1 Funding/Investment by Regions
 - 3.4.2 Funding/Investment by End-Industry
- 3.5 Key Players Big Data Analytics in Retail Valuation & Market Capitalization
- 3.6 Key Players Mergers & Acquisitions, Expansion Plans
- 3.7 Market Ranking
- 3.8 New Product/Technology Launches
- 3.9 Partnerships, Agreements, and Collaborations
- 3.10 Mergers and Acquisitions

4 BIG DATA ANALYTICS IN RETAIL BY REGIONS

- 4.1 Big Data Analytics in Retail Market Size by Regions (2024-2030)
- 4.2 United States Big Data Analytics in Retail Market Size Growth (2024-2030)
- 4.3 China Big Data Analytics in Retail Market Size Growth (2024-2030)
- 4.4 Europe Big Data Analytics in Retail Market Size Growth (2024-2030)
- 4.5 Rest of World Big Data Analytics in Retail Market Size Growth (2024-2030)

5 UNITED STATES

- 5.1 United States Big Data Analytics in Retail Market Size by Type (2024-2030)
- 5.2 United States Big Data Analytics in Retail Market Size by Application (2024-2030)

6 EUROPE

- 6.1 Europe Big Data Analytics in Retail Market Size by Type (2024-2030)
- 6.2 Europe Big Data Analytics in Retail Market Size by Application (2024-2030)

7 CHINA

- 7.1 China Big Data Analytics in Retail Market Size by Type (2024-2030)
- 7.2 China Big Data Analytics in Retail Market Size by Application (2024-2030)

8 REST OF WORLD

- 8.1 Rest of World Big Data Analytics in Retail Market Size by Type (2024-2030)
- 8.2 Rest of World Big Data Analytics in Retail Market Size by Application (2024-2030)

8.3 Japan

8.4 South Korea

8.5 Southeast Asia

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 KEY INVESTORS IN BIG DATA ANALYTICS IN RETAIL

10.1 Company A

10.1.1 Company A Company Details

10.1.2 Company Description

10.1.3 Companies Invested by Company A

10.1.4 Company A Key Development and Market Layout

10.2 Company B

10.2.1 Company B Company Details

10.2.2 Company Description

10.2.3 Companies Invested by Company B

10.2.4 Company B Key Development and Market Layout

10.3 Company C

10.3.1 Company C Company Details

10.3.2 Company Description

10.3.3 Companies Invested by Company C

10.3.4 Company C Key Development and Market Layout

10.4 Company D

10.5

11 KEY PLAYERS ANALYSIS

11.1 IBM

11.1.1 IBM Company Details

11.1.2 IBM Big Data Analytics in Retail Product Offered

11.1.3 IBM Big Data Analytics in Retail Market Size (2024 VS 2030)

11.1.4 IBM Main Business Overview

11.1.5 IBM News

11.2 SAP

- 11.2.1 SAP Company Details
- 11.2.2 SAP Big Data Analytics in Retail Product Offered
- 11.2.3 SAP Big Data Analytics in Retail Market Size (2024 VS 2030)
- 11.2.4 SAP Main Business Overview
- 11.2.5 SAP News
- 11.3 Microsoft
 - 11.3.1 Microsoft Company Details
 - 11.3.2 Microsoft Big Data Analytics in Retail Product Offered
 - 11.3.3 Microsoft Big Data Analytics in Retail Market Size (2024 VS 2030)
 - 11.3.4 Microsoft Main Business Overview
 - 11.3.5 Microsoft News
- 11.4 Oracle
 - 11.4.1 Oracle Company Details
 - 11.4.2 Oracle Big Data Analytics in Retail Product Offered
 - 11.4.3 Oracle Big Data Analytics in Retail Market Size (2024 VS 2030)
 - 11.4.4 Oracle Main Business Overview
 - 11.4.5 Oracle News
- 11.5 SAS
 - 11.5.1 SAS Company Details
 - 11.5.2 SAS Big Data Analytics in Retail Product Offered
 - 11.5.3 SAS Big Data Analytics in Retail Market Size (2024 VS 2030)
 - 11.5.4 SAS Main Business Overview
 - 11.5.5 SAS News
- 11.6 Adobe
 - 11.6.1 Adobe Company Details
 - 11.6.2 Adobe Big Data Analytics in Retail Product Offered
 - 11.6.3 Adobe Big Data Analytics in Retail Market Size (2024 VS 2030)
 - 11.6.4 Adobe Main Business Overview
 - 11.6.5 Adobe News
- 11.7 Microstrategy
 - 11.7.1 Microstrategy Company Details
 - 11.7.2 Microstrategy Big Data Analytics in Retail Product Offered
 - 11.7.3 Microstrategy Big Data Analytics in Retail Market Size (2024 VS 2030)
 - 11.7.4 Microstrategy Main Business Overview
 - 11.7.5 Microstrategy News
- 11.8 Information Builders
 - 11.8.1 Information Builders Company Details
 - 11.8.2 Information Builders Big Data Analytics in Retail Product Offered
 - 11.8.3 Information Builders Big Data Analytics in Retail Market Size (2024 VS 2030)

11.8.4 Information Builders Main Business Overview

11.8.5 Information Builders News

11.9 Tableau Software

11.9.1 Tableau Software Company Details

11.9.2 Tableau Software Big Data Analytics in Retail Product Offered

11.9.3 Tableau Software Big Data Analytics in Retail Market Size (2024 VS 2030)

11.9.4 Tableau Software Main Business Overview

11.9.5 Tableau Software News

11.10 Qlik Technologies

11.10.1 Qlik Technologies Company Details

11.10.2 Qlik Technologies Big Data Analytics in Retail Product Offered

11.10.3 Qlik Technologies Big Data Analytics in Retail Market Size (2024 VS 2030)

11.10.4 Qlik Technologies Main Business Overview

11.10.5 Qlik Technologies News

11.11 RetailNext

11.12 Duozhun

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Big Data Analytics in Retail Market Size CAGR by Region (2024-2030) (\$ Millions)

Table 2. Major Players of Software & Service

Table 3. Major Players of Platform

Table 4. Global Big Data Analytics in Retail Market Size by Type (2024-2030) (\$ Millions)

Table 5. Global Big Data Analytics in Retail Market Size Market Share by Type (2024-2030)

Table 6. Global Big Data Analytics in Retail Market Size by Application (2024-2030) (\$ Millions)

Table 7. Global Big Data Analytics in Retail Market Size Market Share by Application (2024-2030)

Table 8. Date of Global Key Players Enter into Big Data Analytics in Retail Market

Table 9. Global Key Players Big Data Analytics in Retail Product Offered

Table 10. Key Players Big Data Analytics in Retail Funding/Investment (\$ Millions)

Table 11. Funding/Investment by Regions

Table 12. Funding/Investment by End Industry

Table 13. Key Players Big Data Analytics in Retail Valuation & Market Capitalization (\$ Millions)

Table 14. Key Players Mergers & Acquisitions, Expansion Plans

Table 15. Big Data Analytics in Retail New Product/Technology Launches

Table 16. Big Data Analytics in Retail Industry Partnerships, Agreements, and Collaborations

Table 17. Big Data Analytics in Retail Industry Mergers and Acquisitions

Table 18. Global Big Data Analytics in Retail Market Size by Regions 2024-2030 (\$ Millions)

Table 19. Global Big Data Analytics in Retail Market Size Market Share by Regions 2024-2030

Table 20. United States Big Data Analytics in Retail Market Size by Type (2024-2030) (\$ Millions)

Table 21. United States Big Data Analytics in Retail Market Size Market Share by Type (2024-2030)

Table 22. United States Big Data Analytics in Retail Market Size by Application (2024-2030) (\$ Millions)

Table 23. United States Big Data Analytics in Retail Market Size Market Share by

Application (2024-2030)

Table 24. Europe Big Data Analytics in Retail Market Size by Type (2024-2030) (\$ Millions)

Table 25. Europe Big Data Analytics in Retail Market Size Market Share by Type (2024-2030)

Table 26. Europe Big Data Analytics in Retail Market Size by Application (2024-2030) (\$ Millions)

Table 27. Europe Big Data Analytics in Retail Market Size Market Share by Application (2024-2030)

Table 28. China Big Data Analytics in Retail Market Size by Type (2024-2030) (\$ Millions)

Table 29. China Big Data Analytics in Retail Market Size Market Share by Type (2024-2030)

Table 30. China Big Data Analytics in Retail Market Size by Application (2024-2030) (\$ Millions)

Table 31. China Big Data Analytics in Retail Market Size Market Share by Application (2024-2030)

Table 32. Rest of World Big Data Analytics in Retail Market Size by Type (2024-2030) (\$ Millions)

Table 33. Rest of World Big Data Analytics in Retail Market Size Market Share by Type (2024-2030)

Table 34. Rest of World Big Data Analytics in Retail Market Size by Application (2024-2030) (\$ Millions)

Table 35. Rest of World Big Data Analytics in Retail Market Size Market Share by Application (2024-2030)

Table 36. Key Market Drivers & Growth Opportunities of Big Data Analytics in Retail

Table 37. Key Market Challenges & Risks of Big Data Analytics in Retail

Table 38. Key Industry Trends of Big Data Analytics in Retail

Table 39. Company A Company Details

Table 40. Companies Invested by Company A

Table 41. Company A Key Development and Market Layout

Table 42. Company B Company Details

Table 43. Companies Invested by Company B

Table 44. Company B Key Development and Market Layout

Table 45. Company C Company Details

Table 46. Companies Invested by Company C

Table 47. Company C Key Development and Market Layout

Table 48. Company C Company Details

Table 49. Companies Invested by Company C

Table 50. Company C Key Development and Market Layout
Table 51. IBM Basic Information, Head Office, Major Market Areas and Its Competitors
Table 52. IBM Big Data Analytics in Retail Market Size (2024 VS 2030)
Table 53. SAP Basic Information, Head Office, Major Market Areas and Its Competitors
Table 54. SAP Big Data Analytics in Retail Market Size (2024 VS 2030)
Table 55. Microsoft Basic Information, Head Office, Major Market Areas and Its Competitors
Table 56. Microsoft Big Data Analytics in Retail Market Size (2024 VS 2030)
Table 57. Oracle Basic Information, Head Office, Major Market Areas and Its Competitors
Table 58. Oracle Big Data Analytics in Retail Market Size (2024 VS 2030)
Table 59. SAS Basic Information, Head Office, Major Market Areas and Its Competitors
Table 60. SAS Big Data Analytics in Retail Market Size (2024 VS 2030)
Table 61. Adobe Basic Information, Head Office, Major Market Areas and Its Competitors
Table 62. Adobe Big Data Analytics in Retail Market Size (2024 VS 2030)
Table 63. Microstrategy Basic Information, Head Office, Major Market Areas and Its Competitors
Table 64. Microstrategy Big Data Analytics in Retail Market Size (2024 VS 2030)
Table 65. Information Builders Basic Information, Head Office, Major Market Areas and Its Competitors
Table 66. Information Builders Big Data Analytics in Retail Market Size (2024 VS 2030)
Table 67. Tableau Software Basic Information, Head Office, Major Market Areas and Its Competitors
Table 68. Tableau Software Big Data Analytics in Retail Market Size (2024 VS 2030)
Table 69. Qlik Technologies Basic Information, Head Office, Major Market Areas and Its Competitors
Table 70. Qlik Technologies Big Data Analytics in Retail Market Size (2024 VS 2030)
Table 71. RetailNext Basic Information, Head Office, Major Market Areas and Its Competitors
Table 72. RetailNext Big Data Analytics in Retail Market Size (2024 VS 2030)
Table 73. DuoZhun Basic Information, Head Office, Major Market Areas and Its Competitors
Table 74. DuoZhun Big Data Analytics in Retail Market Size (2024 VS 2030)

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Big Data Analytics in Retail
- Figure 2. Big Data Analytics in Retail Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Big Data Analytics in Retail Market Size Growth Rate 2024-2030 (\$ Millions)
- Figure 7. Big Data Analytics in Retail Market Size by Region (2024 & 2030) (\$ millions)
- Figure 8. Global Big Data Analytics in Retail Market Size Market Share by Type (2024-2030)
- Figure 9. Global Software & Service Market Size Growth Rate
- Figure 10. Global Platform Market Size Growth Rate
- Figure 11. Big Data Analytics in Retail in Merchandising & In-store Analytics
- Figure 12. Global Big Data Analytics in Retail Market: Merchandising & In-store Analytics (2024-2030) (\$ Millions)
- Figure 13. Big Data Analytics in Retail in Marketing & Customer Analytics
- Figure 14. Global Big Data Analytics in Retail Market: Marketing & Customer Analytics (2024-2030) (\$ Millions)
- Figure 15. Big Data Analytics in Retail in Supply Chain Analytics
- Figure 16. Global Big Data Analytics in Retail Market: Supply Chain Analytics (2024-2030) (\$ Millions)
- Figure 17. Big Data Analytics in Retail in Others
- Figure 18. Global Big Data Analytics in Retail Market: Others (2024-2030) (\$ Millions)
- Figure 19. Global Big Data Analytics in Retail Market Size Market Share by Application (2024-2030)
- Figure 20. Global Big Data Analytics in Retail Market Size in Merchandising & In-store Analytics Growth Rate
- Figure 21. Global Big Data Analytics in Retail Market Size in Marketing & Customer Analytics Growth Rate
- Figure 22. Global Big Data Analytics in Retail Market Size in Supply Chain Analytics Growth Rate
- Figure 23. Global Big Data Analytics in Retail Market Size in Others Growth Rate
- Figure 24. Funding/Investment
- Figure 25. Global Big Data Analytics in Retail Market Size Market Share by Regions 2024-2030

Figure 26. United States Big Data Analytics in Retail Market Size 2024-2030 (\$ Millions)

Figure 27. China Big Data Analytics in Retail Market Size 2024-2030 (\$ Millions)

Figure 28. Europe Big Data Analytics in Retail Market Size 2024-2030 (\$ Millions)

Figure 29. Rest of World Big Data Analytics in Retail Market Size 2024-2030 (\$ Millions)

Figure 30. United States Big Data Analytics in Retail Consumption Market Share by Type in 2030

Figure 31. United States Big Data Analytics in Retail Market Size Market Share by Application in 2030

Figure 32. China Big Data Analytics in Retail Consumption Market Share by Type in 2030

Figure 33. China Big Data Analytics in Retail Market Size Market Share by Application in 2030

Figure 34. Europe Big Data Analytics in Retail Consumption Market Share by Type in 2030

Figure 35. Europe Big Data Analytics in Retail Market Size Market Share by Application in 2030

Figure 36. Rest of World Big Data Analytics in Retail Consumption Market Share by Type in 2030

Figure 37. Rest of World Big Data Analytics in Retail Market Size Market Share by Application in 2030

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