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Global Category Management Services Market Growth (Status and Outlook) 2025-2031

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Abstracts

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The global Category Management Services market size is predicted to grow from US$ 1919 million in 2025 to US$ 3745 million in 2031; it is expected to grow at a CAGR of 11.8% from 2025 to 2031.

Category Management Services refer to a strategic approach that involves managing product categories as individual business units to optimize their performance and align with consumer needs and business objectives. These services aim to enhance sales, profitability, and customer satisfaction by analyzing data, improving product assortment, pricing, promotion, and placement within each category.

United States market for Category Management Services is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

China market for Category Management Services is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for Category Management Services is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key Category Management Services players cover Plantensive, GEP, WNS Procurement, Hilton Supply Management, JAGGAER, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

LPI (LP Information)' newest research report, the “Category Management Services

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Industry Forecast" looks at past sales and reviews total world Category Management Services sales in 2024, providing a comprehensive analysis by region and market sector of projected Category Management Services sales for 2025 through 2031. With Category Management Services sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Category Management Services industry.

This Insight Report provides a comprehensive analysis of the global Category Management Services 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 Category Management Services portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Category Management Services market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Category Management Services 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 Category Management Services.

This report presents a comprehensive overview, market shares, and growth opportunities of Category Management Services market by product type, application, key players and key regions and countries.

Segmentation by Type:

Strategic Category Management

Product Mix Optimization

Pricing and Promotion Management

Others

Segmentation by Application:

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Retail Industry

Fast-moving Consumer Goods Industry

Electronic Products Industry

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

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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.

Plantensive

GEP

WNS Procurement

Hilton Supply Management

JAGGAER

Corcentric

Infosys BPM

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Sievo

ProcureAbility

K2 Sourcing

CIPS

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