

Global Demand Management and Planning Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/GFB33D0FD135EN.html>

Date: January 2026

Pages: 113

Price: US\$ 3,660.00 (Single User License)

ID: GFB33D0FD135EN

Abstracts

The global Demand Management and Planning market size is predicted to grow from US\$ million in 2025 to US\$ million in 2032; it is expected to grow at a CAGR of % from 2026 to 2032.

Demand Management and Planning is the process of forecasting, managing, and aligning customer demand with a company's production, supply chain, and resource capabilities. It involves a systematic approach to predicting future customer needs and ensuring that adequate products or services are available to meet those needs efficiently.

United States market for Demand Management and Planning is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Demand Management and Planning is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Demand Management and Planning is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Demand Management and Planning players cover BearingPoint, Oliver Wight EAME LLP, Asana, Inc., MYOB Australia Pty Ltd, Oracle, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the "Demand Management and Planning Industry Forecast" looks at past sales and reviews total world Demand Management

and Planning sales in 2025, providing a comprehensive analysis by region and market sector of projected Demand Management and Planning sales for 2026 through 2032. With Demand Management and Planning sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Demand Management and Planning industry.

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

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

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

Segmentation by Type:

Independent Demand Management Planning

Dependent Demand Management Planning

Segmentation by Application:

SMEs

Large Enterprise

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.

BearingPoint

Oliver Wight EAME LLP

Asana, Inc.

MYOB Australia Pty Ltd

Oracle

Valtitude

EyeOn

EyeOn Planning Services

Demand Planning Net

Deloitte

IBM

SDG Group

Wrike

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Figure 75. Global Demand Management and Planning Market Size Market Share Forecast by Application (2027-2032)

Figure 76. GCC Countries Demand Management and Planning Market Size 2027-2032 (\$ millions)

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