

Global Integrated Business Planning Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Integrated Business Planning market size is predicted to grow from US\$ 4617 million in 2025 to US\$ 7392 million in 2032; it is expected to grow at a CAGR of 7.0% from 2026 to 2032.

Integrated Business Planning is an enterprise-level management and decision-making approach that integrates a company's strategic goals, financial plans, sales forecasts, supply chain operations and resource allocation into a collaborative and continuously rolling planning system through unified data, unified models and unified processes, in order to achieve cross-departmental consistent decision-making and optimal resource allocation.

Gross Margin Levels

The integrated business planning (IBP) industry as a whole exhibits a clear characteristic of high software gross margins and service-driven dilution of overall gross margins. This is because the core value of an IBP platform comes from data models, planning engines, algorithms, scenario simulations, and cross-departmental collaboration capabilities. Once these software capabilities are established, the marginal cost of replication is low, resulting in generally high gross margins for subscription-based software. However, at the same time, customer implementation often requires process reengineering, master data governance, ERP/SCM/financial system integration, model customization, and ongoing customer success services. These professional services lower the overall gross margin. In publicly available samples, OneStream disclosed a non-GAAP software gross margin of 76% in 2025, while its non-GAAP total gross margin was approximately 70%, which well reflects this structure. Based on the business models of similar enterprise software companies, it can be estimated that the

gross profit margin of pure software/SaaS in the IBP industry is typically around 70%–80%, while the overall gross profit margin mostly falls within the range of 58%–72%. Among them, platform vendors with high standardization, mature ecosystems, and a high proportion of subscription revenue are closer to the upper limit, while vendors with a higher proportion of project implementation and customized development are closer to the lower limit.

Industry Driving Factors

The core driving force for the growth of the IBP industry comes firstly from the continuously rising demand from enterprises for the integration of strategy, finance, and operations. More and more enterprises are no longer satisfied with fragmented budgets, sales forecasts, and supply chain planning, but instead want to unify sales, finance, supply chain, procurement, and human resources plans into a single data model and decision-making framework, reducing departmental silos and conflicting reporting. SAP explicitly describes IBP as a unified coordination of strategic, operational, and financial plans, and Anaplan also emphasizes using AI-driven platforms to connect strategic, financial, and operational plans. Secondly, increased volatility in the external environment is driving enterprises to place greater emphasis on scenario simulation, real-time collaboration, and rapid replanning capabilities. Both SAP and Oracle emphasize real-time data, AI, what-if analysis, supply and demand balancing, inventory optimization, and profitability improvement. This indicates that IBP (Integrated Business Planning) has evolved from a traditional monthly planning tool into an operational system that supports continuous decision-making in uncertain environments. Furthermore, cloud deployment and platform architecture have lowered the barriers to entry, enabling more medium and large enterprises to gradually migrate from Excel and isolated modules to a unified planning platform. Overall, the long-term growth of the IBP industry does not simply rely on 'software replacing manual labor,' but rather on enterprises upgrading their planning systems from departmentalized and static to cross-departmental, continuously rolling, profit- and resilience-oriented operational hubs.

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

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

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

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

Segmentation by Type:

End-to-End IBP

Financial-Driven IBP

Others

Segmentation by Deployment Type:

Cloud-based

On-premise

Segmentation by Customer Size:

Large Enterprise

SMEs

Segmentation by Application:

Automotive and Parts

Electronics and High Technology

Consumer Products and Food and Beverage

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

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.

Anaplan

Oracle

OneStream

SAP

Kinaxis

Board

Blue Yonder

Pigment

IBM

Infor

OMP

Dassault Syst?mes

Workday

Jedox

CCH Tagetik

e2open

Logility

RELEX Solutions

Manhattan Associates

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