

Global Multi-Channel Order Management Software Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Multi-Channel Order Management Software market size is predicted to grow from US\$ 4011 million in 2025 to US\$ 7959 million in 2032; it is expected to grow at a CAGR of 10.4% from 2026 to 2032.

Multichannel Order Management Software is an order operations management system designed for retailers, brand owners, cross-border e-commerce sellers, wholesalers, and distributors. It consolidates orders from owned e-commerce websites, third-party marketplaces, physical stores, social commerce, wholesale channels, call centers, and EDI channels into a unified back office, supporting order validation, inventory synchronization, order routing, split and merge orders, warehouse and 3PL integration, shipment tracking, returns and exchanges, and ERP/CRM/finance integration. The software is typically delivered as a SaaS platform, on-premises system, or API-based middleware, with major suppliers concentrated in markets with mature e-commerce and enterprise software ecosystems such as the United States, Canada, the United Kingdom, Germany, China, and India. Typical use cases include multichannel e-commerce operations, DTC brand fulfillment, chain retail sales coordination, B2B wholesale order processing, and global warehouse-fulfillment collaboration.

Global retail and e-commerce companies are moving from ?selling through multiple platforms? to ?unified multichannel operations.? The value of Multichannel Order Management Software is no longer limited to consolidating orders into one back office; it increasingly lies in reducing overselling, missed orders, mis-shipments, and fulfillment delays through real-time inventory, order routing, fulfillment rules, exception alerts, and returns coordination. As DTC brands, cross-border e-commerce, social commerce, marketplace stores, and physical retail channels grow in parallel, enterprises face a much larger number of order sources, inventory nodes, and logistics partners. Manual

spreadsheets, single-store dashboards, and lightweight ERP tools are becoming insufficient for high-frequency order processing. Cloud deployment, API connectors, low-code workflow configuration, and AI-assisted fulfillment decision-making are turning multichannel order management software from a back-office tool into an operating hub for retail supply chains.

The main market challenges are system integration complexity, enterprise master data quality, cross-region inventory accuracy, and implementation cost. For small and medium-sized sellers, software cost, connector stability, and the learning curve remain key adoption barriers. For large retailers and brand owners, the difficulty lies in deep integration with ERP, WMS, TMS, POS, payment, customer service, and returns systems, as well as rule consistency across countries, warehouses, and channels. Future demand will continue to concentrate in retail e-commerce, consumer brands, wholesale distribution, third-party logistics, and cross-border selling. Procurement priorities will shift from 'how many channels can be connected?' to 'whether the system can improve inventory turnover, fulfillment profitability, order accuracy, and customer experience consistency.'

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

This Insight Report provides a comprehensive analysis of the global Multi-Channel Order Management 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 analyses the strategies of leading global companies with a focus on Multi-Channel Order Management Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Multi-Channel Order Management Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Multi-Channel Order Management 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 Multi-Channel Order Management Software.

This report presents a comprehensive overview, market shares, and growth opportunities of Multi-Channel Order Management Software market by product type, application, key players and key regions and countries.

Segmentation by Type:

Standalone Multichannel OMS

OMS Embedded in ERP

OMS Embedded in Commerce Platform

Others

Segmentation by Organization Size:

Large Enterprises

Mid Market Enterprises

Small Businesses

Segmentation by Deployment Model:

Cloud Based SaaS

Hybrid Deployment

On Premises Deployment

Segmentation by Sales Channel Coverage:

Marketplace and Web Store Channels

Online and Offline Retail Channels

B2B and Wholesale Channels

Others

Segmentation by Application:

Retail and E Commerce

Consumer Goods and Brands

Wholesale and Distribution

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.

Oracle Corporation

IBM Corporation

SAP SE

Microsoft Corporation

Salesforce, Inc.

Adobe Inc.

Manhattan Associates, Inc.

Kibo Software, Inc.

Fluent Commerce Pty Ltd

Rithum Holdings, Inc.

Linnworks Ltd.

The Sage Group plc

The Descartes Systems Group Inc.

Jushuitan Network Technology Co., Ltd.

Beijing Zhangshang Xianji Network Technology Co., Ltd.

Shenzhen Meiyunji Network Technology Co., Ltd.

Shanghai Mabang Technology Co., Ltd.

Shenzhen Eccang Technology Co., Ltd.

NE Inc.

Connectwave Co., Ltd.

91APP, Inc.

Anchanto Pte. Ltd.

OnPoint E-commerce Co., Ltd.

Unicommerce eSolutions Limited

Vinculum Solutions Pvt. Ltd.

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