

Global Omni-channel Order Management Systems Market Growth (Status and Outlook) 2023-2029

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Abstracts

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Omni-channel Campaign Management (OCCM), also known as all-channel marketing, as an extension of multi- and cross-channel management, refers to the synchronized planning, management and monitoring of sales channels and touchpoints. The goal is to optimize the customer experience.

LPI (LP Information)' newest research report, the "Omni-channel Order Management Systems Industry Forecast" looks at past sales and reviews total world Omni-channel Order Management Systems sales in 2022, providing a comprehensive analysis by region and market sector of projected Omni-channel Order Management Systems sales for 2023 through 2029. With Omni-channel Order Management Systems sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Omni-channel Order Management Systems industry.

This Insight Report provides a comprehensive analysis of the global Omni-channel Order Management Systems landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Omni-channel Order Management Systems portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Omni-channel Order Management Systems market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Omni-channel Order Management Systems 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 Omni-channel Order Management Systems.

The global Omni-channel Order Management Systems market size is projected to grow from US\$ 1969.1 million in 2022 to US\$ 4623.1 million in 2029; it is expected to grow at a CAGR of 13.0% from 2023 to 2029.

The top three companies in the global Omni-channel Campaign Management market are Adobe, HCL Campaign and SAP. Together they account for more than 25% of the global market. Most of the enterprises in the market are small manufacturers, so the market competition in this industry is fierce and fragmented. Based on regions, North America and Europe are holding the largest market share for Omni-channel Campaign Management market. In 2019, total North America Omni-channel Campaign Management market size was estimated to be almost 600 Million\$. Total Europe Omni-channel Campaign Management market Size was valued at about 450 Million\$ in 2019, occupied about 30% market share.

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

Market Segmentation:

Segmentation by type

On-premises

Cloud-based

Segmentation by application

Retail, eCommerce, and Wholesale

Healthcare

Manufacturing

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.

Openbravo

Veeva

Salesforce.com

Capillary Technologies

Aptos

enVista

Fluent Commerce

IBM

Infor

Kibo

Manhattan Associates

Mi9 Retail

OneView Commerce

Oracle

Radial

Softeon

Symphony RetailAI

Tecsys(OrderDynamics)

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