

Global Omnichannel OMS Software Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Omnichannel OMS Software market size is predicted to grow from US\$ 4891 million in 2025 to US\$ 10289 million in 2032; it is expected to grow at a CAGR of 11.4% from 2026 to 2032.

Omnichannel OMS Software is an enterprise software platform for retailers, e-commerce operators, brand owners, wholesalers, distributors and manufacturers. It unifies orders from online stores, marketplaces, physical stores, mobile channels, call centers and B2B channels, and integrates with ERP, WMS, TMS, POS, payment, customer service and third-party logistics systems. Its core functions include order capture, inventory visibility, order promising, order splitting and consolidation, intelligent fulfillment routing, store fulfillment, warehouse fulfillment, dropship fulfillment, order tracking, returns and after-sales coordination. Major supplier countries include the United States, China, Germany, France, Japan, India, Singapore and Australia, with key applications in omnichannel retail, e-commerce operations, direct-to-consumer brands, cross-border e-commerce, chain-store fulfillment and multi-node supply chain management.

Omnichannel OMS Software is evolving from a traditional back-office order processing tool into a core transaction hub for retailers and brand owners. As consumers move across brand websites, mobile apps, physical stores, marketplaces, social commerce and customer service channels, enterprises increasingly need a unified order view and real-time inventory promising to reduce overselling, stockouts, order cancellations and fulfillment delays. The expansion of intelligent fulfillment routing, ship-from-store, buy-online-pickup-in-store, curbside pickup, dropshipping and cross-border fulfillment is shifting OMS from a system of record into an operational decision platform that connects sales, inventory, warehousing, transportation and after-sales service. AI-

enabled demand forecasting, automated order splitting, dynamic delivery promising and margin-aware routing will further strengthen the investment case for this category.

Key challenges include integration complexity, data quality, inventory accuracy and the cost of modernizing legacy enterprise systems. For small and medium-sized businesses, subscription cost, implementation effort and process redesign remain barriers to adoption; for large retailers and brand owners, order consistency and fulfillment-rule governance across countries, currencies, warehouse networks and multiple brands are more difficult to manage. Future demand will be led by chain retailers, DTC brands, e-commerce sellers, wholesalers, distributors and manufacturing brand owners, especially enterprises with high inventory-turnover pressure, fragmented sales channels, frequent returns and complex fulfillment networks. These factors will continue to push Omnichannel OMS toward cloud-native, modular, composable and real-time decisioning architectures.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Omnichannel OMS 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 Omnichannel OMS Software.

This report presents a comprehensive overview, market shares, and growth opportunities of Omnichannel OMS Software market by product type, application, key players and key regions and countries.

Segmentation by Type:

On Premises

Cloud Based

Segmentation by Industry:

Retail and E Commerce

Wholesale and Distribution

Manufacturing and Brand Owners

Others

Segmentation by Fulfillment Architecture:

Warehouse Fulfillment

Store Fulfillment

Dropship and Vendor Fulfillment

Hybrid Fulfillment

Segmentation by Pricing Model:

Subscription Based

License and Maintenance

Transaction Based

Others

Segmentation by Application:

Large Enterprises

Small and Medium Enterprises

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

International Business Machines Corporation

Manhattan Associates, Inc.

Microsoft Corporation

Salesforce, Inc.

Kibo Commerce, LLC

Aptos, LLC

Deck Commerce, Inc.

Panasonic Connect Co., Ltd. (Blue Yonder)

SAP SE

Zalando SE (SCAYLE)

OneStock SAS

Fluent Commerce Pty Ltd

Anchanto Pte. Ltd.

Unicommerce eSolutions Limited

Vinculum Solutions Pvt. Ltd.

Cafe24 Corp.

91APP, Inc.

Commerce One Holdings Inc. (Future Shop Co., Ltd.)

Jushuitan Group Inc.

Kingdee International Software Group Company Limited

Beijing Zhangshangxianji Internet Technology Co., Ltd.

Shanghai Shopex Network Technology Co., Ltd.

Shanghai Burgeon Software Technology Co., Ltd.

Baison Software Co., Ltd.

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Omnichannel OMS Software Market Size (2021-2032)
 - 2.1.2 Omnichannel OMS Software Market Size CAGR by Region (2021 VS 2025 VS 2032)
 - 2.1.3 World Current & Future Analysis for Omnichannel OMS Software by Country/Region (2021, 2025 & 2032)
- 2.2 Omnichannel OMS Software Segment by Type
 - 2.2.1 On Premises
 - 2.2.2 Cloud Based
 - 2.2.3 Omnichannel OMS Software Market Size by Type
 - 2.2.3.1 Omnichannel OMS Software Market Size CAGR by Type (2021 VS 2025 VS 2032)
 - 2.2.3.2 Global Omnichannel OMS Software Market Size Market Share by Type (2021-2026)
- 2.3 Omnichannel OMS Software Segment by Industry
 - 2.3.1 Retail and E Commerce
 - 2.3.2 Wholesale and Distribution
 - 2.3.3 Manufacturing and Brand Owners
 - 2.3.4 Others
 - 2.3.5 Omnichannel OMS Software Market Size by Industry
 - 2.3.5.1 Omnichannel OMS Software Market Size CAGR by Industry (2021 VS 2025 VS 2032)
 - 2.3.5.2 Global Omnichannel OMS Software Market Size Market Share by Industry (2021-2026)

2.4 Omnichannel OMS Software Segment by Fulfillment Architecture

2.4.1 Warehouse Fulfillment

2.4.2 Store Fulfillment

2.4.3 Dropship and Vendor Fulfillment

2.4.4 Hybrid Fulfillment

2.4.5 Omnichannel OMS Software Market Size by Fulfillment Architecture

2.4.5.1 Omnichannel OMS Software Market Size CAGR by Fulfillment Architecture (2021 VS 2025 VS 2032)

2.4.5.2 Global Omnichannel OMS Software Market Size Market Share by Fulfillment Architecture (2021-2026)

2.5 Omnichannel OMS Software Segment by Pricing Model

2.5.1 Subscription Based

2.5.2 License and Maintenance

2.5.3 Transaction Based

2.5.4 Others

2.5.5 Omnichannel OMS Software Market Size by Pricing Model

2.5.5.1 Omnichannel OMS Software Market Size CAGR by Pricing Model (2021 VS 2025 VS 2032)

2.5.5.2 Global Omnichannel OMS Software Market Size Market Share by Pricing Model (2021-2026)

2.6 Omnichannel OMS Software Segment by Application

2.6.1 Large Enterprises

2.6.2 Small and Medium Enterprises

2.6.3 Omnichannel OMS Software Market Size by Application

2.6.3.1 Omnichannel OMS Software Market Size CAGR by Application (2021 VS 2025 VS 2032)

2.6.3.2 Global Omnichannel OMS Software Market Size Market Share by Application (2021-2026)

3 OMNICHANNEL OMS SOFTWARE MARKET SIZE BY PLAYER

3.1 Omnichannel OMS Software Market Size Market Share by Player

3.1.1 Global Omnichannel OMS Software Revenue by Player (2021-2026)

3.1.2 Global Omnichannel OMS Software Revenue Market Share by Player (2021-2026)

3.2 Global Omnichannel OMS Software Key Players Head office and Products Offered

3.3 Market Concentration Rate Analysis

3.3.1 Competition Landscape Analysis

3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

4 OMNICHANNEL OMS SOFTWARE BY REGION

4.1 Omnichannel OMS Software Market Size by Region (2021-2026)

4.2 Global Omnichannel OMS Software Annual Revenue by Country/Region (2021-2026)

4.3 Americas Omnichannel OMS Software Market Size Growth (2021-2026)

4.4 APAC Omnichannel OMS Software Market Size Growth (2021-2026)

4.5 Europe Omnichannel OMS Software Market Size Growth (2021-2026)

4.6 Middle East & Africa Omnichannel OMS Software Market Size Growth (2021-2026)

5 AMERICAS

5.1 Americas Omnichannel OMS Software Market Size by Country (2021-2026)

5.2 Americas Omnichannel OMS Software Market Size by Type (2021-2026)

5.3 Americas Omnichannel OMS Software Market Size by Application (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Omnichannel OMS Software Market Size by Region (2021-2026)

6.2 APAC Omnichannel OMS Software Market Size by Type (2021-2026)

6.3 APAC Omnichannel OMS Software Market Size by Application (2021-2026)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

7 EUROPE

7.1 Europe Omnichannel OMS Software Market Size by Country (2021-2026)

7.2 Europe Omnichannel OMS Software Market Size by Type (2021-2026)

7.3 Europe Omnichannel OMS Software Market Size by Application (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Omnichannel OMS Software by Region (2021-2026)

8.2 Middle East & Africa Omnichannel OMS Software Market Size by Type (2021-2026)

8.3 Middle East & Africa Omnichannel OMS Software Market Size by Application (2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 GLOBAL OMNICHANNEL OMS SOFTWARE MARKET FORECAST

10.1 Global Omnichannel OMS Software Forecast by Region (2027-2032)

10.1.1 Global Omnichannel OMS Software Forecast by Region (2027-2032)

10.1.2 Americas Omnichannel OMS Software Forecast

10.1.3 APAC Omnichannel OMS Software Forecast

10.1.4 Europe Omnichannel OMS Software Forecast

10.1.5 Middle East & Africa Omnichannel OMS Software Forecast

10.2 Americas Omnichannel OMS Software Forecast by Country (2027-2032)

10.2.1 United States Market Omnichannel OMS Software Forecast

10.2.2 Canada Market Omnichannel OMS Software Forecast

10.2.3 Mexico Market Omnichannel OMS Software Forecast

10.2.4 Brazil Market Omnichannel OMS Software Forecast

10.3 APAC Omnichannel OMS Software Forecast by Region (2027-2032)

- 10.3.1 China Omnichannel OMS Software Market Forecast
- 10.3.2 Japan Market Omnichannel OMS Software Forecast
- 10.3.3 Korea Market Omnichannel OMS Software Forecast
- 10.3.4 Southeast Asia Market Omnichannel OMS Software Forecast
- 10.3.5 India Market Omnichannel OMS Software Forecast
- 10.3.6 Australia Market Omnichannel OMS Software Forecast
- 10.4 Europe Omnichannel OMS Software Forecast by Country (2027-2032)
 - 10.4.1 Germany Market Omnichannel OMS Software Forecast
 - 10.4.2 France Market Omnichannel OMS Software Forecast
 - 10.4.3 UK Market Omnichannel OMS Software Forecast
 - 10.4.4 Italy Market Omnichannel OMS Software Forecast
 - 10.4.5 Russia Market Omnichannel OMS Software Forecast
- 10.5 Middle East & Africa Omnichannel OMS Software Forecast by Region (2027-2032)
 - 10.5.1 Egypt Market Omnichannel OMS Software Forecast
 - 10.5.2 South Africa Market Omnichannel OMS Software Forecast
 - 10.5.3 Israel Market Omnichannel OMS Software Forecast
 - 10.5.4 Turkey Market Omnichannel OMS Software Forecast
- 10.6 Global Omnichannel OMS Software Forecast by Type (2027-2032)
- 10.7 Global Omnichannel OMS Software Forecast by Application (2027-2032)
 - 10.7.1 GCC Countries Market Omnichannel OMS Software Forecast

11 KEY PLAYERS ANALYSIS

- 11.1 Oracle Corporation
 - 11.1.1 Oracle Corporation Company Information
 - 11.1.2 Oracle Corporation Omnichannel OMS Software Product Offered
 - 11.1.3 Oracle Corporation Omnichannel OMS Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.1.4 Oracle Corporation Main Business Overview
 - 11.1.5 Oracle Corporation Latest Developments
- 11.2 International Business Machines Corporation
 - 11.2.1 International Business Machines Corporation Company Information
 - 11.2.2 International Business Machines Corporation Omnichannel OMS Software Product Offered
 - 11.2.3 International Business Machines Corporation Omnichannel OMS Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.2.4 International Business Machines Corporation Main Business Overview
 - 11.2.5 International Business Machines Corporation Latest Developments
- 11.3 Manhattan Associates, Inc.

- 11.3.1 Manhattan Associates, Inc. Company Information
- 11.3.2 Manhattan Associates, Inc. Omnichannel OMS Software Product Offered
- 11.3.3 Manhattan Associates, Inc. Omnichannel OMS Software Revenue, Gross Margin and Market Share (2021-2026)
- 11.3.4 Manhattan Associates, Inc. Main Business Overview
- 11.3.5 Manhattan Associates, Inc. Latest Developments
- 11.4 Microsoft Corporation
 - 11.4.1 Microsoft Corporation Company Information
 - 11.4.2 Microsoft Corporation Omnichannel OMS Software Product Offered
 - 11.4.3 Microsoft Corporation Omnichannel OMS Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.4.4 Microsoft Corporation Main Business Overview
 - 11.4.5 Microsoft Corporation Latest Developments
- 11.5 Salesforce, Inc.
 - 11.5.1 Salesforce, Inc. Company Information
 - 11.5.2 Salesforce, Inc. Omnichannel OMS Software Product Offered
 - 11.5.3 Salesforce, Inc. Omnichannel OMS Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.5.4 Salesforce, Inc. Main Business Overview
 - 11.5.5 Salesforce, Inc. Latest Developments
- 11.6 Kibo Commerce, LLC
 - 11.6.1 Kibo Commerce, LLC Company Information
 - 11.6.2 Kibo Commerce, LLC Omnichannel OMS Software Product Offered
 - 11.6.3 Kibo Commerce, LLC Omnichannel OMS Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.6.4 Kibo Commerce, LLC Main Business Overview
 - 11.6.5 Kibo Commerce, LLC Latest Developments
- 11.7 Aptos, LLC
 - 11.7.1 Aptos, LLC Company Information
 - 11.7.2 Aptos, LLC Omnichannel OMS Software Product Offered
 - 11.7.3 Aptos, LLC Omnichannel OMS Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.7.4 Aptos, LLC Main Business Overview
 - 11.7.5 Aptos, LLC Latest Developments
- 11.8 Deck Commerce, Inc.
 - 11.8.1 Deck Commerce, Inc. Company Information
 - 11.8.2 Deck Commerce, Inc. Omnichannel OMS Software Product Offered
 - 11.8.3 Deck Commerce, Inc. Omnichannel OMS Software Revenue, Gross Margin and Market Share (2021-2026)

- 11.8.4 Deck Commerce, Inc. Main Business Overview
- 11.8.5 Deck Commerce, Inc. Latest Developments
- 11.9 Panasonic Connect Co., Ltd. (Blue Yonder)
 - 11.9.1 Panasonic Connect Co., Ltd. (Blue Yonder) Company Information
 - 11.9.2 Panasonic Connect Co., Ltd. (Blue Yonder) Omnichannel OMS Software Product Offered
 - 11.9.3 Panasonic Connect Co., Ltd. (Blue Yonder) Omnichannel OMS Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.9.4 Panasonic Connect Co., Ltd. (Blue Yonder) Main Business Overview
 - 11.9.5 Panasonic Connect Co., Ltd. (Blue Yonder) Latest Developments
- 11.10 SAP SE
 - 11.10.1 SAP SE Company Information
 - 11.10.2 SAP SE Omnichannel OMS Software Product Offered
 - 11.10.3 SAP SE Omnichannel OMS Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.10.4 SAP SE Main Business Overview
 - 11.10.5 SAP SE Latest Developments
- 11.11 Zalando SE (SCAYLE)
 - 11.11.1 Zalando SE (SCAYLE) Company Information
 - 11.11.2 Zalando SE (SCAYLE) Omnichannel OMS Software Product Offered
 - 11.11.3 Zalando SE (SCAYLE) Omnichannel OMS Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.11.4 Zalando SE (SCAYLE) Main Business Overview
 - 11.11.5 Zalando SE (SCAYLE) Latest Developments
- 11.12 OneStock SAS
 - 11.12.1 OneStock SAS Company Information
 - 11.12.2 OneStock SAS Omnichannel OMS Software Product Offered
 - 11.12.3 OneStock SAS Omnichannel OMS Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.12.4 OneStock SAS Main Business Overview
 - 11.12.5 OneStock SAS Latest Developments
- 11.13 Fluent Commerce Pty Ltd
 - 11.13.1 Fluent Commerce Pty Ltd Company Information
 - 11.13.2 Fluent Commerce Pty Ltd Omnichannel OMS Software Product Offered
 - 11.13.3 Fluent Commerce Pty Ltd Omnichannel OMS Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.13.4 Fluent Commerce Pty Ltd Main Business Overview
 - 11.13.5 Fluent Commerce Pty Ltd Latest Developments
- 11.14 Anchanto Pte. Ltd.

- 11.14.1 Anchanto Pte. Ltd. Company Information
- 11.14.2 Anchanto Pte. Ltd. Omnichannel OMS Software Product Offered
- 11.14.3 Anchanto Pte. Ltd. Omnichannel OMS Software Revenue, Gross Margin and Market Share (2021-2026)
- 11.14.4 Anchanto Pte. Ltd. Main Business Overview
- 11.14.5 Anchanto Pte. Ltd. Latest Developments
- 11.15 Unicommerce eSolutions Limited
 - 11.15.1 Unicommerce eSolutions Limited Company Information
 - 11.15.2 Unicommerce eSolutions Limited Omnichannel OMS Software Product Offered
 - 11.15.3 Unicommerce eSolutions Limited Omnichannel OMS Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.15.4 Unicommerce eSolutions Limited Main Business Overview
 - 11.15.5 Unicommerce eSolutions Limited Latest Developments
- 11.16 Vinculum Solutions Pvt. Ltd.
 - 11.16.1 Vinculum Solutions Pvt. Ltd. Company Information
 - 11.16.2 Vinculum Solutions Pvt. Ltd. Omnichannel OMS Software Product Offered
 - 11.16.3 Vinculum Solutions Pvt. Ltd. Omnichannel OMS Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.16.4 Vinculum Solutions Pvt. Ltd. Main Business Overview
 - 11.16.5 Vinculum Solutions Pvt. Ltd. Latest Developments
- 11.17 Cafe24 Corp.
 - 11.17.1 Cafe24 Corp. Company Information
 - 11.17.2 Cafe24 Corp. Omnichannel OMS Software Product Offered
 - 11.17.3 Cafe24 Corp. Omnichannel OMS Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.17.4 Cafe24 Corp. Main Business Overview
 - 11.17.5 Cafe24 Corp. Latest Developments
- 11.18 91APP, Inc.
 - 11.18.1 91APP, Inc. Company Information
 - 11.18.2 91APP, Inc. Omnichannel OMS Software Product Offered
 - 11.18.3 91APP, Inc. Omnichannel OMS Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.18.4 91APP, Inc. Main Business Overview
 - 11.18.5 91APP, Inc. Latest Developments
- 11.19 Commerce One Holdings Inc. (Future Shop Co., Ltd.)
 - 11.19.1 Commerce One Holdings Inc. (Future Shop Co., Ltd.) Company Information
 - 11.19.2 Commerce One Holdings Inc. (Future Shop Co., Ltd.) Omnichannel OMS Software Product Offered

11.19.3 Commerce One Holdings Inc. (Future Shop Co., Ltd.) Omnichannel OMS Software Revenue, Gross Margin and Market Share (2021-2026)

11.19.4 Commerce One Holdings Inc. (Future Shop Co., Ltd.) Main Business Overview

11.19.5 Commerce One Holdings Inc. (Future Shop Co., Ltd.) Latest Developments

11.20 Jushuitan Group Inc.

11.20.1 Jushuitan Group Inc. Company Information

11.20.2 Jushuitan Group Inc. Omnichannel OMS Software Product Offered

11.20.3 Jushuitan Group Inc. Omnichannel OMS Software Revenue, Gross Margin and Market Share (2021-2026)

11.20.4 Jushuitan Group Inc. Main Business Overview

11.20.5 Jushuitan Group Inc. Latest Developments

11.21 Kingdee International Software Group Company Limited

11.21.1 Kingdee International Software Group Company Limited Company Information

11.21.2 Kingdee International Software Group Company Limited Omnichannel OMS Software Product Offered

11.21.3 Kingdee International Software Group Company Limited Omnichannel OMS Software Revenue, Gross Margin and Market Share (2021-2026)

11.21.4 Kingdee International Software Group Company Limited Main Business Overview

11.21.5 Kingdee International Software Group Company Limited Latest Developments

11.22 Beijing Zhangshangxianji Internet Technology Co., Ltd.

11.22.1 Beijing Zhangshangxianji Internet Technology Co., Ltd. Company Information

11.22.2 Beijing Zhangshangxianji Internet Technology Co., Ltd. Omnichannel OMS Software Product Offered

11.22.3 Beijing Zhangshangxianji Internet Technology Co., Ltd. Omnichannel OMS Software Revenue, Gross Margin and Market Share (2021-2026)

11.22.4 Beijing Zhangshangxianji Internet Technology Co., Ltd. Main Business Overview

11.22.5 Beijing Zhangshangxianji Internet Technology Co., Ltd. Latest Developments

11.23 Shanghai Shopex Network Technology Co., Ltd.

11.23.1 Shanghai Shopex Network Technology Co., Ltd. Company Information

11.23.2 Shanghai Shopex Network Technology Co., Ltd. Omnichannel OMS Software Product Offered

11.23.3 Shanghai Shopex Network Technology Co., Ltd. Omnichannel OMS Software Revenue, Gross Margin and Market Share (2021-2026)

11.23.4 Shanghai Shopex Network Technology Co., Ltd. Main Business Overview

11.23.5 Shanghai Shopex Network Technology Co., Ltd. Latest Developments

11.24 Shanghai Burgeon Software Technology Co., Ltd.

- 11.24.1 Shanghai Burgeon Software Technology Co., Ltd. Company Information
- 11.24.2 Shanghai Burgeon Software Technology Co., Ltd. Omnichannel OMS Software Product Offered
- 11.24.3 Shanghai Burgeon Software Technology Co., Ltd. Omnichannel OMS Software Revenue, Gross Margin and Market Share (2021-2026)
- 11.24.4 Shanghai Burgeon Software Technology Co., Ltd. Main Business Overview
- 11.24.5 Shanghai Burgeon Software Technology Co., Ltd. Latest Developments
- 11.25 Baison Software Co., Ltd.
- 11.25.1 Baison Software Co., Ltd. Company Information
- 11.25.2 Baison Software Co., Ltd. Omnichannel OMS Software Product Offered
- 11.25.3 Baison Software Co., Ltd. Omnichannel OMS Software Revenue, Gross Margin and Market Share (2021-2026)
- 11.25.4 Baison Software Co., Ltd. Main Business Overview
- 11.25.5 Baison Software Co., Ltd. Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

- Table 1. Omnichannel OMS Software Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)
- Table 2. Omnichannel OMS Software Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)
- Table 3. Major Players of On Premises
- Table 4. Major Players of Cloud Based
- Table 5. Omnichannel OMS Software Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)
- Table 6. Global Omnichannel OMS Software Market Size by Type (2021-2026) & (\$ millions)
- Table 7. Global Omnichannel OMS Software Market Size Market Share by Type (2021-2026)
- Table 8. Major Players of Retail and E Commerce
- Table 9. Major Players of Wholesale and Distribution
- Table 10. Major Players of Manufacturing and Brand Owners
- Table 11. Major Players of Others
- Table 12. Omnichannel OMS Software Market Size CAGR by Industry (2021 VS 2025 VS 2032) & (\$ millions)
- Table 13. Global Omnichannel OMS Software Market Size by Industry (2021-2026) & (\$ millions)
- Table 14. Global Omnichannel OMS Software Market Size Market Share by Industry (2021-2026)
- Table 15. Major Players of Warehouse Fulfillment
- Table 16. Major Players of Store Fulfillment
- Table 17. Major Players of Dropship and Vendor Fulfillment
- Table 18. Major Players of Hybrid Fulfillment
- Table 19. Omnichannel OMS Software Market Size CAGR by Fulfillment Architecture (2021 VS 2025 VS 2032) & (\$ millions)
- Table 20. Global Omnichannel OMS Software Market Size by Fulfillment Architecture (2021-2026) & (\$ millions)
- Table 21. Global Omnichannel OMS Software Market Size Market Share by Fulfillment Architecture (2021-2026)
- Table 22. Major Players of Subscription Based
- Table 23. Major Players of License and Maintenance
- Table 24. Major Players of Transaction Based

Table 25. Major Players of Others

Table 26. Omnichannel OMS Software Market Size CAGR by Pricing Model (2021 VS 2025 VS 2032) & (\$ millions)

Table 27. Global Omnichannel OMS Software Market Size by Pricing Model (2021-2026) & (\$ millions)

Table 28. Global Omnichannel OMS Software Market Size Market Share by Pricing Model (2021-2026)

Table 29. Omnichannel OMS Software Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)

Table 30. Global Omnichannel OMS Software Market Size by Application (2021-2026) & (\$ millions)

Table 31. Global Omnichannel OMS Software Market Size Market Share by Application (2021-2026)

Table 32. Global Omnichannel OMS Software Revenue by Player (2021-2026) & (\$ millions)

Table 33. Global Omnichannel OMS Software Revenue Market Share by Player (2021-2026)

Table 34. Omnichannel OMS Software Key Players Head office and Products Offered

Table 35. Omnichannel OMS Software Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 36. New Products and Potential Entrants

Table 37. Mergers & Acquisitions, Expansion

Table 38. Global Omnichannel OMS Software Market Size by Region (2021-2026) & (\$ millions)

Table 39. Global Omnichannel OMS Software Market Size Market Share by Region (2021-2026)

Table 40. Global Omnichannel OMS Software Revenue by Country/Region (2021-2026) & (\$ millions)

Table 41. Global Omnichannel OMS Software Revenue Market Share by Country/Region (2021-2026)

Table 42. Americas Omnichannel OMS Software Market Size by Country (2021-2026) & (\$ millions)

Table 43. Americas Omnichannel OMS Software Market Size Market Share by Country (2021-2026)

Table 44. Americas Omnichannel OMS Software Market Size by Type (2021-2026) & (\$ millions)

Table 45. Americas Omnichannel OMS Software Market Size Market Share by Type (2021-2026)

Table 46. Americas Omnichannel OMS Software Market Size by Application

(2021-2026) & (\$ millions)

Table 47. Americas Omnichannel OMS Software Market Size Market Share by Application (2021-2026)

Table 48. APAC Omnichannel OMS Software Market Size by Region (2021-2026) & (\$ millions)

Table 49. APAC Omnichannel OMS Software Market Size Market Share by Region (2021-2026)

Table 50. APAC Omnichannel OMS Software Market Size by Type (2021-2026) & (\$ millions)

Table 51. APAC Omnichannel OMS Software Market Size by Application (2021-2026) & (\$ millions)

Table 52. Europe Omnichannel OMS Software Market Size by Country (2021-2026) & (\$ millions)

Table 53. Europe Omnichannel OMS Software Market Size Market Share by Country (2021-2026)

Table 54. Europe Omnichannel OMS Software Market Size by Type (2021-2026) & (\$ millions)

Table 55. Europe Omnichannel OMS Software Market Size by Application (2021-2026) & (\$ millions)

Table 56. Middle East & Africa Omnichannel OMS Software Market Size by Region (2021-2026) & (\$ millions)

Table 57. Middle East & Africa Omnichannel OMS Software Market Size by Type (2021-2026) & (\$ millions)

Table 58. Middle East & Africa Omnichannel OMS Software Market Size by Application (2021-2026) & (\$ millions)

Table 59. Key Market Drivers & Growth Opportunities of Omnichannel OMS Software

Table 60. Key Market Challenges & Risks of Omnichannel OMS Software

Table 61. Key Industry Trends of Omnichannel OMS Software

Table 62. Global Omnichannel OMS Software Market Size Forecast by Region (2027-2032) & (\$ millions)

Table 63. Global Omnichannel OMS Software Market Size Market Share Forecast by Region (2027-2032)

Table 64. Global Omnichannel OMS Software Market Size Forecast by Type (2027-2032) & (\$ millions)

Table 65. Global Omnichannel OMS Software Market Size Forecast by Application (2027-2032) & (\$ millions)

Table 66. Oracle Corporation Details, Company Type, Omnichannel OMS Software Area Served and Its Competitors

Table 67. Oracle Corporation Omnichannel OMS Software Product Offered

Table 68. Oracle Corporation Omnichannel OMS Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 69. Oracle Corporation Main Business

Table 70. Oracle Corporation Latest Developments

Table 71. International Business Machines Corporation Details, Company Type, Omnichannel OMS Software Area Served and Its Competitors

Table 72. International Business Machines Corporation Omnichannel OMS Software Product Offered

Table 73. International Business Machines Corporation Omnichannel OMS Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 74. International Business Machines Corporation Main Business

Table 75. International Business Machines Corporation Latest Developments

Table 76. Manhattan Associates, Inc. Details, Company Type, Omnichannel OMS Software Area Served and Its Competitors

Table 77. Manhattan Associates, Inc. Omnichannel OMS Software Product Offered

Table 78. Manhattan Associates, Inc. Omnichannel OMS Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 79. Manhattan Associates, Inc. Main Business

Table 80. Manhattan Associates, Inc. Latest Developments

Table 81. Microsoft Corporation Details, Company Type, Omnichannel OMS Software Area Served and Its Competitors

Table 82. Microsoft Corporation Omnichannel OMS Software Product Offered

Table 83. Microsoft Corporation Omnichannel OMS Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 84. Microsoft Corporation Main Business

Table 85. Microsoft Corporation Latest Developments

Table 86. Salesforce, Inc. Details, Company Type, Omnichannel OMS Software Area Served and Its Competitors

Table 87. Salesforce, Inc. Omnichannel OMS Software Product Offered

Table 88. Salesforce, Inc. Omnichannel OMS Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 89. Salesforce, Inc. Main Business

Table 90. Salesforce, Inc. Latest Developments

Table 91. Kibo Commerce, LLC Details, Company Type, Omnichannel OMS Software Area Served and Its Competitors

Table 92. Kibo Commerce, LLC Omnichannel OMS Software Product Offered

Table 93. Kibo Commerce, LLC Omnichannel OMS Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 94. Kibo Commerce, LLC Main Business

Table 95. Kibo Commerce, LLC Latest Developments
Table 96. Aptos, LLC Details, Company Type, Omnichannel OMS Software Area Served and Its Competitors
Table 97. Aptos, LLC Omnichannel OMS Software Product Offered
Table 98. Aptos, LLC Omnichannel OMS Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 99. Aptos, LLC Main Business
Table 100. Aptos, LLC Latest Developments
Table 101. Deck Commerce, Inc. Details, Company Type, Omnichannel OMS Software Area Served and Its Competitors
Table 102. Deck Commerce, Inc. Omnichannel OMS Software Product Offered
Table 103. Deck Commerce, Inc. Omnichannel OMS Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 104. Deck Commerce, Inc. Main Business
Table 105. Deck Commerce, Inc. Latest Developments
Table 106. Panasonic Connect Co., Ltd. (Blue Yonder) Details, Company Type, Omnichannel OMS Software Area Served and Its Competitors
Table 107. Panasonic Connect Co., Ltd. (Blue Yonder) Omnichannel OMS Software Product Offered
Table 108. Panasonic Connect Co., Ltd. (Blue Yonder) Omnichannel OMS Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 109. Panasonic Connect Co., Ltd. (Blue Yonder) Main Business
Table 110. Panasonic Connect Co., Ltd. (Blue Yonder) Latest Developments
Table 111. SAP SE Details, Company Type, Omnichannel OMS Software Area Served and Its Competitors
Table 112. SAP SE Omnichannel OMS Software Product Offered
Table 113. SAP SE Omnichannel OMS Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 114. SAP SE Main Business
Table 115. SAP SE Latest Developments
Table 116. Zalando SE (SCAYLE) Details, Company Type, Omnichannel OMS Software Area Served and Its Competitors
Table 117. Zalando SE (SCAYLE) Omnichannel OMS Software Product Offered
Table 118. Zalando SE (SCAYLE) Omnichannel OMS Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 119. Zalando SE (SCAYLE) Main Business
Table 120. Zalando SE (SCAYLE) Latest Developments
Table 121. OneStock SAS Details, Company Type, Omnichannel OMS Software Area Served and Its Competitors

Table 122. OneStock SAS Omnichannel OMS Software Product Offered
Table 123. OneStock SAS Omnichannel OMS Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 124. OneStock SAS Main Business
Table 125. OneStock SAS Latest Developments
Table 126. Fluent Commerce Pty Ltd Details, Company Type, Omnichannel OMS Software Area Served and Its Competitors
Table 127. Fluent Commerce Pty Ltd Omnichannel OMS Software Product Offered
Table 128. Fluent Commerce Pty Ltd Omnichannel OMS Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 129. Fluent Commerce Pty Ltd Main Business
Table 130. Fluent Commerce Pty Ltd Latest Developments
Table 131. Anchanto Pte. Ltd. Details, Company Type, Omnichannel OMS Software Area Served and Its Competitors
Table 132. Anchanto Pte. Ltd. Omnichannel OMS Software Product Offered
Table 133. Anchanto Pte. Ltd. Omnichannel OMS Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 134. Anchanto Pte. Ltd. Main Business
Table 135. Anchanto Pte. Ltd. Latest Developments
Table 136. Unicommerce eSolutions Limited Details, Company Type, Omnichannel OMS Software Area Served and Its Competitors
Table 137. Unicommerce eSolutions Limited Omnichannel OMS Software Product Offered
Table 138. Unicommerce eSolutions Limited Omnichannel OMS Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 139. Unicommerce eSolutions Limited Main Business
Table 140. Unicommerce eSolutions Limited Latest Developments
Table 141. Vinculum Solutions Pvt. Ltd. Details, Company Type, Omnichannel OMS Software Area Served and Its Competitors
Table 142. Vinculum Solutions Pvt. Ltd. Omnichannel OMS Software Product Offered
Table 143. Vinculum Solutions Pvt. Ltd. Omnichannel OMS Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 144. Vinculum Solutions Pvt. Ltd. Main Business
Table 145. Vinculum Solutions Pvt. Ltd. Latest Developments
Table 146. Cafe24 Corp. Details, Company Type, Omnichannel OMS Software Area Served and Its Competitors
Table 147. Cafe24 Corp. Omnichannel OMS Software Product Offered
Table 148. Cafe24 Corp. Omnichannel OMS Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 149. Cafe24 Corp. Main Business

Table 150. Cafe24 Corp. Latest Developments

Table 151. 91APP, Inc. Details, Company Type, Omnichannel OMS Software Area Served and Its Competitors

Table 152. 91APP, Inc. Omnichannel OMS Software Product Offered

Table 153. 91APP, Inc. Omnichannel OMS Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 154. 91APP, Inc. Main Business

Table 155. 91APP, Inc. Latest Developments

Table 156. Commerce One Holdings Inc. (Future Shop Co., Ltd.) Details, Company Type, Omnichannel OMS Software Area Served and Its Competitors

Table 157. Commerce One Holdings Inc. (Future Shop Co., Ltd.) Omnichannel OMS Software Product Offered

Table 158. Commerce One Holdings Inc. (Future Shop Co., Ltd.) Omnichannel OMS Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 159. Commerce One Holdings Inc. (Future Shop Co., Ltd.) Main Business

Table 160. Commerce One Holdings Inc. (Future Shop Co., Ltd.) Latest Developments

Table 161. Jushuitan Group Inc. Details, Company Type, Omnichannel OMS Software Area Served and Its Competitors

Table 162. Jushuitan Group Inc. Omnichannel OMS Software Product Offered

Table 163. Jushuitan Group Inc. Omnichannel OMS Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 164. Jushuitan Group Inc. Main Business

Table 165. Jushuitan Group Inc. Latest Developments

Table 166. Kingdee International Software Group Company Limited Details, Company Type, Omnichannel OMS Software Area Served and Its Competitors

Table 167. Kingdee International Software Group Company Limited Omnichannel OMS Software Product Offered

Table 168. Kingdee International Software Group Company Limited Omnichannel OMS Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 169. Kingdee International Software Group Company Limited Main Business

Table 170. Kingdee International Software Group Company Limited Latest Developments

Table 171. Beijing Zhangshangxianji Internet Technology Co., Ltd. Details, Company Type, Omnichannel OMS Software Area Served and Its Competitors

Table 172. Beijing Zhangshangxianji Internet Technology Co., Ltd. Omnichannel OMS Software Product Offered

Table 173. Beijing Zhangshangxianji Internet Technology Co., Ltd. Omnichannel OMS Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 174. Beijing Zhangshangxianji Internet Technology Co., Ltd. Main Business
Table 175. Beijing Zhangshangxianji Internet Technology Co., Ltd. Latest Developments
Table 176. Shanghai Shopex Network Technology Co., Ltd. Details, Company Type, Omnichannel OMS Software Area Served and Its Competitors
Table 177. Shanghai Shopex Network Technology Co., Ltd. Omnichannel OMS Software Product Offered
Table 178. Shanghai Shopex Network Technology Co., Ltd. Omnichannel OMS Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 179. Shanghai Shopex Network Technology Co., Ltd. Main Business
Table 180. Shanghai Shopex Network Technology Co., Ltd. Latest Developments
Table 181. Shanghai Burgeon Software Technology Co., Ltd. Details, Company Type, Omnichannel OMS Software Area Served and Its Competitors
Table 182. Shanghai Burgeon Software Technology Co., Ltd. Omnichannel OMS Software Product Offered
Table 183. Shanghai Burgeon Software Technology Co., Ltd. Omnichannel OMS Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 184. Shanghai Burgeon Software Technology Co., Ltd. Main Business
Table 185. Shanghai Burgeon Software Technology Co., Ltd. Latest Developments
Table 186. Baison Software Co., Ltd. Details, Company Type, Omnichannel OMS Software Area Served and Its Competitors
Table 187. Baison Software Co., Ltd. Omnichannel OMS Software Product Offered
Table 188. Baison Software Co., Ltd. Omnichannel OMS Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 189. Baison Software Co., Ltd. Main Business
Table 190. Baison Software Co., Ltd. Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Omnichannel OMS Software Report Years Considered
- Figure 2. Research Objectives
- Figure 3. Research Methodology
- Figure 4. Research Process and Data Source
- Figure 5. Global Omnichannel OMS Software Market Size Growth Rate (2021-2032) (\$ millions)
- Figure 6. Omnichannel OMS Software Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 7. Omnichannel OMS Software Sales Market Share by Country/Region (2025)
- Figure 8. Omnichannel OMS Software Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 9. Global Omnichannel OMS Software Market Size Market Share by Type in 2025
- Figure 10. Global Omnichannel OMS Software Market Size Market Share by Industry in 2025
- Figure 11. Global Omnichannel OMS Software Market Size Market Share by Fulfillment Architecture in 2025
- Figure 12. Global Omnichannel OMS Software Market Size Market Share by Pricing Model in 2025
- Figure 13. Omnichannel OMS Software in Large Enterprises
- Figure 14. Global Omnichannel OMS Software Market: Large Enterprises (2021-2026) & (\$ millions)
- Figure 15. Omnichannel OMS Software in Small and Medium Enterprises
- Figure 16. Global Omnichannel OMS Software Market: Small and Medium Enterprises (2021-2026) & (\$ millions)
- Figure 17. Global Omnichannel OMS Software Market Size Market Share by Application in 2025
- Figure 18. Global Omnichannel OMS Software Revenue Market Share by Player in 2025
- Figure 19. Global Omnichannel OMS Software Market Size Market Share by Region (2021-2026)
- Figure 20. Americas Omnichannel OMS Software Market Size 2021-2026 (\$ millions)
- Figure 21. APAC Omnichannel OMS Software Market Size 2021-2026 (\$ millions)
- Figure 22. Europe Omnichannel OMS Software Market Size 2021-2026 (\$ millions)
- Figure 23. Middle East & Africa Omnichannel OMS Software Market Size 2021-2026 (\$

millions)

Figure 24. Americas Omnichannel OMS Software Value Market Share by Country in 2025

Figure 25. United States Omnichannel OMS Software Market Size Growth 2021-2026 (\$ millions)

Figure 26. Canada Omnichannel OMS Software Market Size Growth 2021-2026 (\$ millions)

Figure 27. Mexico Omnichannel OMS Software Market Size Growth 2021-2026 (\$ millions)

Figure 28. Brazil Omnichannel OMS Software Market Size Growth 2021-2026 (\$ millions)

Figure 29. APAC Omnichannel OMS Software Market Size Market Share by Region in 2025

Figure 30. APAC Omnichannel OMS Software Market Size Market Share by Type (2021-2026)

Figure 31. APAC Omnichannel OMS Software Market Size Market Share by Application (2021-2026)

Figure 32. China Omnichannel OMS Software Market Size Growth 2021-2026 (\$ millions)

Figure 33. Japan Omnichannel OMS Software Market Size Growth 2021-2026 (\$ millions)

Figure 34. South Korea Omnichannel OMS Software Market Size Growth 2021-2026 (\$ millions)

Figure 35. Southeast Asia Omnichannel OMS Software Market Size Growth 2021-2026 (\$ millions)

Figure 36. India Omnichannel OMS Software Market Size Growth 2021-2026 (\$ millions)

Figure 37. Australia Omnichannel OMS Software Market Size Growth 2021-2026 (\$ millions)

Figure 38. Europe Omnichannel OMS Software Market Size Market Share by Country in 2025

Figure 39. Europe Omnichannel OMS Software Market Size Market Share by Type (2021-2026)

Figure 40. Europe Omnichannel OMS Software Market Size Market Share by Application (2021-2026)

Figure 41. Germany Omnichannel OMS Software Market Size Growth 2021-2026 (\$ millions)

Figure 42. France Omnichannel OMS Software Market Size Growth 2021-2026 (\$ millions)

- Figure 43. UK Omnichannel OMS Software Market Size Growth 2021-2026 (\$ millions)
- Figure 44. Italy Omnichannel OMS Software Market Size Growth 2021-2026 (\$ millions)
- Figure 45. Russia Omnichannel OMS Software Market Size Growth 2021-2026 (\$ millions)
- Figure 46. Middle East & Africa Omnichannel OMS Software Market Size Market Share by Region (2021-2026)
- Figure 47. Middle East & Africa Omnichannel OMS Software Market Size Market Share by Type (2021-2026)
- Figure 48. Middle East & Africa Omnichannel OMS Software Market Size Market Share by Application (2021-2026)
- Figure 49. Egypt Omnichannel OMS Software Market Size Growth 2021-2026 (\$ millions)
- Figure 50. South Africa Omnichannel OMS Software Market Size Growth 2021-2026 (\$ millions)
- Figure 51. Israel Omnichannel OMS Software Market Size Growth 2021-2026 (\$ millions)
- Figure 52. Turkey Omnichannel OMS Software Market Size Growth 2021-2026 (\$ millions)
- Figure 53. GCC Countries Omnichannel OMS Software Market Size Growth 2021-2026 (\$ millions)
- Figure 54. Americas Omnichannel OMS Software Market Size 2027-2032 (\$ millions)
- Figure 55. APAC Omnichannel OMS Software Market Size 2027-2032 (\$ millions)
- Figure 56. Europe Omnichannel OMS Software Market Size 2027-2032 (\$ millions)
- Figure 57. Middle East & Africa Omnichannel OMS Software Market Size 2027-2032 (\$ millions)
- Figure 58. United States Omnichannel OMS Software Market Size 2027-2032 (\$ millions)
- Figure 59. Canada Omnichannel OMS Software Market Size 2027-2032 (\$ millions)
- Figure 60. Mexico Omnichannel OMS Software Market Size 2027-2032 (\$ millions)
- Figure 61. Brazil Omnichannel OMS Software Market Size 2027-2032 (\$ millions)
- Figure 62. China Omnichannel OMS Software Market Size 2027-2032 (\$ millions)
- Figure 63. Japan Omnichannel OMS Software Market Size 2027-2032 (\$ millions)
- Figure 64. Korea Omnichannel OMS Software Market Size 2027-2032 (\$ millions)
- Figure 65. Southeast Asia Omnichannel OMS Software Market Size 2027-2032 (\$ millions)
- Figure 66. India Omnichannel OMS Software Market Size 2027-2032 (\$ millions)
- Figure 67. Australia Omnichannel OMS Software Market Size 2027-2032 (\$ millions)
- Figure 68. Germany Omnichannel OMS Software Market Size 2027-2032 (\$ millions)
- Figure 69. France Omnichannel OMS Software Market Size 2027-2032 (\$ millions)

- Figure 70. UK Omnichannel OMS Software Market Size 2027-2032 (\$ millions)
- Figure 71. Italy Omnichannel OMS Software Market Size 2027-2032 (\$ millions)
- Figure 72. Russia Omnichannel OMS Software Market Size 2027-2032 (\$ millions)
- Figure 73. Egypt Omnichannel OMS Software Market Size 2027-2032 (\$ millions)
- Figure 74. South Africa Omnichannel OMS Software Market Size 2027-2032 (\$ millions)
- Figure 75. Israel Omnichannel OMS Software Market Size 2027-2032 (\$ millions)
- Figure 76. Turkey Omnichannel OMS Software Market Size 2027-2032 (\$ millions)
- Figure 77. Global Omnichannel OMS Software Market Size Market Share Forecast by Type (2027-2032)
- Figure 78. Global Omnichannel OMS Software Market Size Market Share Forecast by Application (2027-2032)
- Figure 79. GCC Countries Omnichannel OMS Software Market Size 2027-2032 (\$ millions)

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