

Global Omnichannel Platforms Software Market Growth (Status and Outlook) 2024-2030

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Abstracts

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Omnichannel Platforms Software is a kind of software offering omnichannel platforms services, which provide commerce-centric businesses with the means to create a seamless customer-facing offering where customers can interact with them via all buying and influence channels. An omnichannel platform helps a business connect the tools associated with individual channels (online, mobile, in-store, social media, etc.) or provides a unified platform that contains all the tools necessary to run multiple channels. An omnichannel platform helps maximize potential customer touchpoints and minimizes the tools utilized on the back end.

The global Omnichannel Platforms Software market size is projected to grow from US\$ 764 million in 2023 to US\$ 1436.6 million in 2030; it is expected to grow at a CAGR of 9.4% from 2024 to 2030.

LPI (LP Information)' newest research report, the "Omnichannel Platforms Software Industry Forecast" looks at past sales and reviews total world Omnichannel Platforms Software sales in 2023, providing a comprehensive analysis by region and market sector of projected Omnichannel Platforms Software sales for 2024 through 2030. With Omnichannel Platforms Software sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Omnichannel Platforms Software industry.

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

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

Some of the future market trends of Omnichannel Platforms Software are:

The increasing adoption of cloud-based Omnichannel Platforms Software solutions, as they offer scalability, flexibility, and cost-effectiveness compared to on-premise solutions. Cloud-based Omnichannel Platforms Software solutions can also integrate with other cloud services and platforms, such as AWS, Azure, Google Cloud, and Salesforce.

The growing demand for Omnichannel Platforms Software solutions that can support 5G networks, as they offer higher bandwidth, lower latency, and greater connectivity compared to 4G networks. 5G networks also pose new challenges and opportunities for customer experience and performance monitoring, as they enable new applications and use cases, such as IoT, edge computing, autonomous vehicles, and smart cities.

The rising need for Omnichannel Platforms Software solutions that can analyze encrypted traffic, as more than 80% of the web traffic is expected to be encrypted by 2022. Encrypted traffic can hide malicious activities and compromise customer security. Therefore, Omnichannel Platforms Software solutions need to employ advanced techniques, such as deep packet inspection, SSL/TLS decryption, or metadata analysis, to decrypt and analyze encrypted traffic without violating privacy or compliance regulations.

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

Segmentation by type

Web-based

Cloud-based

Segmentation by application

Large Enterprises

SMEs

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.

BigCommerce

Granbury Solutions

VL OMNI

GoECart

Personal Touch Systems

Cin7

Start Invoicing

Accumula

Capillary Technologies

Apriva

Contus

Core dna

CommerceHub

eSwap

Etiya

CitiXsys

iVend Retail

LOGIC ERP

Manhattan Associates

Magestore

nChannel Incorporated

novomind AG

Numerator

Octopus POS

Zebra Technologies

Shopify

POLO Suite

Radial

Salesfloor

AWS

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