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Global Retail Analytics Market Growth (Status and Outlook) 2024-2030

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

According to our LPI (LP Information) latest study, the global Retail Analytics market size was valued at US$ 2633.4 million in 2023. With growing demand in downstream market, the Retail Analytics is forecast to a readjusted size of US$ 4919 million by 2030 with a CAGR of 9.3% during review period.

The research report highlights the growth potential of the global Retail Analytics market. Retail Analytics are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Retail Analytics. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Retail Analytics market.

Retail analytics focuses on providing insights related to sales, inventory, customers, and other important aspects crucial for merchants' decision-making process.

Global Retail Analytics key players include IBM, SAS Institute, Nielsen, Oracle, Blue Yonder (formerly JDA), etc. Global top five manufacturers hold a share about 30%. In terms of Company Type, ERP/CRM Enterprises is the largest segment, with a share over 45%. And in terms of Function, the largest application is Merchandising Analysis, followed by Pricing Analysis, Customer Analytics, etc.

Key Features:

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The report on Retail Analytics market reflects various aspects and provide valuable insights into the industry.

Market Size and Growth: The research report provide an overview of the current size and growth of the Retail Analytics market. It may include historical data, market segmentation by Type (e.g., Finance, Marketing and Sales), and regional breakdowns.

Market Drivers and Challenges: The report can identify and analyse the factors driving the growth of the Retail Analytics market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

Competitive Landscape: The research report provides analysis of the competitive landscape within the Retail Analytics market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

Technological Developments: The research report can delve into the latest technological developments in the Retail Analytics industry. This include advancements in Retail Analytics technology, Retail Analytics new entrants, Retail Analytics new investment, and other innovations that are shaping the future of Retail Analytics.

Downstream Procumbent Preference: The report can shed light on customer procumbent behaviour and adoption trends in the Retail Analytics market. It includes factors influencing customer ' purchasing decisions, preferences for Retail Analytics product.

Government Policies and Incentives: The research report analyse the impact of government policies and incentives on the Retail Analytics market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Retail Analytics market. The report also evaluates the effectiveness of these policies in driving market growth.

Environmental Impact and Sustainability: The research report assess the environmental impact and sustainability aspects of the Retail Analytics market.

Market Forecasts and Future Outlook: Based on the analysis conducted, the research report provide market forecasts and outlook for the Retail Analytics industry. This

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includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

Recommendations and Opportunities: The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Retail Analytics market.

Market Segmentation:

Retail Analytics market is split by Type and by Function. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Function in terms of value.

Segmentation by type

- by Business Function
  - Finance
  - Marketing and Sales
  - Human Resources
  - Operations
- by Enterprise Type
  - Large Enterprises
  - SMEs
- by Company Type
  - ERP/CRM Enterprises
  - Cloud Providers
  - Pure Analytics Players

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Segmentation by function

- Merchandising Analysis
- Pricing Analysis
- Customer Analytics
- Promotional Analysis and Planning
- Yield Analysis
- Inventory Analysis
- Others

This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea

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- 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.

- IBM
- Oracle

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Microsoft

Manthan

Fujitsu

Blue Yonder (formerly JDA)

MicroStrategy

SAP

Bridgei2i

SAS Institute

Qlik

1010data

Aptos (acquired Revionics)

Symphony RetailAI

SPS

Tableau

RetailNext

Nielsen

HCL Technologies

ShopperTrak

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