

Global Trade and Promotion Management Software Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Trade and Promotion Management Software market size is predicted to grow from US\$ million in 2025 to US\$ million in 2032; it is expected to grow at a CAGR of % from 2026 to 2032.

Trade and Promotion Management Software (TPM) is a specialized tool designed to streamline the planning, execution, and analysis of promotional activities and trade spend across retail and distribution channels. It helps businesses manage promotions more effectively by providing insights into trade marketing strategies, forecasting performance, and analyzing the return on investment (ROI) of promotional activities.

United States market for Trade and Promotion Management Software is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Trade and Promotion Management Software is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Trade and Promotion Management Software is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Trade and Promotion Management Software players cover SAP, Oracle, IBM, Katalyst, TradeGecko (now QuickBooks Commerce), etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Trade and Promotion 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 Trade and Promotion Management Software.

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

Segmentation by Type:

Cloud-Based

On-Premises

Segmentation by Application:

Consumer Goods

Retail

Food and Beverages

Pharmaceuticals

Other

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.

SAP

Oracle

IBM

Katalyst

TradeGecko (now QuickBooks Commerce)

Zilliant

Manhattan Associates

Promomash

Aptaris

Reltio

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

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