

Retail Analytic Market Report: Trends, Forecast and Competitive Analysis to 2030

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Abstracts

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Retail Analytic Trends and Forecast

The future of the retail analytic market looks promising with opportunities in the merchandising analysis, pricing analysis, customer analytic, promotional analysis and planning, yield analysis, and inventory analysis applications. The retail analytic market is expected to reach an estimated \$21.5 billion by 2030 with a CAGR of 20.0% from 2024 to 2030. The major drivers for this market are growing demand for dashboards for data visualization, increasing adoption of cloud-based services among retails ,and rapid expansion of industry 4.0.

A more than 150-page report is developed to help in your business decisions. Sample figures with some insights are shown below.

Retail Analytic by Segment

The study includes a forecast for the global retail analytic by business function, component, application, and region

Retail Analytic Market by Business Function [Shipment Analysis by Value from 2018 to 2030]:

Marketing and Sales

Finance

Operations

Human Resources

Retail Analytic Market by Component [Shipment Analysis by Value from 2018 to 2030]:

Solution

Service

Retail Analytic Market by Application [Shipment Analysis by Value from 2018 to 2030]:

Merchandising Analysis

Pricing Analysis

Customer Analytic

Promotional Analysis and Planning

Yield Analysis

Inventory Analysis

Others

Retail Analytic Market by Region [Shipment Analysis by Value from 2018 to 2030]:

North America

Europe

Asia Pacific

The Rest of the World

List of Retail Analytic Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies retail analytic companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the retail analytic companies profiled in this report include-

Microsoft

IBM

Oracle

Salesforce

SAP

Aws

SAS Institute

Qlik

Manthan

Bridgei2I

Microstrategy

Retail Analytic Market Insights

Lucintel forecast that operations is expected to witness highest growth over the forecast period due to increasing demand for retailers to produce better insights throughout the

whole retail value chain, such as purchasing, supply chain management, sales and marketing, store operations, and customer management.

Inventory analysis will remain the largest segment due to growing need to monitor stocked goods and ensure sufficient inventory in order to improve business procedures.

North America is expected to witness highest growth over the forecast period due to rapid growth in e-commerce sector, significant adoption of advanced analytical technology among retails, and presence of well-established organizations in the region.

Features of the Retail Analytic Market

Market Size Estimates: Retail analytic market size estimation in terms of value (\$B).

Trend and Forecast Analysis: Market trends (2018 to 2023) and forecast (2024 to 2030) by various segments and regions.

Segmentation Analysis: Retail analytic market size by various segments, such as by business function, component, application, and region in terms of value (\$B).

Regional Analysis: Retail analytic market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

Growth Opportunities: Analysis of growth opportunities in different business function, component, application, and regions for the retail analytic market.

Strategic Analysis: This includes M&A, new product development, and competitive landscape of the retail analytic market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

FAQ

Q.1 What is the retail analytic market size?

Answer: The global retail analytic market is expected to reach an estimated \$21.5 billion by 2030.

Q.2 What is the growth forecast for retail analytic market?

Answer: The global retail analytic market is expected to grow with a CAGR of 20.0% from 2024 to 2030.

Q.3 What are the major drivers influencing the growth of the retail analytic market?

Answer: The major drivers for this market are growing demand for dashboards for data visualization, increasing adoption of cloud-based services among retails, and rapid expansion of industry 4.0 .

Q4. What are the major segments for retail analytic market?

Answer: The future of the retail analytic market looks promising with opportunities in the merchandising analysis, pricing analysis, customer analytic, promotional analysis and planning, yield analysis, and inventory analysis applications.

Q5. Who are the key retail analytic market companies?

Answer: Some of the key retail analytic companies are as follows:

Microsoft

IBM

Oracle

Salesforce

SAP

Aws

SAS Institute

Qlik

Manthan

Bridgei2I

Microstrategy

Q6. Which retail analytic market segment will be the largest in future?

Answer: Lucintel forecast that operations is expected to witness highest growth over the forecast period due to increasing demand for retailers to produce better insights throughout the whole retail value chain, such as purchasing, supply chain management, sales and marketing, store operations, and customer management.

Q7. In retail analytic market, which region is expected to be the largest in next 5 years?

Answer: North America is expected to witness highest growth over the forecast period due to rapid growth in e-commerce sector, significant adoption of advanced analytical technology among retails, and presence of well-established organizations in the region.

Q.8 Do we receive customization in this report?

Answer: Yes, Lucintel provides 10% customization without any additional cost.

This report answers following 11 key questions:

Q.1. What are some of the most promising, high-growth opportunities for the retail analytic market by business function (marketing and sales, finance, operations, and human resources), component (solution and service), application (merchandising analysis, pricing analysis, customer analytic, promotional analysis and planning, yield analysis, inventory analysis, and others), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

For any questions related to retail analytic market or related to retail analytic companies, retail analytic market size, retail analytic market share, retail analytic market growth, retail analytic market research, write Lucintel analyst at email: helpdesk@lucintel.com we will be glad to get back to you soon.

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7.8: Qlik

7.9: Manthan

7.10: Bridgei2i

7.11: MicroStrategy

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