

# 2020-2025 Global Big Data Analytics in Retail Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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## Abstracts

Big data analytics in retail enables companies to create customer recommendations based on their purchase history, resulting in personalized shopping experiences. These super-sized data sets also help with forecasting trends and making strategic decisions based on market analysis.

This report elaborates the market size, market characteristics, and market growth of the Big Data Analytics in Retail industry, and breaks down according to the type, application, and consumption area of Big Data Analytics in Retail. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Big Data Analytics in Retail in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Big Data Analytics in Retail market covered in Chapter 13:

IBM Corporation

Adobe Systems

Microsoft Corporation

Oracle Corporation

Qlik Technologies Inc.

SAP SE

SAS Institute Inc.

Tableau Software Inc.

Microstrategy  
Information Builders

In Chapter 6, on the basis of types, the Big Data Analytics in Retail market from 2015 to 2025 is primarily split into:

Analytical Tools  
Data Management Software  
Mobile Applications  
Reporting & Visualization Tools

In Chapter 7, on the basis of applications, the Big Data Analytics in Retail market from 2015 to 2025 covers:

Merchandising & In-store Analytics  
Marketing & Customer Analytics  
Supply Chain Analytics  
Others

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

United States  
Europe  
China  
Japan  
India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

North America (Covered in Chapter 8)  
United States  
Canada  
Mexico  
Europe (Covered in Chapter 9)  
Germany  
UK  
France  
Italy  
Spain  
Others  
Asia-Pacific (Covered in Chapter 10)

China  
Japan  
India  
South Korea  
Southeast Asia  
Others  
Middle East and Africa (Covered in Chapter 11)  
Saudi Arabia  
UAE  
South Africa  
Others  
South America (Covered in Chapter 12)  
Brazil  
Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

## Contents

### **1 BIG DATA ANALYTICS IN RETAIL MARKET - RESEARCH SCOPE**

- 1.1 Study Goals
- 1.2 Market Definition and Scope
- 1.3 Key Market Segments
- 1.4 Study and Forecasting Years

### **2 BIG DATA ANALYTICS IN RETAIL MARKET - RESEARCH METHODOLOGY**

- 2.1 Methodology
- 2.2 Research Data Source
  - 2.2.1 Secondary Data
  - 2.2.2 Primary Data
  - 2.2.3 Market Size Estimation
  - 2.2.4 Legal Disclaimer

### **3 BIG DATA ANALYTICS IN RETAIL MARKET FORCES**

- 3.1 Global Big Data Analytics in Retail Market Size
- 3.2 Top Impacting Factors (PESTEL Analysis)
  - 3.2.1 Political Factors
  - 3.2.2 Economic Factors
  - 3.2.3 Social Factors
  - 3.2.4 Technological Factors
  - 3.2.5 Environmental Factors
  - 3.2.6 Legal Factors
- 3.3 Industry Trend Analysis
- 3.4 Industry Trends Under COVID-19
  - 3.4.1 Risk Assessment on COVID-19
  - 3.4.2 Assessment of the Overall Impact of COVID-19 on the Industry
  - 3.4.3 Pre COVID-19 and Post COVID-19 Market Scenario
- 3.5 Industry Risk Assessment

### **4 BIG DATA ANALYTICS IN RETAIL MARKET - BY GEOGRAPHY**

- 4.1 Global Big Data Analytics in Retail Market Value and Market Share by Regions
  - 4.1.1 Global Big Data Analytics in Retail Value (\$) by Region (2015-2020)

- 4.1.2 Global Big Data Analytics in Retail Value Market Share by Regions (2015-2020)
- 4.2 Global Big Data Analytics in Retail Market Production and Market Share by Major Countries
  - 4.2.1 Global Big Data Analytics in Retail Production by Major Countries (2015-2020)
  - 4.2.2 Global Big Data Analytics in Retail Production Market Share by Major Countries (2015-2020)
- 4.3 Global Big Data Analytics in Retail Market Consumption and Market Share by Regions
  - 4.3.1 Global Big Data Analytics in Retail Consumption by Regions (2015-2020)
  - 4.3.2 Global Big Data Analytics in Retail Consumption Market Share by Regions (2015-2020)

## **5 BIG DATA ANALYTICS IN RETAIL MARKET - BY TRADE STATISTICS**

- 5.1 Global Big Data Analytics in Retail Export and Import
- 5.2 United States Big Data Analytics in Retail Export and Import (2015-2020)
- 5.3 Europe Big Data Analytics in Retail Export and Import (2015-2020)
- 5.4 China Big Data Analytics in Retail Export and Import (2015-2020)
- 5.5 Japan Big Data Analytics in Retail Export and Import (2015-2020)
- 5.6 India Big Data Analytics in Retail Export and Import (2015-2020)
- 5.7 ...

## **6 BIG DATA ANALYTICS IN RETAIL MARKET - BY TYPE**

- 6.1 Global Big Data Analytics in Retail Production and Market Share by Types (2015-2020)
  - 6.1.1 Global Big Data Analytics in Retail Production by Types (2015-2020)
  - 6.1.2 Global Big Data Analytics in Retail Production Market Share by Types (2015-2020)
- 6.2 Global Big Data Analytics in Retail Value and Market Share by Types (2015-2020)
  - 6.2.1 Global Big Data Analytics in Retail Value by Types (2015-2020)
  - 6.2.2 Global Big Data Analytics in Retail Value Market Share by Types (2015-2020)
- 6.3 Global Big Data Analytics in Retail Production, Price and Growth Rate of Analytical Tools (2015-2020)
- 6.4 Global Big Data Analytics in Retail Production, Price and Growth Rate of Data Management Software (2015-2020)
- 6.5 Global Big Data Analytics in Retail Production, Price and Growth Rate of Mobile Applications (2015-2020)
- 6.6 Global Big Data Analytics in Retail Production, Price and Growth Rate of Reporting

& Visualization Tools (2015-2020)

## **7 BIG DATA ANALYTICS IN RETAIL MARKET - BY APPLICATION**

7.1 Global Big Data Analytics in Retail Consumption and Market Share by Applications (2015-2020)

7.1.1 Global Big Data Analytics in Retail Consumption by Applications (2015-2020)

7.1.2 Global Big Data Analytics in Retail Consumption Market Share by Applications (2015-2020)

7.2 Global Big Data Analytics in Retail Consumption and Growth Rate of Merchandising & In-store Analytics (2015-2020)

7.3 Global Big Data Analytics in Retail Consumption and Growth Rate of Marketing & Customer Analytics (2015-2020)

7.4 Global Big Data Analytics in Retail Consumption and Growth Rate of Supply Chain Analytics (2015-2020)

7.5 Global Big Data Analytics in Retail Consumption and Growth Rate of Others (2015-2020)

## **8 NORTH AMERICA BIG DATA ANALYTICS IN RETAIL MARKET**

8.1 North America Big Data Analytics in Retail Market Size

8.2 United States Big Data Analytics in Retail Market Size

8.3 Canada Big Data Analytics in Retail Market Size

8.4 Mexico Big Data Analytics in Retail Market Size

8.5 The Influence of COVID-19 on North America Market

## **9 EUROPE BIG DATA ANALYTICS IN RETAIL MARKET ANALYSIS**

9.1 Europe Big Data Analytics in Retail Market Size

9.2 Germany Big Data Analytics in Retail Market Size

9.3 United Kingdom Big Data Analytics in Retail Market Size

9.4 France Big Data Analytics in Retail Market Size

9.5 Italy Big Data Analytics in Retail Market Size

9.6 Spain Big Data Analytics in Retail Market Size

9.7 The Influence of COVID-19 on Europe Market

## **10 ASIA-PACIFIC BIG DATA ANALYTICS IN RETAIL MARKET ANALYSIS**

10.1 Asia-Pacific Big Data Analytics in Retail Market Size

- 10.2 China Big Data Analytics in Retail Market Size
- 10.3 Japan Big Data Analytics in Retail Market Size
- 10.4 South Korea Big Data Analytics in Retail Market Size
- 10.5 Southeast Asia Big Data Analytics in Retail Market Size
- 10.6 India Big Data Analytics in Retail Market Size
- 10.7 The Influence of COVID-19 on Asia Pacific Market

## **11 MIDDLE EAST AND AFRICA BIG DATA ANALYTICS IN RETAIL MARKET ANALYSIS**

- 11.1 Middle East and Africa Big Data Analytics in Retail Market Size
- 11.2 Saudi Arabia Big Data Analytics in Retail Market Size
- 11.3 UAE Big Data Analytics in Retail Market Size
- 11.4 South Africa Big Data Analytics in Retail Market Size
- 11.5 The Influence of COVID-19 on Middle East and Africa Market

## **12 SOUTH AMERICA BIG DATA ANALYTICS IN RETAIL MARKET ANALYSIS**

- 12.1 South America Big Data Analytics in Retail Market Size
- 12.2 Brazil Big Data Analytics in Retail Market Size
- 12.3 The Influence of COVID-19 on South America Market

## **13 COMPANY PROFILES**

- 13.1 IBM Corporation
  - 13.1.1 IBM Corporation Basic Information
  - 13.1.2 IBM Corporation Product Profiles, Application and Specification
  - 13.1.3 IBM Corporation Big Data Analytics in Retail Market Performance (2015-2020)
- 13.2 Adobe Systems
  - 13.2.1 Adobe Systems Basic Information
  - 13.2.2 Adobe Systems Product Profiles, Application and Specification
  - 13.2.3 Adobe Systems Big Data Analytics in Retail Market Performance (2015-2020)
- 13.3 Microsoft Corporation
  - 13.3.1 Microsoft Corporation Basic Information
  - 13.3.2 Microsoft Corporation Product Profiles, Application and Specification
  - 13.3.3 Microsoft Corporation Big Data Analytics in Retail Market Performance (2015-2020)
- 13.4 Oracle Corporation
  - 13.4.1 Oracle Corporation Basic Information

- 13.4.2 Oracle Corporation Product Profiles, Application and Specification
- 13.4.3 Oracle Corporation Big Data Analytics in Retail Market Performance (2015-2020)
- 13.5 Qlik Technologies Inc.
  - 13.5.1 Qlik Technologies Inc. Basic Information
  - 13.5.2 Qlik Technologies Inc. Product Profiles, Application and Specification
  - 13.5.3 Qlik Technologies Inc. Big Data Analytics in Retail Market Performance (2015-2020)
- 13.6 SAP SE
  - 13.6.1 SAP SE Basic Information
  - 13.6.2 SAP SE Product Profiles, Application and Specification
  - 13.6.3 SAP SE Big Data Analytics in Retail Market Performance (2015-2020)
- 13.7 SAS Institute Inc.
  - 13.7.1 SAS Institute Inc. Basic Information
  - 13.7.2 SAS Institute Inc. Product Profiles, Application and Specification
  - 13.7.3 SAS Institute Inc. Big Data Analytics in Retail Market Performance (2015-2020)
- 13.8 Tableau Software Inc.
  - 13.8.1 Tableau Software Inc. Basic Information
  - 13.8.2 Tableau Software Inc. Product Profiles, Application and Specification
  - 13.8.3 Tableau Software Inc. Big Data Analytics in Retail Market Performance (2015-2020)
- 13.9 Microstrategy
  - 13.9.1 Microstrategy Basic Information
  - 13.9.2 Microstrategy Product Profiles, Application and Specification
  - 13.9.3 Microstrategy Big Data Analytics in Retail Market Performance (2015-2020)
- 13.10 Information Builders
  - 13.10.1 Information Builders Basic Information
  - 13.10.2 Information Builders Product Profiles, Application and Specification
  - 13.10.3 Information Builders Big Data Analytics in Retail Market Performance (2015-2020)

## **14 MARKET FORECAST - BY REGIONS**

- 14.1 North America Big Data Analytics in Retail Market Forecast (2020-2025)
- 14.2 Europe Big Data Analytics in Retail Market Forecast (2020-2025)
- 14.3 Asia-Pacific Big Data Analytics in Retail Market Forecast (2020-2025)
- 14.4 Middle East and Africa Big Data Analytics in Retail Market Forecast (2020-2025)
- 14.5 South America Big Data Analytics in Retail Market Forecast (2020-2025)



## **15 MARKET FORECAST - BY TYPE AND APPLICATIONS**

15.1 Global Big Data Analytics in Retail Market Forecast by Types (2020-2025)

15.1.1 Global Big Data Analytics in Retail Market Forecast Production and Market Share by Types (2020-2025)

15.1.2 Global Big Data Analytics in Retail Market Forecast Value and Market Share by Types (2020-2025)

15.2 Global Big Data Analytics in Retail Market Forecast by Applications (2020-2025)

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Big Data Analytics in Retail Picture

Table Big Data Analytics in Retail Key Market Segments

Figure Study and Forecasting Years

Figure Global Big Data Analytics in Retail Market Size and Growth Rate 2015-2025

Figure Industry PESTEL Analysis

Figure Global COVID-19 Status

Figure Market Size Forecast Comparison of Pre COVID-19 and Post COVID-19

Figure Global Big Data Analytics in Retail Value (\$) and Growth Rate (2015-2020)

Table Global Big Data Analytics in Retail Value (\$) by Countries (2015-2020)

Table Global Big Data Analytics in Retail Value Market Share by Regions (2015-2020)

Figure Global Big Data Analytics in Retail Value Market Share by Regions in 2019

Figure Global Big Data Analytics in Retail Production and Growth Rate (2015-2020)

Table Global Big Data Analytics in Retail Production by Major Countries (2015-2020)

Table Global Big Data Analytics in Retail Production Market Share by Major Countries (2015-2020)

Figure Global Big Data Analytics in Retail Production Market Share by Regions in 2019

Figure Global Big Data Analytics in Retail Consumption and Growth Rate (2015-2020)

Table Global Big Data Analytics in Retail Consumption by Regions (2015-2020)

Table Global Big Data Analytics in Retail Consumption Market Share by Regions (2015-2020)

Figure Global Big Data Analytics in Retail Consumption Market Share by Regions in 2019

Table Global Big Data Analytics in Retail Export Top 3 Country 2019

Table Global Big Data Analytics in Retail Import Top 3 Country 2019

Table United States Big Data Analytics in Retail Export and Import (2015-2020)

Table Europe Big Data Analytics in Retail Export and Import (2015-2020)

Table China Big Data Analytics in Retail Export and Import (2015-2020)

Table Japan Big Data Analytics in Retail Export and Import (2015-2020)

Table India Big Data Analytics in Retail Export and Import (2015-2020)

Table Global Big Data Analytics in Retail Production by Types (2015-2020)

Table Global Big Data Analytics in Retail Production Market Share by Types (2015-2020)

Figure Global Big Data Analytics in Retail Production Share by Type (2015-2020)

Table Global Big Data Analytics in Retail Value by Types (2015-2020)

Table Global Big Data Analytics in Retail Value Market Share by Types (2015-2020)

Figure Global Big Data Analytics in Retail Value Share by Type (2015-2020)  
Figure Global Analytical Tools Production and Growth Rate (2015-2020)  
Figure Global Analytical Tools Price (2015-2020)  
Figure Global Data Management Software Production and Growth Rate (2015-2020)  
Figure Global Data Management Software Price (2015-2020)  
Figure Global Mobile Applications Production and Growth Rate (2015-2020)  
Figure Global Mobile Applications Price (2015-2020)  
Figure Global Reporting & Visualization Tools Production and Growth Rate (2015-2020)  
Figure Global Reporting & Visualization Tools Price (2015-2020)  
Table Global Big Data Analytics in Retail Consumption by Applications (2015-2020)  
Table Global Big Data Analytics in Retail Consumption Market Share by Applications (2015-2020)  
Figure Global Big Data Analytics in Retail Consumption Share by Application (2015-2020)  
Figure Global Merchandising & In-store Analytics Consumption and Growth Rate (2015-2020)  
Figure Global Marketing & Customer Analytics Consumption and Growth Rate (2015-2020)  
Figure Global Supply Chain Analytics Consumption and Growth Rate (2015-2020)  
Figure Global Others Consumption and Growth Rate (2015-2020)  
Figure North America Big Data Analytics in Retail Market Consumption and Growth Rate (2015-2020)  
Table North America Big Data Analytics in Retail Consumption by Countries (2015-2020)  
Table North America Big Data Analytics in Retail Consumption Market Share by Countries (2015-2020)  
Figure North America Big Data Analytics in Retail Consumption Market Share by Countries (2015-2020)  
Figure United States Big Data Analytics in Retail Market Consumption and Growth Rate (2015-2020)  
Figure Canada Big Data Analytics in Retail Market Consumption and Growth Rate (2015-2020)  
Figure Mexico Big Data Analytics in Retail Market Consumption and Growth Rate (2015-2020)  
Figure North America COVID-19 Status  
Figure Europe Big Data Analytics in Retail Market Consumption and Growth Rate (2015-2020)  
Table Europe Big Data Analytics in Retail Consumption by Countries (2015-2020)  
Table Europe Big Data Analytics in Retail Consumption Market Share by Countries

(2015-2020)

Figure Europe Big Data Analytics in Retail Consumption Market Share by Countries

(2015-2020)

Figure Germany Big Data Analytics in Retail Market Consumption and Growth Rate

(2015-2020)

Figure United Kingdom Big Data Analytics in Retail Market Consumption and Growth

Rate (2015-2020)

Figure France Big Data Analytics in Retail Market Consumption and Growth Rate

(2015-2020)

Figure Italy Big Data Analytics in Retail Market Consumption and Growth Rate

(2015-2020)

Figure Spain Big Data Analytics in Retail Market Consumption and Growth Rate

(2015-2020)

Figure Europe COVID-19 Status

Figure Asia-Pacific Big Data Analytics in Retail Market Consumption and Growth Rate

(2015-2020)

Table Asia-Pacific Big Data Analytics in Retail Consumption by Countries (2015-2020)

Table Asia-Pacific Big Data Analytics in Retail Consumption Market Share by Countries

(2015-2020)

Figure Asia-Pacific Big Data Analytics in Retail Consumption Market Share by Countries

(2015-2020)

Figure China Big Data Analytics in Retail Market Consumption and Growth Rate

(2015-2020)

Figure Japan Big Data Analytics in Retail Market Consumption and Growth Rate

(2015-2020)

Figure South Korea Big Data Analytics in Retail Market Consumption and Growth Rate

(2015-2020)

Figure Southeast Asia Big Data Analytics in Retail Market Consumption and Growth

Rate (2015-2020)

Figure India Big Data Analytics in Retail Market Consumption and Growth Rate

(2015-2020)

Figure Asia Pacific COVID-19 Status

Figure Middle East and Africa Big Data Analytics in Retail Market Consumption and

Growth Rate (2015-2020)

Table Middle East and Africa Big Data Analytics in Retail Consumption by Countries

(2015-2020)

Table Middle East and Africa Big Data Analytics in Retail Consumption Market Share by

Countries (2015-2020)

Figure Middle East and Africa Big Data Analytics in Retail Consumption Market Share

by Countries (2015-2020)

Figure Saudi Arabia Big Data Analytics in Retail Market Consumption and Growth Rate (2015-2020)

Figure UAE Big Data Analytics in Retail Market Consumption and Growth Rate (2015-2020)

Figure South Africa Big Data Analytics in Retail Market Consumption and Growth Rate (2015-2020)

Figure South America Big Data Analytics in Retail Market Consumption and Growth Rate (2015-2020)

Table South America Big Data Analytics in Retail Consumption by Countries (2015-2020)

Table South America Big Data Analytics in Retail Consumption Market Share by Countries (2015-2020)

Figure South America Big Data Analytics in Retail Consumption Market Share by Countries (2015-2020)

Figure Brazil Big Data Analytics in Retail Market Consumption and Growth Rate (2015-2020)

Table IBM Corporation Company Profile

Table IBM Corporation Production, Value, Price, Gross Margin 2015-2020

Figure IBM Corporation Production and Growth Rate

Figure IBM Corporation Value (\$) Market Share 2015-2020

Table Adobe Systems Company Profile

Table Adobe Systems Production, Value, Price, Gross Margin 2015-2020

Figure Adobe Systems Production and Growth Rate

Figure Adobe Systems Value (\$) Market Share 2015-2020

Table Microsoft Corporation Company Profile

Table Microsoft Corporation Production, Value, Price, Gross Margin 2015-2020

Figure Microsoft Corporation Production and Growth Rate

Figure Microsoft Corporation Value (\$) Market Share 2015-2020

Table Oracle Corporation Company Profile

Table Oracle Corporation Production, Value, Price, Gross Margin 2015-2020

Figure Oracle Corporation Production and Growth Rate

Figure Oracle Corporation Value (\$) Market Share 2015-2020

Table Qlik Technologies Inc. Company Profile

Table Qlik Technologies Inc. Production, Value, Price, Gross Margin 2015-2020

Figure Qlik Technologies Inc. Production and Growth Rate

Figure Qlik Technologies Inc. Value (\$) Market Share 2015-2020

Table SAP SE Company Profile

Table SAP SE Production, Value, Price, Gross Margin 2015-2020

Figure SAP SE Production and Growth Rate  
Figure SAP SE Value (\$) Market Share 2015-2020  
Table SAS Institute Inc. Company Profile  
Table SAS Institute Inc. Production, Value, Price, Gross Margin 2015-2020  
Figure SAS Institute Inc. Production and Growth Rate  
Figure SAS Institute Inc. Value (\$) Market Share 2015-2020  
Table Tableau Software Inc. Company Profile  
Table Tableau Software Inc. Production, Value, Price, Gross Margin 2015-2020  
Figure Tableau Software Inc. Production and Growth Rate  
Figure Tableau Software Inc. Value (\$) Market Share 2015-2020  
Table Microstrategy Company Profile  
Table Microstrategy Production, Value, Price, Gross Margin 2015-2020  
Figure Microstrategy Production and Growth Rate  
Figure Microstrategy Value (\$) Market Share 2015-2020  
Table Information Builders Company Profile  
Table Information Builders Production, Value, Price, Gross Margin 2015-2020  
Figure Information Builders Production and Growth Rate  
Figure Information Builders Value (\$) Market Share 2015-2020  
Figure North America Market Consumption and Growth Rate Forecast (2020-2025)  
Figure Europe Market Consumption and Growth Rate Forecast (2020-2025)  
Figure Asia-Pacific Market Consumption and Growth Rate Forecast (2020-2025)  
Figure Middle East and Africa Market Consumption and Growth Rate Forecast (2020-2025)  
Figure South America Market Consumption and Growth Rate Forecast (2020-2025)  
Table Global Big Data Analytics in Retail Market Forecast Production by Types (2020-2025)  
Table Global Big Data Analytics in Retail Market Forecast Production Share by Types (2020-2025)  
Table Global Big Data Analytics in Retail Market Forecast Value (\$) by Types (2020-2025)  
Table Global Big Data Analytics in Retail Market Forecast Value Share by Types (2020-2025)  
Table Global Big Data Analytics in Retail Market Forecast Consumption by Applications (2020-2025)  
Table Global Big Data Analytics in Retail Market Forecast Consumption Share by Applications (2020-2025)

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