

# **2020-2025 Global Trade Promotion Management Software Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)**

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## **Abstracts**

This report elaborates the market size, market characteristics, and market growth of the Trade Promotion Management Software industry, and breaks down according to the type, application, and consumption area of Trade Promotion Management Software. 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 Trade Promotion Management Software 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 Trade Promotion Management Software market covered in Chapter 13:

AFS Technologies

Oracle

BluePlanner

CPGToolBox

UpClear

IRI

T-Pro Solutions

Wipro

SAP

Exceedra  
Anaplan  
Flamingo TPM

In Chapter 6, on the basis of types, the Trade Promotion Management Software market from 2015 to 2025 is primarily split into:

Cloud-Based  
On-Premises

In Chapter 7, on the basis of applications, the Trade Promotion Management Software market from 2015 to 2025 covers:

Large Enterprises  
Medium-Sized Enterprise  
Small Enterprises

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

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