

India Omni-channel and Warehouse Management Systems Market Type (Omni-Channel Solutions and Warehouse Management Systems), Component (Hardware, Software, and Service), Deployment Type (On-Premise and On-Cloud), and Vertical - Forecast to 2024

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Abstracts

“Increase in online sales, connected Indian consumers, and easement of FDI policies in India are driving the overall growth of the India omni-channel market.”

The India omni-channel and warehouse management systems market is projected to grow from USD 231 million in 2019 to USD 488 million by 2024, at a Compound Annual Growth Rate (CAGR) of 16.2% during the forecast period. The India omni-channel market growth is largely driven by factors, such as increase in online sales, connected Indian consumers, and easement of FDI policies in India. Whereas the warehouse management market is largely driven by factors, such as Goods and Service Tax (GST) and Make in India Initiative.

Software segment has the largest market share in India omni-channel and warehouse management systems market during the forecast period

The key factors driving the omni-channel solutions market are increasing consumer adoption for online and other multiple channels, technology progress, and retailer push. In addition, government initiatives would come as complementing steps to the growth of omni-channel retailing. Retailers in India are understanding the importance of having omni-channel capabilities in the modern world. With omni-channel, retailers have reduced customer acquisition cost, improved order accuracy, and enhanced customer

satisfaction.

Apparel, and food and beverages verticals have the largest market shares in India omni-channel market during the forecast period

Apparel, and food and beverages are the leading verticals in terms of omni-channel adoption and this split is expected to remain identical over the next 3–5 years. The retail vertical is rapidly digitalizing its customer-facing processes, which is primitive to create enhanced customer experience. This, in turn, has increased the retailing scope to multiple channels, such as physical, eTailing, mobile retailing, and home shopping

The breakdown of the profiles of the primary participants is as follows:

By Company Type: Tier 1: 43%, Tier 2: 35%, and Tier 3: 22%

By Designation: C-level Executives: 60%, Directors: 25%, and Others: 15%

The major vendors in India omni-channel solutions market include SAP Hybris (Germany), IBM (US), JDA Software (US), Shopify (Canada), ETP International (Singapore), and Infor (US). While the major vendors in India warehouse management market include SAP (Germany), JDA Software (US), Infor (US), and Technoforte Software (India).

Research Coverage

The market study covers the India omni-channel and warehouse management systems market across segments. It aims at estimating the market size and the growth potential of this market across segments, such as smart transportation, smart infrastructure, and video. The study also includes an in-depth competitive analysis of the key players in the market, along with their company profiles, key observations related to their product and business offerings, recent developments, and key market strategies.

Key Benefits of Buying the Report

The report will help market leaders/new entrants in the India omni-channel and warehouse management systems market with the information on the closest approximations of the revenue numbers for the overall India omni-channel and warehouse management systems market and its sub segments. This report will help

stakeholders understand the competitive landscape to gain more insights and better position their businesses and make suitable plans using go-to-market strategies. The report will also help the stakeholders understand the pulse of the market and provide them with information on the key market drivers, restraints, challenges, and opportunities.

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