

# **Retail Analytics Market by Offering (Software, Services), Business Function (Sales and Marketing, Finance and Accounting), Application (Order Fulfillment and Returns Management, Merchandize Planning), End User and Region - Global Forecast to 2029**

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## **Abstracts**

The retail analytics market is projected to grow from USD 8.5 billion in 2024 to USD 25.0 billion by 2029, at a compound annual growth rate (CAGR) of 24.0% during the forecast period. The market is anticipated to grow due to the exponential growth of e-commerce platforms and increasing adoption of omni-channel retail strategies. The proliferation of data generated through diverse channels forms a foundational driver in the retail analytics market.

“By software, Prescriptive Analytics segment to register for second fastest growing CAGR during the forecast period.”

Prescriptive analytics software utilizes sophisticated algorithms and predictive models to analyse historical data, current trends, and various influencing factors to recommend optimal actions or strategies. These recommendations can encompass a wide range of decisions, including pricing adjustments, inventory optimization, personalized marketing campaigns, and supply chain management improvements.

“By application, Order Fulfillment & Returns Management to witness the largest market size during the forecast period.”

Order Fulfillment & Returns Management serve as the backbone of retail operations,

ensuring smooth and efficient processes from purchase to post-sales service. By seamlessly integrating with inventory management systems, they optimize order processing, inventory tracking, and shipment logistics, ultimately enhancing customer satisfaction. Moreover, this application play a pivotal role in returns management, streamlining the often-complex process of handling product returns and exchanges. Leveraging advanced analytics capabilities, they provide retailers with valuable insights into customer behavior, preferences, and trends, empowering data-driven decision-making to drive growth and profitability.

“By region, North America to register for the largest market size during the forecast period.” Market trends in North America indicate a shift towards integrated and scalable retail analytics solutions that cater to the diverse needs of retailers. North American companies are at the forefront of advancements in retail analytics. Major tech players like IBM, Microsoft, and Oracle are all offering comprehensive analytics solutions tailored to the retail industry. Additionally, there's a thriving ecosystem of startups specializing in niche areas like in-store analytics, social media listening, and customer journey mapping.

#### Breakdown of primaries

In-depth interviews were conducted with Chief Executive Officers (CEOs), innovation and technology directors, system integrators, and executives from various key organizations operating in the retail analytics market.

By Company: Tier I: 38%, Tier II: 50%, and Tier III: 12%

By Designation: C-Level Executives: 35%, D-Level Executives: 40%, and Others: 25%

By Region: North America: 40%, Europe: 30%, Asia Pacific: 20%, Latin America-5%, and

Middle East and Africa- 5%,

The report includes the study of key players offering retail analytics solutions. It profiles major vendors in the retail analytics market. The major players in the retail analytics market include Microsoft (US), IBM (US), SAP (Germany), Oracle (US), Salesforce (US), MicroStrategy (US), SAS Institute (US), AWS (US), Qlik (US), Teradata (US),

WNS (India), HCL (India), Lightspeed Commerce (Canada), RetailNext (US), Manthan Systems (India), Fit Analytics (Germany), Trax (Singapore), ThoughtSpot (US), RELEX Solutions (Finland), Tredence (US), Creatio (US), Solvoyo (US), datapine (Germany), Sisense (US), EDITED (UK), Retail Zipline (US), ThinkINside (Italy), Dor Technologies (US), Triple Whale (Israel), Flame Analytics (Spain), Alloy.ai Technologies (US), Conjura (UK), Kyvos Insights (US), Pygmalios (Slovakia), and SymphonyAI (US).

## Research Coverage

The retail analytics market research study involved extensive secondary sources, directories, journals, and paid databases. Primary sources were mainly industry experts from the core and related industries, preferred retail analytics providers, third-party service providers, consulting service providers, end users, and other commercial enterprises. In-depth interviews were conducted with various primary respondents, including key industry participants and subject matter experts, to obtain and verify critical qualitative and quantitative information, and assess the market's prospects.

## Key Benefits of Buying the Report

The report would provide the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall retail analytics market and its subsegments. It would help stakeholders understand the competitive landscape and gain more insights to position their business and plan suitable go-to-market strategies. It also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Exponential growth of e-commerce platforms, proliferation of data generated through diverse channels, increasing adoption of omni-channel retail strategies), restraints (Rising integration challenges with legacy systems due to diverse data sources, heightened cybersecurity threats and data breaches undermine trust in analytics solutions, high substantial upfront investment presents a barrier for implementing robust analytics infrastructure), opportunities (Integration of AI and ML with retail analytics will create new opportunities for innovation, effective fraud detection and prevention with retail analytics, optimization of supply chain management), and challenges (Complexity of assortment in the retail analytics, data silos and quality

concerns).

**Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the retail analytics market.

**Market Development:** Comprehensive information about lucrative markets – the report analyses the retail analytics market across varied regions.

**Market Diversification:** Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the retail analytics market.

**Competitive Assessment:** In-depth assessment of market shares, growth strategies and service offerings of leading players including Microsoft (US), IBM (US), SAP (Germany), Oracle (US), Salesforce (US), MicroStrategy (US), SAS Institute (US), AWS (US), Qlik (US), Teradata (US), among others in the retail analytics market strategies. The report also helps stakeholders understand the pulse of the retail analytics market and provides them with information on key market drivers, restraints, challenges, and opportunities.

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### 8.2.3 RETURNS PROCESSING

8.2.3.1 Retailers leveraging returns processing applications integrated with advanced analytics to lead to bottom-line profitability

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8.6.1.1 By analyzing contract data, retailers optimizing contract management processes to drive operational efficiency

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8.7.2.1 Retail analytics enabling retailers to implement robust counterfeit

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8.7.3.1 Root cause analysis helps retailers pinpoint vulnerabilities in processes, systems, or internal controls exploited by fraudsters

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10.3.3.1 Domestic companies to shape future of retail analytics in UK

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10.3.4.1 German companies to be at forefront of advancements in retail analytics

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### 10.3.8 REST OF EUROPE

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### 10.4.1 ASIA PACIFIC: RETAIL ANALYTICS MARKET DRIVERS

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10.4.3.1 Developments in Indian retail analytics market to showcase its dynamism

#### 10.4.4 JAPAN

10.4.4.1 Japanese companies to underscore region's commitment to driving growth and innovation within retail analytics sector

#### 10.4.5 CHINA

10.4.5.1 Increase in investment and shift in customer demands to drive market growth in China

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10.4.6.1 ASEAN retail analytics market brimming with potential

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10.4.7.1 South Korean retail analytics market to thrive on innovation and data-driven approach

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10.5.3.1 Increase in Saudi government's initiatives to promote digital transformation and innovation support retailers to invest in technology to modernize their operations

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10.5.4.1 Retail analytics enable unprecedented insights into consumer behavior, operational efficiency, and competitive strategy in UAE's dynamic retail landscape

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10.5.5.1 Rise of e-commerce platforms and shifting consumer preferences toward online shopping further propel demand for analytics solutions

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10.5.6.1 Shift toward online shopping necessitate use of analytics to optimize digital channels and improve efficiency of online operations

### 10.5.7 EGYPT

10.5.7.1 Rising need to streamline operations, improve inventory management, and enhance overall business efficiency to accelerate adoption of retail analytics software

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\*Details on Business overview, Products/Solutions/Services offered, Recent developments, MnM view, Key strategies, Strategic choices made, and Weaknesses and Competitive threats might not be captured in case of unlisted companies.

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## About

Businesses catering to a number of different industries such as transportation, travel, entertainment, utilities, retail and consumer goods, and others are continuously getting digitalized. The digitalization is attributed to the rising awareness among the consumers to make easy purchases on the go saving ample time, especially in the retail sector. The volumes, velocity, and variety of the big data thus generated in the retail sector are massive.

Also, this data is available in both structured as well as unstructured forms and formats through multiple channels such as web, social media, mobile, television advertisements, print media, and others. For both digital marketers as well as consumers, high-end analysis of such huge amount of customer-centric data is profoundly important. Digital retailers rely significantly on the informational insights extracted out of these large chunks of unstructured data mainly for revamping their business strategies and improving their business operations and tactics. The retail analytics solutions offer such high-quality data analysis which would provide online retailers with better customer-centric insights, their purchasing patterns and behaviors for them to deliver a superior customer experience. The retail analytics solutions are also used for numerous other applications such as inventory management and planning, space optimization, cluster planning, and many others.

Adobe Systems, Oracle, IBM Corporation, SAP AG, and SAS Institute are active vendors in the retail analytics market. These vendors offer their solutions catering to numerous business functions such as marketing and customer analytics, supply chain analytics, merchandizing and in-store analytics, and strategy and planning. The report provides global market trends, overall adoption scenario, competitive landscape, and key drivers in this market. The report aims at estimating the current market size and the future growth potential of this market across business functions and regions.

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