

# **Retail Platform Market by Offering (Supply Chain Management Solutions (Inventory Management Systems, Procurement Platforms), Customer Engagement Tools, Retail POS, eCommerce Platform, B2B Commerce Platform, Retail Media Networks) - Global Forecast to 2030**

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## **Abstracts**

The retail platform market is experiencing strong growth, projected to rise from USD 39.16 billion in 2025 to USD 95.49 billion by 2030, at a CAGR of 19.5% during the forecast period. The rise in social commerce is reshaping the retail platform landscape by integrating social media, digital storefronts, and seamless payment solutions into unified ecosystems. Retailers leverage these platforms to engage consumers directly through personalized content, shoppable posts, and real-time interactions, driving higher conversion rates and brand loyalty.

Advanced analytics and AI-powered recommendations enable platforms to optimize product visibility and customer targeting. Additionally, social commerce adoption encourages retailers to enhance omnichannel capabilities, linking online engagement with in-store experiences. This convergence accelerates digital transformation, enhances customer insights, and positions retail platforms as essential tools for scaling sales and increasing operational efficiency.

As major platforms adjust their monetization strategies to enhance profitability, third-party sellers encounter increasingly complex and burdensome fee structures. Rising commission rates, fulfillment fees, and mandatory advertising expenditures have significantly increased operational costs. This surge in business expenses on digital retail platforms acts as a restraint, mainly for small and medium-sized enterprises.

“Fashion & apparel segment will account for the fastest growth during the forecast period”

The fashion & apparel segment is experiencing the fastest growth in the retail platform market, driven by evolving consumer expectations for personalized, seamless shopping experiences. Retail platforms enable brands to integrate inventory management, e-commerce, social commerce, and omnichannel engagement into a unified system, enhancing agility and scalability. AI-driven personalization, virtual try-ons, and data-informed recommendations assist fashion retailers in boosting conversion rates and customer loyalty. Furthermore, platforms optimize supply chain operations and facilitate quick product launches to satisfy seasonal demand. With rising digital adoption and social commerce influence, fashion and apparel brands increasingly rely on sophisticated retail platforms to drive growth and operational efficiency.

“Omnichannel retailers segment is expected to hold the largest market share during the forecast period”

Omnichannel retailers are witnessing the largest growth in the retail platform market, as consumers increasingly demand seamless integration across online and offline touchpoints. Retail platforms enable these retailers to unify inventory, customer data, and order management, creating consistent shopping experiences across e-commerce, mobile, and physical stores.

Advanced analytics and AI-driven insights support personalized marketing, dynamic pricing, and demand forecasting, enhancing operational efficiency. Additionally, platforms facilitate rapid adaptation to changing consumer behaviors and seasonal trends. By streamlining workflows, improving customer engagement, and connecting multiple channels, retail platforms empower omnichannel retailers to scale effectively, drive revenue growth, and strengthen long-term brand loyalty.

“AI-driven innovation propels North America’s retail platform adoption, while Asia Pacific records fastest growth through rapid digitalization”

North America continues to lead AI-driven retail platform adoption, supported by a mature digital infrastructure, advanced e-commerce ecosystems, and extensive integration of AI across inventory management, customer engagement, and personalized commerce workflows. Leading retailers leverage AI-enabled platforms to optimize product recommendations, enhance demand forecasting, and streamline

omnichannel operations. The region's sophisticated analytics capabilities, robust vendor ecosystem, and strong focus on innovation enable real-time personalization, dynamic pricing, and intelligent supply chain automation.

Conversely, Asia Pacific represents the fastest-growing market for retail platforms, propelled by rapid digitalization, rising e-commerce adoption, and increasing social commerce engagement. Key markets such as China, India, and South Korea are adopting platforms to unify online and offline operations, deliver personalized shopping experiences, and enable data-driven decision-making at scale. The expansion of mobile commerce, urbanization, and government initiatives promoting digital retail are driving faster adoption. Retailers are increasingly looking for scalable, AI-powered solutions to improve operational efficiency, enhance customer engagement, and boost revenue growth. As a result, the Asia Pacific region is emerging as a key growth hub for the deployment of retail platforms worldwide.

### **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 platform market.

By Company: Tier I – 25%, Tier II – 45%, and Tier III – 30%

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

By Region: North America – 45%, Europe – 25%, Asia Pacific – 15%, Middle East & Africa – 10%, and Latin America – 5%

The report includes a study of key players offering retail platform solutions and services. The major market players include Criteo (France), Oracle (US), Salesforce (US), Adobe (US), Microsoft (US), SAP (Germany), Intuit (US), Manhattan Associate (US), ServiceNow (US), AWS (US), Shopify (US), Block (US), Toast (US), Aptos (US), Lightspeed (Canada), Epsilon (Publicis Groupe) (France), BigCommerce (US), Commercetools (Germany), Mirakl (France), Spryker (Germany), VTEX (UK), PAR Technology (US), Rithum (US), Optimizely (US), Marketplacer (Australia), Shopware (Germany), StoreHippo (India), Akinon (Turkey), SCAYLE (Germany), Intelligent Node (Interpublic Group) (US), Wooqer (US), Zakya (Zoho) (India), Unleashed (Access

Group) (New Zealand), One Door (US), Fabric (US)Elio (Germany), Elastic Path (Canada), and Lexer.io (Australia).

## Research Coverage

This research report categorizes the retail platform market based on offering [platform (supply chain management solutions {procurement platforms, inventory management systems, demand forecasting tools, others}, store operations platforms {retail point of sale (POS) Systems, in-store management tools, digital shelf and planogram tools, and others}, sales and commerce platforms {e-commerce platforms, marketplace platforms, omnichannel platforms, headless commerce platforms, B2B commerce platforms}, customer engagement tools {personalization engines, loyalty management systems, marketing automation platforms, retail media networks (RMN), others}, analytics and insights platforms {customer analytics tools, sales performance dashboards, retail reporting & analytics, and others}, post-sale service platforms {returns management systems, customer support tools, feedback & experience management platforms, and others}, and other platforms {retail fraud detection & risk management platforms, retail sustainability & ESG platforms}) and services (professional services {training & consulting, system integration & implementation, support & maintenance}, and managed services)], deployment mode (cloud and on-premises), retail store type (online, in-store/physical store, omnichannel retailers, marketplace operators, franchise/chain models), industry vertical focus (food & grocery stores, consumer electronics, fashion & apparel, furniture & home décor, restaurants & QSRs {Quick Service Restaurants}, beauty & cosmetics, pharmacies & health retailers, and others {books, music & entertainment retail, sporting goods & outdoor equipment, jewelry & luxury goods and automotive parts & accessories}), and region (North America, Europe, Asia Pacific, Middle East & Africa, and Latin America).

The scope of the report covers detailed information regarding drivers, restraints, challenges, and opportunities influencing the growth of the retail platform market. A detailed analysis of the key industry players was done to provide insights into their business overview, solutions, and services; key strategies; contracts, partnerships, agreements, product & service launches, and mergers and acquisitions; and recent developments associated with the market. This report also covered the competitive analysis of upcoming startups in the market ecosystem.

## Key Benefits of Buying the Report

The report will provide market leaders and new entrants with information on the closest

approximations of the revenue numbers for the overall retail platform market and its subsegments. It will help stakeholders understand the competitive landscape and gain more insights to better position their businesses and plan suitable go-to-market strategies. It will also help stakeholders understand the market's pulse and provide them with information on key market drivers, restraints, challenges, and opportunities.

**The report provides insights into the following pointers:**

Analysis of key drivers (rising adoption of generative AI and unified commerce in retail platforms, unifying digital and physical retail touchpoints for seamless customer journeys, surging social commerce influence to accelerate digital retail platform growth), restraints (escalating platform fees to undermine vendor profitability and platform loyalty), opportunities (multimodal search interfaces as strategic enablers of retail platform growth, predictive AI driving scalable growth and competitive differentiation for retail platforms), and challenges (inadequate cybersecurity measures undermining reliability of retail platforms, limited supply chain transparency undermining inventory control in retail platforms)

**Product Development/Innovation:** Detailed insights into upcoming technologies, research & development activities, and product & service launches in the retail platform

**Market Development:** Comprehensive information about lucrative markets – analyzing the retail platform market across varied regions

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

**Competitive Assessment:** In-depth assessment of market shares, growth strategies and service offerings of leading players such as Criteo (France), Oracle (US), Salesforce (US), Adobe (US), Microsoft (US), SAP (Germany), Intuit (US), Manhattan Associate (US), ServiceNow (US), AWS (US), Shopify (US), Block (US), Toast (US), Aptos (US), Lightspeed (Canada), Epsilon (Publicis Groupe) (France), BigCommerce (US), Commercetools (Germany), Mirakl (France), Spryker (Germany), VTEX (UK), PAR Technology (US), Rithum (US), Optimizely (US), Marketplacer (Australia), Shopware (Germany), StoreHippo (India), Akinon (Turkey), SCAYLE (Germany), Intelligent Node (Interpublic Group) (US), Wooqer (US), Zakya (Zoho) (India), Unleashed

(Access Group) (New Zealand), One Door (US), Fabric (US)Elio (Germany), Elastic Path (Canada), and Lexer.io (Australia)

The report also helps stakeholders understand the pulse of the retail platform market and provides them with information on key market drivers, restraints, challenges, and opportunities.

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