

Supply Chain Analytics Market Component, Software (Supplier Performance Analytics, Demand Analysis & Forecasting, and Spend & Procurement Analytics), Service, Deployment Mode, Organization Size, Vertical and Region - Global Forecast to 2027

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Abstracts

The supply chain analytics market is expected to grow from USD 5.2 billion in 2022 to USD 13.5 billion by 2027, at a CAGR of 21.0% during the forecast period. Big data analytics has been used by a number of businesses in a variety of industries to improve tactical and real-time decision-making. As businesses want to use analytics to obtain a competitive advantage over rivals, the supply chain management sector has become one of the most popular places to use analytics solutions. The firms need assistance making decisions about crucial tactical and strategic supply chain operations, since the knowledge gained from these activities may help save costs and improve supply chains..

The automotive segment to have the largest market size during the forecast period

By vertical, the segments include automotive, retail and consumer goods, F&B manufacturing, machinery, and industrial equipment manufacturing, pharmaceutical, government, and energy and utilities. Automakers may use supply chain analytics to help them analyse ever-larger data sets. In essence, the capacity to mix various data sources and use effective big data approaches to help provide relevant insights has significantly improved in recent years. Automakers may estimate demand more precisely by using supply chain analytics to spot new developing trends early on, such as a shift to a certain option, like an automated transmission, or a particular colour. Automakers and their suppliers may get even greater understanding of their operations and the larger supply chain by using these methods and tools to identify patterns and

relationships that may have previously gone unnoticed or undiscovered.

The service segment is registered to grow at the highest CAGR during the forecast period

With the growing acceptance of supply chain analytics solutions across key industrial verticals, the need for supporting services is also rising among businesses. The market for supply chain analytics offers managed and professional services. After the deployment of solutions, these services are crucial. Businesses are changing and looking for new methods to increase their Return on Investment (RoI) and enhance company optimization in the era of the digital economy. Enterprises are turning to services that are essential for simplifying corporate processes and maximising business resources in order to foster development and produce more income.

Among Vertical, pharmaceutical vertical is anticipated to register the highest CAGR during the forecast period

Due to intense rivalry from both local and foreign rivals, pharmaceutical companies are under enormous pressure to increase the efficiency of their supply chains and operations. Due to inadequate IT systems and infrastructure, it is difficult to see how the inventory and distribution operations are doing. To use supply chain analytics solutions to predict the growing demand and maintain appropriate inventory levels, top medical device firms are getting in touch with respected solution providers. If pharmaceutical companies can accurately predict how quickly their treatments and medications will be needed, supply chain analytics can help them better align production with demand. This data may be used by decision-makers to estimate how long a supply chain interruption will last and how long it will take to find a solution before there are significant shortages of medicines.

North America to account for the largest market size during the forecast period

North America is expected to have the largest market share in the supply chain analytics market. North America is one of the leading markets for supply chain analytics in terms of market share. The region's supply chain analytics market is expanding as a result of the fast-paced infrastructure development, widespread acceptance of digital technologies, and rise in real-time data in supply chain organisations. The expansion of the supply chain analytics market in the area is attributed to the cutting-edge products provided by different vendors that concentrate on supplying dashboards for analysis to make strategic business choices.

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 supply chain analytics market.

By Company: Tier I: 34%, Tier II: 43%, and Tier III: 23%

By Designation: C-Level Executives: 50%, Directors: 30%, and Others: 20%

By Region: APAC: 30%, Europe: 30%, North America: 25%, MEA: 10%, Latin America: 5%

The report includes the study of key players offering supply chain analytics and services. It profiles major vendors in the global supply chain analytics market. The major vendors in the global supply chain analytics market include SAP (Germany), Oracle (US), IBM (US), SAS Institute (US), Software AG (Germany), MicroStrategy (US), Tableau (US), Qlik (US), TIBCO (US), Cloudera (US), Logility (US), Savi Technology (US), Infor (US), RELEX Solutions (Finland), TARGIT(Denmark), Voxware (US), The AnyLogic Company (US), Antuit (US), Axway (US), AIMMS (Netherlands), BRIDGEi2i (India), Domo (US), Datameer (US), 1010data(US), Rosslyn Analytics(UK), Manhattan Associates (US), Salesforce (US), Zebra Technologies (US), Dataiku (US), Intugine Technologies (India), Lumachain (Australia), Hum Industrial Technology (US), Pafaxe, SS supply Chain Solutions (US), and DataFactZ (US).

Research Coverage

The market study covers the supply chain analytics market across segments. It aims at estimating the market size and the growth potential of this market across different segments, such as components, service, deployment mode, organization size, vertical, and region. It includes an in-depth competitive analysis of the key players in the market, along with their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

Key Benefits of Buying the Report

The report would provide the market leaders/new entrants in this market with

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information on the closest approximations of the revenue numbers for the overall supply chain analytics market and its subsegments. It would help stakeholders understand the competitive landscape and gain more insights better 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.

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