

# **B2B Price Optimization and Management Software Market, Global Outlook and Forecast 2022-2028**

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## **Abstracts**

Price optimization and management (PO&M) software enables an organization to efficiently manage and optimize the price of its goods and services. More recently, these offerings have begun to support a wider range of sales intelligence advice — such as best-next-action recommendations and customer churn warnings. Some vendors focus on the back-office price management and product management roles; others focus on providing sales intelligence in real-time to the sales representative. The most successful companies offer both. This market focuses on vendors whose software supports B2B and B2B2C business models. PO&M products are used by multiple industries, including travel and transportation, wholesale and distribution, energy, chemicals and petroleum, financial services and insurance, life sciences, high tech, manufacturing, telecommunications, food and beverage, and consumer packaged goods.

This report contains market size and forecasts of B2B Price Optimization and Management Software in Global, including the following market information:

Global B2B Price Optimization and Management Software Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global B2B Price Optimization and Management Software market was valued at 488.8 million in 2021 and is projected to reach US\$ 967.1 million by 2028, at a CAGR of 10.2% during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$

Million by 2028.

B2B Business Models Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of B2B Price Optimization and Management Software include Apttus, Brennus Analytics, Perfect Price, Periscope By McKinsey, Price Edge, Price f(x), PROS, SPOSEA and Vendavo, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the B2B Price Optimization and Management Software companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global B2B Price Optimization and Management Software Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global B2B Price Optimization and Management Software Market Segment Percentages, by Type, 2021 (%)

B2B Business Models

B2C Business Models

Global B2B Price Optimization and Management Software Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global B2B Price Optimization and Management Software Market Segment Percentages, by Application, 2021 (%)

FMCG

Travel and Transportation

Chemicals and Petroleum

Financial Services and Insurance

Life Sciences

Manufacturing

Others

Global B2B Price Optimization and Management Software Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global B2B Price Optimization and Management Software Market Segment Percentages, By Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies B2B Price Optimization and Management Software revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies B2B Price Optimization and Management Software revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

Apttus

Brennus Analytics

Perfect Price

Periscope By McKinsey

Price Edge

Price f(x)

PROS

SPOSEA

Vendavo

Vistaar Technologies

Vistex

Zilliant

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