

# Customer Analytics in E-commerce Market, Global Outlook and Forecast 2022-2028

<https://marketpublishers.com/r/C8A8198B4E69EN.html>

Date: February 2022

Pages: 65

Price: US\$ 3,250.00 (Single User License)

ID: C8A8198B4E69EN

## Abstracts

In The Operation Of E-Commerce, Customer Behavior Analysis And Management Has A Very Important Position. Customer Analysis Is Based On Customer Information Data To Analyze Customer Characteristics, Evaluate Customer Value, So As To Formulate The Corresponding Marketing Strategy And Resource Allocation Plan For Customers. Through Reasonable And Systematic Customer Analysis, E-Commerce Operators Can Know What Kind Of Needs Different Customers Have, Analyze The Relationship Between Customer Consumption Characteristics And Business Benefits, So As To Get The Optimal Planning Of Operation Strategy; More Importantly, They Can Find Potential Customers, So As To Further Expand The Business Scale And Make The Enterprise Develop Rapidly

This report contains market size and forecasts of Customer Analytics in E-commerce in Global, including the following market information:

Global Customer Analytics in E-commerce Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Customer Analytics in E-commerce market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Customer Characteristics Analysis Segment to Reach \$ Million by 2028, with a %

CAGR in next six years.

The global key manufacturers of Customer Analytics in E-commerce include IBM, Hitachi ID Systems, Dell, Happiest Minds, Oracle Corporation, CA Technologies, ATOS, Centrifry Corporation and Microsoft Corporation, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Customer Analytics in E-commerce 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 Customer Analytics in E-commerce Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Customer Analytics in E-commerce Market Segment Percentages, by Type, 2021 (%)

Customer Characteristics Analysis

Analysis of Consumption Tendency

Profit Margin Analysis

Customer Loyalty Analysis

Risk Analysis

Potential Customer Analysis

Other

Global Customer Analytics in E-commerce Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Customer Analytics in E-commerce Market Segment Percentages, by

Application, 2021 (%)

Small and Medium Enterprises

Large Enterprises

Global Customer Analytics in E-commerce Market, By Region and Country, 2017-2022,  
2023-2028 (\$ Millions)

Global Customer Analytics in E-commerce 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 Customer Analytics in E-commerce revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Customer Analytics in E-commerce revenues share in global market, 2021 (%)

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

IBM

Hitachi ID Systems

Dell

Happiest Minds

Oracle Corporation

CA Technologies

ATOS

Centrify Corporation

Microsoft Corporation

UST

Empowerid

Onelogin and Trustwave

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