

Customer-Centric Merchandising & Marketing Market - Global Outlook and Forecast 2022-2028

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Abstracts

Gradually, retail has evolved from buying products and negotiating costs to deciding where products should be located in the stores and on which shelf. This then progressed into category management where the category manager was delegated responsibility to set prices and plan promotions. A further evolution of category management was adding customer insights into it to help decide pricing and promotion policies. True customer-centric merchandising in the Customer-Centric Merchandising & Marketing Market doesn't attempt to impose customer insights onto traditional category management. Instead, it completely redesigns the process by allowing customer tastes to drive management decisions, which in turn helps to achieve sales targets rather than hinder them.

This report contains market size and forecasts of Customer-Centric Merchandising & Marketing in Global, including the following market information:

Global Customer-Centric Merchandising & Marketing Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Customer-Centric Merchandising & Marketing 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.

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

The global key manufacturers of Customer-Centric Merchandising & Marketing include Revionics, Supervalu, IBM, SlideShare, Risnews, Manthan and Shopify, 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-Centric Merchandising & Marketing 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-Centric Merchandising & Marketing Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Customer-Centric Merchandising & Marketing Market Segment Percentages, by Type, 2021 (%)

Browsing

Transacting

Acquiring

Consuming

Global Customer-Centric Merchandising & Marketing Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Customer-Centric Merchandising & Marketing Market Segment Percentages, by Application, 2021 (%)

BFSI

Manufacturing

Healthcare

IT And ITES

Utilities

Others

Global Customer-Centric Merchandising & Marketing Market, By Region and Country,
2017-2022, 2023-2028 (\$ Millions)

Global Customer-Centric Merchandising & Marketing 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-Centric Merchandising & Marketing revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Customer-Centric Merchandising & Marketing revenues share in global market, 2021 (%)

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

Revionics

Supervalu

IBM

SlideShare

Risnews

Manthan

Shopify

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