

Trade Promotion Management Software Market, Global Outlook and Forecast 2022-2028

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Abstracts

Trade promotion management (TPM) and trade promotion optimization (TPO) are the processes and technologies that consumer goods manufacturers leverage to plan, manage and execute the activities that require collaborative promotional activity from their retail partners. Collectively, we refer to them as 'trade promotion execution' (TPx). The solutions in the market are currently offered either separately or as part of a combined package, and to date, have largely been used to deliver promotional activity in brick-and-mortar locations

This report contains market size and forecasts of Trade Promotion Management Software in Global, including the following market information:

Global Trade Promotion Management Software Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Trade Promotion Management Software 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.

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

The global key manufacturers of Trade Promotion Management Software include

Blueshift, McKinsey & Company, Exceedra, Anaplan, Accenture, Acumen Commercial Insights, AFS Technologies, IRI and SAP, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Trade Promotion 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 Trade Promotion Management Software Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Trade Promotion Management Software Market Segment Percentages, by Type, 2021 (%)

Cloud-Based

On-Premises

Global Trade Promotion Management Software Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Trade Promotion Management Software Market Segment Percentages, by Application, 2021 (%)

Large Enterprises(1000+ Users)

Medium-Sized Enterprise(499-1000 Users)

Small Enterprises(1-499 Users)

Global Trade Promotion Management Software Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Trade Promotion 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 Trade Promotion Management Software revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Trade Promotion Management Software revenues share in global market, 2021 (%)

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

Blueshift

McKinsey & Company

Exceedra

Anaplan

Accenture

Acumen Commercial Insights

AFS Technologies

IRI

SAP

Oracle

T-Pro Solutions

UpClear

Wipro

CPGToolBox

RI

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