

# **UPPMO (Unified Price, Promotion and Markdown Optimization) Application Market, Global Outlook and Forecast 2022-2028**

<https://marketpublishers.com/r/U7D50E8CFB49EN.html>

Date: January 2022

Pages: 69

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

ID: U7D50E8CFB49EN

## **Abstracts**

Unified Price, Promotion and Markdown Optimization (UPPMO) is technology that uses predictive analytics and optimization capabilities to plan and manage every aspect of pricing (i.e., initial, regular, promotion and markdown). This technology can provide improved pricing and promotion planning and management throughout the entire life cycle of the merchandise. Individual price, promotion and markdown optimization solutions are being combined to form a unified solution to better align with the way that price is managed during the product's life, whether short-seasonal products or multiyear basic replenishment items.

This report contains market size and forecasts of UPPMO (Unified Price, Promotion and Markdown Optimization) Application in Global, including the following market information:

Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global UPPMO (Unified Price, Promotion and Markdown Optimization) Application 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 UPPMO (Unified Price, Promotion and Markdown Optimization) Application include Revionics, SAP, 360pi, Aptaris, Brillio, IBM, NTT DATA, Retalon and Upstream Commerce, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the UPPMO (Unified Price, Promotion and Markdown Optimization) Application 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 UPPMO (Unified Price, Promotion and Markdown Optimization) Application Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Market Segment Percentages, by Type, 2021 (%)

Cloud-Based

On-Premises

Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Market Segment Percentages, by Application, 2021 (%)

Large Enterprises (1000+ Users)

Medium-Sized Enterprise (499-1000 Users)

Small Enterprises (1-499 Users)

Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application 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 UPPMO (Unified Price, Promotion and Markdown Optimization)  
Application revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies UPPMO (Unified Price, Promotion and Markdown Optimization)  
Application revenues share in global market, 2021 (%)

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

*UPPMO (Unified Price, Promotion and Markdown Optimization) Application Market, Global Outlook and Forecast 202...*

Revionics

SAP

360pi

Aptaris

Brillio

IBM

NTT DATA

Retalon

Upstream Commerce

ActiveViam

First Insight

Blue Yonder

Retail Express

## Contents

### 1 INTRODUCTION TO RESEARCH & ANALYSIS REPORTS

- 1.1 UPPMO (Unified Price, Promotion and Markdown Optimization) Application Market Definition
- 1.2 Market Segments
  - 1.2.1 Market by Type
  - 1.2.2 Market by Application
- 1.3 Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Market Overview
- 1.4 Features & Benefits of This Report
- 1.5 Methodology & Sources of Information
  - 1.5.1 Research Methodology
  - 1.5.2 Research Process
  - 1.5.3 Base Year
  - 1.5.4 Report Assumptions & Caveats

### 2 GLOBAL UPPMO (UNIFIED PRICE, PROMOTION AND MARKDOWN OPTIMIZATION) APPLICATION OVERALL MARKET SIZE

- 2.1 Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Market Size: 2021 VS 2028
- 2.2 Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Market Size, Prospects & Forecasts: 2017-2028
- 2.3 Key Market Trends, Opportunity, Drivers and Restraints
  - 2.3.1 Market Opportunities & Trends
  - 2.3.2 Market Drivers
  - 2.3.3 Market Restraints

### 3 COMPANY LANDSCAPE

- 3.1 Top UPPMO (Unified Price, Promotion and Markdown Optimization) Application Players in Global Market
- 3.2 Top Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Companies Ranked by Revenue
- 3.3 Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue by Companies
- 3.4 Top 3 and Top 5 UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Companies in Global Market, by Revenue in 2021

3.5 Global Companies UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Product Type

3.6 Tier 1, Tier 2 and Tier 3 UPPMO (Unified Price, Promotion and Markdown

Optimization) Application Players in Global Market

3.6.1 List of Global Tier 1 UPPMO (Unified Price, Promotion and Markdown Optimization) Application Companies

3.6.2 List of Global Tier 2 and Tier 3 UPPMO (Unified Price, Promotion and Markdown Optimization) Application Companies

## **4 MARKET SIGHTS BY PRODUCT**

4.1 Overview

4.1.1 by Type - Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Market Size Markets, 2021 & 2028

4.1.2 Cloud-Based

4.1.3 On-Premises

4.2 By Type - Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue & Forecasts

4.2.1 By Type - Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, 2017-2022

4.2.2 By Type - Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, 2023-2028

4.2.3 By Type - Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue Market Share, 2017-2028

## **5 SIGHTS BY APPLICATION**

5.1 Overview

5.1.1 By Application - Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Market Size, 2021 & 2028

5.1.2 Large Enterprises (1000+ Users)

5.1.3 Medium-Sized Enterprise (499-1000 Users)

5.1.4 Small Enterprises (1-499 Users)

5.2 By Application - Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue & Forecasts

5.2.1 By Application - Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, 2017-2022

5.2.2 By Application - Global UPPMO (Unified Price, Promotion and Markdown

Optimization) Application Revenue, 2023-2028

5.2.3 By Application - Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue Market Share, 2017-2028

## **6 SIGHTS BY REGION**

6.1 By Region - Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Market Size, 2021 & 2028

6.2 By Region - Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue & Forecasts

6.2.1 By Region - Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, 2017-2022

6.2.2 By Region - Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, 2023-2028

6.2.3 By Region - Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue Market Share, 2017-2028

6.3 North America

6.3.1 By Country - North America UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, 2017-2028

6.3.2 US UPPMO (Unified Price, Promotion and Markdown Optimization) Application Market Size, 2017-2028

6.3.3 Canada UPPMO (Unified Price, Promotion and Markdown Optimization) Application Market Size, 2017-2028

6.3.4 Mexico UPPMO (Unified Price, Promotion and Markdown Optimization) Application Market Size, 2017-2028

6.4 Europe

6.4.1 By Country - Europe UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, 2017-2028

6.4.2 Germany UPPMO (Unified Price, Promotion and Markdown Optimization) Application Market Size, 2017-2028

6.4.3 France UPPMO (Unified Price, Promotion and Markdown Optimization) Application Market Size, 2017-2028

6.4.4 U.K. UPPMO (Unified Price, Promotion and Markdown Optimization) Application Market Size, 2017-2028

6.4.5 Italy UPPMO (Unified Price, Promotion and Markdown Optimization) Application Market Size, 2017-2028

6.4.6 Russia UPPMO (Unified Price, Promotion and Markdown Optimization) Application Market Size, 2017-2028

6.4.7 Nordic Countries UPPMO (Unified Price, Promotion and Markdown Optimization)



Application Market Size, 2017-2028

6.4.8 Benelux UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Market Size, 2017-2028

6.5 Asia

6.5.1 By Region - Asia UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Revenue, 2017-2028

6.5.2 China UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Market Size, 2017-2028

6.5.3 Japan UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Market Size, 2017-2028

6.5.4 South Korea UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Market Size, 2017-2028

6.5.5 Southeast Asia UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Market Size, 2017-2028

6.5.6 India UPPMO (Unified Price, Promotion and Markdown Optimization) Application Market Size, 2017-2028

6.6 South America

6.6.1 By Country - South America UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, 2017-2028

6.6.2 Brazil UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Market Size, 2017-2028

6.6.3 Argentina UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Market Size, 2017-2028

6.7 Middle East & Africa

6.7.1 By Country - Middle East & Africa UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, 2017-2028

6.7.2 Turkey UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Market Size, 2017-2028

6.7.3 Israel UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Market Size, 2017-2028

6.7.4 Saudi Arabia UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Market Size, 2017-2028

6.7.5 UAE UPPMO (Unified Price, Promotion and Markdown Optimization) Application Market Size, 2017-2028

## **7 PLAYERS PROFILES**

7.1 Revionics

7.1.1 Revionics Corporate Summary

### 7.1.2 Revionics Business Overview

### 7.1.3 Revionics UPPMO (Unified Price, Promotion and Markdown Optimization)

#### Application Major Product Offerings

### 7.1.4 Revionics UPPMO (Unified Price, Promotion and Markdown Optimization)

#### Application Revenue in Global Market (2017-2022)

### 7.1.5 Revionics Key News

## 7.2 SAP

### 7.2.1 SAP Corporate Summary

### 7.2.2 SAP Business Overview

### 7.2.3 SAP UPPMO (Unified Price, Promotion and Markdown Optimization) Application Major Product Offerings

### 7.2.4 SAP UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue in Global Market (2017-2022)

### 7.2.5 SAP Key News

## 7.3 360pi

### 7.3.1 360pi Corporate Summary

### 7.3.2 360pi Business Overview

### 7.3.3 360pi UPPMO (Unified Price, Promotion and Markdown Optimization) Application Major Product Offerings

### 7.3.4 360pi UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue in Global Market (2017-2022)

### 7.3.5 360pi Key News

## 7.4 Aptaris

### 7.4.1 Aptaris Corporate Summary

### 7.4.2 Aptaris Business Overview

### 7.4.3 Aptaris UPPMO (Unified Price, Promotion and Markdown Optimization) Application Major Product Offerings

### 7.4.4 Aptaris UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue in Global Market (2017-2022)

### 7.4.5 Aptaris Key News

## 7.5 Brillio

### 7.5.1 Brillio Corporate Summary

### 7.5.2 Brillio Business Overview

### 7.5.3 Brillio UPPMO (Unified Price, Promotion and Markdown Optimization) Application Major Product Offerings

### 7.5.4 Brillio UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue in Global Market (2017-2022)

### 7.5.5 Brillio Key News

## 7.6 IBM

- 7.6.1 IBM Corporate Summary
- 7.6.2 IBM Business Overview
- 7.6.3 IBM UPPMO (Unified Price, Promotion and Markdown Optimization) Application Major Product Offerings
- 7.6.4 IBM UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue in Global Market (2017-2022)
- 7.6.5 IBM Key News
- 7.7 NTT DATA
  - 7.7.1 NTT DATA Corporate Summary
  - 7.7.2 NTT DATA Business Overview
  - 7.7.3 NTT DATA UPPMO (Unified Price, Promotion and Markdown Optimization) Application Major Product Offerings
  - 7.7.4 NTT DATA UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue in Global Market (2017-2022)
  - 7.7.5 NTT DATA Key News
- 7.8 Retalon
  - 7.8.1 Retalon Corporate Summary
  - 7.8.2 Retalon Business Overview
  - 7.8.3 Retalon UPPMO (Unified Price, Promotion and Markdown Optimization) Application Major Product Offerings
  - 7.8.4 Retalon UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue in Global Market (2017-2022)
  - 7.8.5 Retalon Key News
- 7.9 Upstream Commerce
  - 7.9.1 Upstream Commerce Corporate Summary
  - 7.9.2 Upstream Commerce Business Overview
  - 7.9.3 Upstream Commerce UPPMO (Unified Price, Promotion and Markdown Optimization) Application Major Product Offerings
  - 7.9.4 Upstream Commerce UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue in Global Market (2017-2022)
  - 7.9.5 Upstream Commerce Key News
- 7.10 ActiveViam
  - 7.10.1 ActiveViam Corporate Summary
  - 7.10.2 ActiveViam Business Overview
  - 7.10.3 ActiveViam UPPMO (Unified Price, Promotion and Markdown Optimization) Application Major Product Offerings
  - 7.10.4 ActiveViam UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue in Global Market (2017-2022)
  - 7.10.5 ActiveViam Key News

## 7.11 First Insight

7.11.1 First Insight Corporate Summary

7.11.2 First Insight Business Overview

7.11.3 First Insight UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Major Product Offerings

7.11.4 First Insight UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Revenue in Global Market (2017-2022)

7.11.5 First Insight Key News

## 7.12 Blue Yonder

7.12.1 Blue Yonder Corporate Summary

7.12.2 Blue Yonder Business Overview

7.12.3 Blue Yonder UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Major Product Offerings

7.12.4 Blue Yonder UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Revenue in Global Market (2017-2022)

7.12.5 Blue Yonder Key News

## 7.13 Retail Express

7.13.1 Retail Express Corporate Summary

7.13.2 Retail Express Business Overview

7.13.3 Retail Express UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Major Product Offerings

7.13.4 Retail Express UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Revenue in Global Market (2017-2022)

7.13.5 Retail Express Key News

## 8 CONCLUSION

## 9 APPENDIX

9.1 Note

9.2 Examples of Clients

9.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. UPPMO (Unified Price, Promotion and Markdown Optimization) Application Market Opportunities & Trends in Global Market

Table 2. UPPMO (Unified Price, Promotion and Markdown Optimization) Application Market Drivers in Global Market

Table 3. UPPMO (Unified Price, Promotion and Markdown Optimization) Application Market Restraints in Global Market

Table 4. Key Players of UPPMO (Unified Price, Promotion and Markdown Optimization) Application in Global Market

Table 5. Top UPPMO (Unified Price, Promotion and Markdown Optimization) Application Players in Global Market, Ranking by Revenue (2021)

Table 6. Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue by Companies, (US\$, Mn), 2017-2022

Table 7. Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue Share by Companies, 2017-2022

Table 8. Global Companies UPPMO (Unified Price, Promotion and Markdown Optimization) Application Product Type

Table 9. List of Global Tier 1 UPPMO (Unified Price, Promotion and Markdown Optimization) Application Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 10. List of Global Tier 2 and Tier 3 UPPMO (Unified Price, Promotion and Markdown Optimization) Application Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 11. By Type – Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2021 & 2028

Table 12. By Type - UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue in Global (US\$, Mn), 2017-2022

Table 13. By Type - UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue in Global (US\$, Mn), 2023-2028

Table 14. By Application – Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2021 & 2028

Table 15. By Application - UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue in Global (US\$, Mn), 2017-2022

Table 16. By Application - UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue in Global (US\$, Mn), 2023-2028

Table 17. By Region – Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2021 & 2028

Table 18. By Region - Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue (US\$, Mn), 2017-2022

Table 19. By Region - Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue (US\$, Mn), 2023-2028

Table 20. By Country - North America UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2017-2022

Table 21. By Country - North America UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2023-2028

Table 22. By Country - Europe UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2017-2022

Table 23. By Country - Europe UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2023-2028

Table 24. By Region - Asia UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2017-2022

Table 25. By Region - Asia UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2023-2028

Table 26. By Country - South America UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2017-2022

Table 27. By Country - South America UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2023-2028

Table 28. By Country - Middle East & Africa UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2017-2022

Table 29. By Country - Middle East & Africa UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2023-2028

Table 30. Revionics Corporate Summary

Table 31. Revionics UPPMO (Unified Price, Promotion and Markdown Optimization) Application Product Offerings

Table 32. Revionics UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue (US\$, Mn), (2017-2022)

Table 33. SAP Corporate Summary

Table 34. SAP UPPMO (Unified Price, Promotion and Markdown Optimization) Application Product Offerings

Table 35. SAP UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue (US\$, Mn), (2017-2022)

Table 36. 360pi Corporate Summary

Table 37. 360pi UPPMO (Unified Price, Promotion and Markdown Optimization) Application Product Offerings

Table 38. 360pi UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue (US\$, Mn), (2017-2022)



Table 39. Aptaris Corporate Summary

Table 40. Aptaris UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Product Offerings

Table 41. Aptaris UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Revenue (US\$, Mn), (2017-2022)

Table 42. Brillio Corporate Summary

Table 43. Brillio UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Product Offerings

Table 44. Brillio UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Revenue (US\$, Mn), (2017-2022)

Table 45. IBM Corporate Summary

Table 46. IBM UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Product Offerings

Table 47. IBM UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Revenue (US\$, Mn), (2017-2022)

Table 48. NTT DATA Corporate Summary

Table 49. NTT DATA UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Product Offerings

Table 50. NTT DATA UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Revenue (US\$, Mn), (2017-2022)

Table 51. Retalon Corporate Summary

Table 52. Retalon UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Product Offerings

Table 53. Retalon UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Revenue (US\$, Mn), (2017-2022)

Table 54. Upstream Commerce Corporate Summary

Table 55. Upstream Commerce UPPMO (Unified Price, Promotion and Markdown Optimization) Application Product Offerings

Table 56. Upstream Commerce UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue (US\$, Mn), (2017-2022)

Table 57. ActiveViam Corporate Summary

Table 58. ActiveViam UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Product Offerings

Table 59. ActiveViam UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Revenue (US\$, Mn), (2017-2022)

Table 60. First Insight Corporate Summary

Table 61. First Insight UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Product Offerings

Table 62. First Insight UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Revenue (US\$, Mn), (2017-2022)

Table 63. Blue Yonder Corporate Summary

Table 64. Blue Yonder UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Product Offerings

Table 65. Blue Yonder UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Revenue (US\$, Mn), (2017-2022)

Table 66. Retail Express Corporate Summary

Table 67. Retail Express UPPMO (Unified Price, Promotion and Markdown Optimization) Application Product Offerings

Table 68. Retail Express UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue (US\$, Mn), (2017-2022)



## List Of Figures

### LIST OF FIGURES

Figure 1. UPPMO (Unified Price, Promotion and Markdown Optimization) Application Segment by Type in 2021

Figure 2. UPPMO (Unified Price, Promotion and Markdown Optimization) Application Segment by Application in 2021

Figure 3. Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Market Overview: 2021

Figure 4. Key Caveats

Figure 5. Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Market Size: 2021 VS 2028 (US\$, Mn)

Figure 6. Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, 2017-2028 (US\$, Mn)

Figure 7. The Top 3 and 5 Players Market Share by UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue in 2021

Figure 8. By Type - Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue Market Share, 2017-2028

Figure 9. By Application - Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue Market Share, 2017-2028

Figure 10. By Region - Global UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue Market Share, 2017-2028

Figure 11. By Country - North America UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue Market Share, 2017-2028

Figure 12. US UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2017-2028

Figure 13. Canada UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2017-2028

Figure 14. Mexico UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2017-2028

Figure 15. By Country - Europe UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue Market Share, 2017-2028

Figure 16. Germany UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2017-2028

Figure 17. France UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2017-2028

Figure 18. U.K. UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2017-2028

- Figure 19. Italy UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2017-2028
- Figure 20. Russia UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2017-2028
- Figure 21. Nordic Countries UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2017-2028
- Figure 22. Benelux UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2017-2028
- Figure 23. By Region - Asia UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue Market Share, 2017-2028
- Figure 24. China UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2017-2028
- Figure 25. Japan UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2017-2028
- Figure 26. South Korea UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2017-2028
- Figure 27. Southeast Asia UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2017-2028
- Figure 28. India UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2017-2028
- Figure 29. By Country - South America UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue Market Share, 2017-2028
- Figure 30. Brazil UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2017-2028
- Figure 31. Argentina UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2017-2028
- Figure 32. By Country - Middle East & Africa UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue Market Share, 2017-2028
- Figure 33. Turkey UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2017-2028
- Figure 34. Israel UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2017-2028
- Figure 35. Saudi Arabia UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2017-2028
- Figure 36. UAE UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue, (US\$, Mn), 2017-2028
- Figure 37. Revionics UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)
- Figure 38. SAP UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 39. 360pi UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 40. Aptaris UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 41. Brillio UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 42. IBM UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 43. NTT DATA UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 44. Retalon UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 45. Upstream Commerce UPPMO (Unified Price, Promotion and Markdown Optimization) Application Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 46. ActiveViam UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 47. First Insight UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 48. Blue Yonder UPPMO (Unified Price, Promotion and Markdown Optimization)

Application Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 49. Retail Express UPPMO (Unified Price, Promotion and Markdown

Optimization) Application Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

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