

Procurement Analytics Market Outlook 2025-2034: Market Share, and Growth Analysis By Component (Solutions, Services), By Deployment Mode (Cloud, On-Premises), By End User, By Application

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Abstracts

The Procurement Analytics Market is valued at USD 7.6 billion in 2025 and is projected to grow at a CAGR of 19.8% to reach USD 38.7 billion by 2034. The procurement analytics market is a rapidly growing segment within the broader procurement and supply chain management industry. Procurement analytics involves the use of data analysis tools and techniques to derive insights that improve procurement decisions, enhance supply chain visibility, and optimize costs. The market for procurement analytics is fueled by the increasing need for businesses to make data-driven decisions, streamline procurement processes, and enhance supplier performance. As companies look for ways to improve operational efficiency and reduce costs, procurement analytics offers valuable solutions by providing real-time insights into purchasing patterns, supplier performance, market conditions, and inventory levels. The integration of artificial intelligence (AI), machine learning (ML), and big data analytics further enhances the capabilities of procurement analytics, enabling companies to predict demand, optimize supplier selection, and identify cost-saving opportunities. Furthermore, the growing importance of digital transformation across industries and the shift toward cloud-based solutions have contributed to the widespread adoption of procurement analytics platforms. The increasing reliance on data to support decision-making, combined with the need to manage complex, global supply chains, is expected to drive market growth in the coming years. The procurement analytics market is anticipated to continue its robust expansion as organizations increasingly recognize the importance of data-driven procurement strategies. Companies are expected to focus on leveraging advanced analytics tools to gain a competitive edge by improving supplier relationship management, reducing procurement costs, and enhancing operational

efficiencies. The integration of procurement analytics with other enterprise systems, such as enterprise resource planning (ERP) and supply chain management (SCM) platforms, is likely to gain significant traction. This integration will provide companies with a more holistic view of their supply chain, enabling better decision-making and real-time visibility into procurement operations. The rise of AI and ML technologies in procurement analytics will further streamline processes by automating routine tasks, such as supplier risk assessments and demand forecasting. Additionally, procurement analytics platforms are increasingly being tailored to meet the specific needs of industries such as manufacturing, retail, healthcare, and energy, as each sector requires distinct approaches to procurement. Furthermore, the growing interest in cloud-based procurement analytics solutions will drive the adoption of scalable, cost-effective tools for businesses of all sizes. The procurement analytics market is expected to evolve with advancements in predictive analytics and real-time decision-making capabilities. As AI and ML continue to advance, companies will be able to gain even deeper insights into supplier behavior, market trends, and potential disruptions. Predictive analytics will enable businesses to forecast procurement needs more accurately, optimizing inventory levels and reducing wastage. The increasing focus on sustainability and ethical sourcing will also drive demand for procurement analytics tools that assess the environmental and social impact of suppliers. In addition, the rise of blockchain technology in procurement will provide enhanced transparency and traceability in supplier transactions, adding another layer of security and accountability. The ongoing digitalization of supply chains and the growing reliance on automation will create opportunities for procurement analytics to play a critical role in end-to-end supply chain optimization. While the market outlook remains positive, challenges related to data privacy, cybersecurity, and the need for skilled professionals to interpret complex data may pose obstacles to the widespread adoption of procurement analytics solutions.

Key Insights Procurement Analytics Market

AI and Machine Learning Integration: The market is increasingly adopting AI and machine learning to automate data analysis, enabling predictive procurement and improving decision-making.

Cloud-based Solutions: Cloud procurement analytics platforms are gaining popularity due to their scalability, cost-effectiveness, and ease of integration with existing enterprise systems.

Sustainability and Ethical Sourcing Focus: There is a growing trend toward using

procurement analytics to assess the environmental and social impact of suppliers and improve sustainability practices.

Industry-specific Solutions: Procurement analytics tools are becoming more tailored to specific industries, such as healthcare, manufacturing, and retail, to address sector-specific challenges.

Real-time Decision Making: The demand for real-time procurement data and decision-making tools is increasing as businesses look to enhance agility and responsiveness in supply chains.

Data-driven Decision Making: The increasing need for data-driven decision-making in procurement and supply chain management is a major driver of the market.

Cost Reduction and Efficiency Improvements: Organizations are adopting procurement analytics to reduce procurement costs and improve overall operational efficiency.

Technological Advancements: Advancements in AI, ML, and big data analytics are enhancing the capabilities of procurement analytics tools, driving adoption across industries.

Digital Transformation: The ongoing digitalization of supply chains and enterprise systems is fueling the demand for advanced procurement analytics solutions.

Data Privacy and Security Concerns: As procurement analytics rely on sensitive data, concerns regarding data privacy and cybersecurity pose challenges to widespread adoption and market growth.

Procurement Analytics Market Segmentation

By Component

Solutions

Services

By Deployment Mode

Cloud

On-Premises

By End User

Retail and E-commerce

Manufacturing

Government and Defense

Healthcare and Life Sciences

Telecom and IT

Energy and Utilities

Banking

Financial Services

and Insurance

Other End Users

By Application

Supply Chain Analytics

Risk Analytics

Spend Analytics

Demand Forecasting

Contract Management

Vendor Management

Category Management

Key Companies Analysed

SAP SE

Oracle Corporation

Statistical Analysis Systems

Coupa Software Inc.

Genpact

Jaggaer

GEP Worldwide

Ivalua Inc.

Zycus

ProcurePort

Basware

SynerTrade

Corcentric

Scout RFP

BirchStreet

Periscope Holdings

Tealbook

Keelvar

Proactis

Sievo

Xeeva Inc.

JAGGAER Direct

POOL4TOOL AG

Vroozi

Rosslyn Data Technologies

Simfoni

Applegate

Scanmarket

EC Sourcing Group

Procurement Analytics Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

Procurement Analytics Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

Countries Covered

North America — Procurement Analytics market data and outlook to 2034

United States

Canada

Mexico

Europe — Procurement Analytics market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Procurement Analytics market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Procurement Analytics market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Procurement Analytics market data and outlook to

2034

Brazil

Argentina

Chile

Peru

** We can include data and analysis of additional countries on demand.*

Research Methodology

This study combines primary inputs from industry experts across the Procurement Analytics value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

Key Questions Addressed

What is the current and forecast market size of the Procurement Analytics industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

Your Key Takeaways from the Procurement Analytics Market Report

Global Procurement Analytics market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Procurement Analytics trade, costs, and supply chains

Procurement Analytics market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Procurement Analytics market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Procurement Analytics market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Procurement Analytics supply chain analysis

Procurement Analytics trade analysis, Procurement Analytics market price analysis, and Procurement Analytics supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Procurement Analytics market news and developments

Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

** The updated report will be delivered within 3 working days*

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