

# **Retail Analytics Software And Services Market Outlook 2025-2034: Market Share, and Growth Analysis By Component (Solutions, Services), By Application (Merchandising Analysis, Pricing Analysis, Customer Analytics, Promotional Analysis And Planning, Yield Analysis, Inventory Analysis, Other Applications), By Distribution Channel, By Organization Size, By Business Function**

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## **Abstracts**

The Retail Analytics Software And Services Market is valued at USD 2.9 billion in 2025 and is projected to grow at a CAGR of 15.9% to reach USD 11 billion by 2034. The Retail Analytics Software and Services Market is witnessing substantial growth as retailers across the globe embrace data-driven strategies to optimize operations, enhance customer experience, and drive profitability. This market includes a wide range of solutions—such as customer analytics, sales forecasting, inventory optimization, pricing intelligence, and omni-channel performance monitoring—offered through both on-premise and cloud-based platforms. Alongside software, service providers play a crucial role in enabling businesses to implement, customize, and extract maximum value from their analytics infrastructure through consulting, training, support, and managed services. The surge in e-commerce, mobile shopping, and personalization trends has amplified the need for real-time, actionable insights. As retailers aim to understand evolving consumer behavior, streamline operations, and stay competitive in a saturated market, the demand for integrated retail analytics solutions and services continues to accelerate globally. The retail analytics software and services market experienced a significant boost, largely driven by the rapid digital transformation of both traditional and e-commerce retailers. AI-powered analytics platforms became more widely adopted for

tasks such as dynamic pricing, inventory demand forecasting, and customer churn prediction. Cloud-based solutions gained traction due to their scalability, real-time data access, and lower total cost of ownership. Retailers partnered with analytics service providers to support end-to-end data strategies, including data cleansing, integration across silos, and dashboard customization. Demand for personalized marketing campaigns surged, pushing brands to integrate customer behavior analytics with loyalty management systems. Additionally, many retailers invested in workforce optimization tools that provided insights into employee productivity and scheduling. These software and service deployments significantly enhanced agility and responsiveness across supply chain, merchandising, and customer engagement functions. The retail analytics software and services market is set to evolve toward greater automation, self-service intelligence, and predictive precision. AI and machine learning will be more deeply embedded into core platforms, enabling proactive decision-making and hyper-personalization. Retailers will increasingly seek bundled offerings that combine software with consulting and managed services for faster deployment and business alignment. Data democratization tools—such as no-code analytics platforms and embedded BI—will empower store managers and marketing teams to make insights-driven decisions without relying on data scientists. The rise of edge analytics, particularly in physical retail environments, will enable real-time insights from IoT devices like smart shelves, cameras, and sensors. However, challenges around data security, integration with legacy systems, and compliance with evolving privacy laws will require careful management to ensure sustained growth and consumer trust.

### Key Insights Retail Analytics Software And Services Market

Cloud-based analytics platforms are dominating the market, offering flexibility, scalability, and real-time decision-making capabilities for retailers.

AI and ML algorithms are enhancing the accuracy of demand forecasting, customer segmentation, and personalized product recommendations.

No-code and self-service analytics tools are being adopted to empower non-technical retail staff with direct access to insights.

Edge analytics is emerging in physical retail environments, enabling faster insights from in-store devices and sensors.

Retailers are seeking bundled analytics offerings that combine software, implementation services, and ongoing support for end-to-end value delivery.

Increased competition and rapidly shifting consumer preferences are pushing retailers to leverage data for more agile decision-making.

Omni-channel retailing and e-commerce growth are generating massive data volumes that require advanced analytics to interpret effectively.

Technological advancements in AI, cloud computing, and data visualization are making analytics more powerful and accessible.

Retailers are under pressure to enhance customer loyalty, reduce operational inefficiencies, and optimize pricing—all achievable through analytics tools.

Data privacy concerns and regulatory requirements such as GDPR and CCPA present ongoing challenges for analytics providers, requiring secure data handling, transparency, and compliance frameworks without compromising the depth of insights delivered.

## Retail Analytics Software And Services Market Segmentation

### By Component

Solutions

Services

### By Application

Merchandising Analysis

Pricing Analysis

Customer Analytics

Promotional Analysis And Planning

Yield Analysis

Inventory Analysis

Other Applications

#### By Distribution Channel

Online

Offline

#### By Organization Size

Large Enterprises

Small And Medium Enterprises

#### By Business Function

Finance

Marketing And Sales

Human Resources

Operations

#### Key Companies Analysed

Microsoft Corporation

International Business Machines Corporation

Oracle Corporation

SAP SE

Infosys Limited

Square Inc.

Wipro Limited

Dassault Syst?mes SE

Shopify Inc.

The Sage Group plc

Lawson Software Inc.

Epicor Software Corporation

Zoho Corporation Pvt. Ltd.

Manhattan Associates Inc.

Lightspeed POS Inc.

Kinaxis Inc.

Retailix Ltd.

BluJay Solutions LLC

Retail Pro International LLC

Logility Inc.

Fishbowl Inventory LLC

Brightpearl Limited

Wasp Barcode Technologies LLC

Archon Systems Inc.

HighJump Software Inc.

Aldata Solutions

Ordoro Inc

## Retail Analytics Software And Services 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.

## Retail Analytics Software And Services 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 — Retail Analytics Software And Services market data and outlook to 2034

United States

Canada

Mexico

Europe — Retail Analytics Software And Services market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Retail Analytics Software And Services market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Retail Analytics Software And Services market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Retail Analytics Software And Services 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 Retail Analytics Software And Services 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 Retail Analytics Software And Services 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 Retail Analytics Software And Services Market Report

Global Retail Analytics Software And Services market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Retail Analytics Software And Services trade, costs, and supply chains

Retail Analytics Software And Services market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Retail Analytics Software And Services market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Retail Analytics Software And Services market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Retail Analytics Software And Services supply chain analysis

Retail Analytics Software And Services trade analysis, Retail Analytics Software And Services market price analysis, and Retail Analytics Software And Services supply/demand dynamics

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

Latest Retail Analytics Software And Services 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*

## Contents

### 1. TABLE OF CONTENTS

- 1.1 List of Tables
- 1.2 List of Figures

### 2. GLOBAL RETAIL ANALYTICS SOFTWARE AND SERVICES MARKET SUMMARY, 2025

- 2.1 Retail Analytics Software And Services Industry Overview
  - 2.1.1 Global Retail Analytics Software And Services Market Revenues (In US\$ billion)
- 2.2 Retail Analytics Software And Services Market Scope
- 2.3 Research Methodology

### 3. RETAIL ANALYTICS SOFTWARE AND SERVICES MARKET INSIGHTS, 2024-2034

- 3.1 Retail Analytics Software And Services Market Drivers
- 3.2 Retail Analytics Software And Services Market Restraints
- 3.3 Retail Analytics Software And Services Market Opportunities
- 3.4 Retail Analytics Software And Services Market Challenges
- 3.5 Tariff Impact on Global Retail Analytics Software And Services Supply Chain Patterns

### 4. RETAIL ANALYTICS SOFTWARE AND SERVICES MARKET ANALYTICS

- 4.1 Retail Analytics Software And Services Market Size and Share, Key Products, 2025 Vs 2034
- 4.2 Retail Analytics Software And Services Market Size and Share, Dominant Applications, 2025 Vs 2034
- 4.3 Retail Analytics Software And Services Market Size and Share, Leading End Uses, 2025 Vs 2034
- 4.4 Retail Analytics Software And Services Market Size and Share, High Growth Countries, 2025 Vs 2034
- 4.5 Five Forces Analysis for Global Retail Analytics Software And Services Market
  - 4.5.1 Retail Analytics Software And Services Industry Attractiveness Index, 2025
  - 4.5.2 Retail Analytics Software And Services Supplier Intelligence
  - 4.5.3 Retail Analytics Software And Services Buyer Intelligence

- 4.5.4 Retail Analytics Software And Services Competition Intelligence
- 4.5.5 Retail Analytics Software And Services Product Alternatives and Substitutes Intelligence
- 4.5.6 Retail Analytics Software And Services Market Entry Intelligence

## **5. GLOBAL RETAIL ANALYTICS SOFTWARE AND SERVICES MARKET STATISTICS – INDUSTRY REVENUE, MARKET SHARE, GROWTH TRENDS AND FORECAST BY SEGMENTS, TO 2034**

- 5.1 World Retail Analytics Software And Services Market Size, Potential and Growth Outlook, 2024- 2034 (\$ billion)
- 5.1 Global Retail Analytics Software And Services Sales Outlook and CAGR Growth By Component, 2024- 2034 (\$ billion)
- 5.2 Global Retail Analytics Software And Services Sales Outlook and CAGR Growth By Application, 2024- 2034 (\$ billion)
- 5.3 Global Retail Analytics Software And Services Sales Outlook and CAGR Growth By Distribution Channel, 2024- 2034 (\$ billion)
- 5.4 Global Retail Analytics Software And Services Sales Outlook and CAGR Growth By Organization Size, 2024- 2034 (\$ billion)
- 5.5 Global Retail Analytics Software And Services Sales Outlook and CAGR Growth By Business Function, 2024- 2034 (\$ billion)
- 5.6 Global Retail Analytics Software And Services Market Sales Outlook and Growth by Region, 2024- 2034 (\$ billion)

## **6. ASIA PACIFIC RETAIL ANALYTICS SOFTWARE AND SERVICES INDUSTRY STATISTICS – MARKET SIZE, SHARE, COMPETITION AND OUTLOOK**

- 6.1 Asia Pacific Retail Analytics Software And Services Market Insights, 2025
- 6.2 Asia Pacific Retail Analytics Software And Services Market Revenue Forecast By Component, 2024- 2034 (USD billion)
- 6.3 Asia Pacific Retail Analytics Software And Services Market Revenue Forecast By Application, 2024- 2034 (USD billion)
- 6.4 Asia Pacific Retail Analytics Software And Services Market Revenue Forecast By Distribution Channel, 2024- 2034 (USD billion)
- 6.5 Asia Pacific Retail Analytics Software And Services Market Revenue Forecast By Organization Size, 2024- 2034 (USD billion)
- 6.6 Asia Pacific Retail Analytics Software And Services Market Revenue Forecast By Business Function, 2024- 2034 (USD billion)
- 6.7 Asia Pacific Retail Analytics Software And Services Market Revenue Forecast by

Country, 2024- 2034 (USD billion)

6.7.1 China Retail Analytics Software And Services Market Size, Opportunities, Growth 2024- 2034

6.7.2 India Retail Analytics Software And Services Market Size, Opportunities, Growth 2024- 2034

6.7.3 Japan Retail Analytics Software And Services Market Size, Opportunities, Growth 2024- 2034

6.7.4 Australia Retail Analytics Software And Services Market Size, Opportunities, Growth 2024- 2034

## **7. EUROPE RETAIL ANALYTICS SOFTWARE AND SERVICES MARKET DATA, PENETRATION, AND BUSINESS PROSPECTS TO 2034**

7.1 Europe Retail Analytics Software And Services Market Key Findings, 2025

7.2 Europe Retail Analytics Software And Services Market Size and Percentage Breakdown By Component, 2024- 2034 (USD billion)

7.3 Europe Retail Analytics Software And Services Market Size and Percentage Breakdown By Application, 2024- 2034 (USD billion)

7.4 Europe Retail Analytics Software And Services Market Size and Percentage Breakdown By Distribution Channel, 2024- 2034 (USD billion)

7.5 Europe Retail Analytics Software And Services Market Size and Percentage Breakdown By Organization Size, 2024- 2034 (USD billion)

7.6 Europe Retail Analytics Software And Services Market Size and Percentage Breakdown By Business Function, 2024- 2034 (USD billion)

7.7 Europe Retail Analytics Software And Services Market Size and Percentage Breakdown by Country, 2024- 2034 (USD billion)

7.7.1 Germany Retail Analytics Software And Services Market Size, Trends, Growth Outlook to 2034

7.7.2 United Kingdom Retail Analytics Software And Services Market Size, Trends, Growth Outlook to 2034

7.7.2 France Retail Analytics Software And Services Market Size, Trends, Growth Outlook to 2034

7.7.2 Italy Retail Analytics Software And Services Market Size, Trends, Growth Outlook to 2034

7.7.2 Spain Retail Analytics Software And Services Market Size, Trends, Growth Outlook to 2034

## **8. NORTH AMERICA RETAIL ANALYTICS SOFTWARE AND SERVICES MARKET SIZE, GROWTH TRENDS, AND FUTURE PROSPECTS TO 2034**

8.1 North America Snapshot, 2025

8.2 North America Retail Analytics Software And Services Market Analysis and Outlook By Component, 2024- 2034 (\$ billion)

8.3 North America Retail Analytics Software And Services Market Analysis and Outlook By Application, 2024- 2034 (\$ billion)

8.4 North America Retail Analytics Software And Services Market Analysis and Outlook By Distribution Channel, 2024- 2034 (\$ billion)

8.5 North America Retail Analytics Software And Services Market Analysis and Outlook By Organization Size, 2024- 2034 (\$ billion)

8.6 North America Retail Analytics Software And Services Market Analysis and Outlook By Business Function, 2024- 2034 (\$ billion)

8.7 North America Retail Analytics Software And Services Market Analysis and Outlook by Country, 2024- 2034 (\$ billion)

8.7.1 United States Retail Analytics Software And Services Market Size, Share, Growth Trends and Forecast, 2024- 2034

8.7.1 Canada Retail Analytics Software And Services Market Size, Share, Growth Trends and Forecast, 2024- 2034

8.7.1 Mexico Retail Analytics Software And Services Market Size, Share, Growth Trends and Forecast, 2024- 2034

## **9. SOUTH AND CENTRAL AMERICA RETAIL ANALYTICS SOFTWARE AND SERVICES MARKET DRIVERS, CHALLENGES, AND FUTURE PROSPECTS**

9.1 Latin America Retail Analytics Software And Services Market Data, 2025

9.2 Latin America Retail Analytics Software And Services Market Future By Component, 2024- 2034 (\$ billion)

9.3 Latin America Retail Analytics Software And Services Market Future By Application, 2024- 2034 (\$ billion)

9.4 Latin America Retail Analytics Software And Services Market Future By Distribution Channel, 2024- 2034 (\$ billion)

9.5 Latin America Retail Analytics Software And Services Market Future By Organization Size, 2024- 2034 (\$ billion)

9.6 Latin America Retail Analytics Software And Services Market Future By Business Function, 2024- 2034 (\$ billion)

9.7 Latin America Retail Analytics Software And Services Market Future by Country, 2024- 2034 (\$ billion)

9.7.1 Brazil Retail Analytics Software And Services Market Size, Share and Opportunities to 2034

9.7.2 Argentina Retail Analytics Software And Services Market Size, Share and Opportunities to 2034

## **10. MIDDLE EAST AFRICA RETAIL ANALYTICS SOFTWARE AND SERVICES MARKET OUTLOOK AND GROWTH PROSPECTS**

10.1 Middle East Africa Overview, 2025

10.2 Middle East Africa Retail Analytics Software And Services Market Statistics By Component, 2024- 2034 (USD billion)

10.3 Middle East Africa Retail Analytics Software And Services Market Statistics By Application, 2024- 2034 (USD billion)

10.4 Middle East Africa Retail Analytics Software And Services Market Statistics By Distribution Channel, 2024- 2034 (USD billion)

10.5 Middle East Africa Retail Analytics Software And Services Market Statistics By Organization Size, 2024- 2034 (USD billion)

10.6 Middle East Africa Retail Analytics Software And Services Market Statistics By Business Function, 2024- 2034 (USD billion)

10.7 Middle East Africa Retail Analytics Software And Services Market Statistics by Country, 2024- 2034 (USD billion)

10.7.1 Middle East Retail Analytics Software And Services Market Value, Trends, Growth Forecasts to 2034

10.7.2 Africa Retail Analytics Software And Services Market Value, Trends, Growth Forecasts to 2034

## **11. RETAIL ANALYTICS SOFTWARE AND SERVICES MARKET STRUCTURE AND COMPETITIVE LANDSCAPE**

11.1 Key Companies in Retail Analytics Software And Services Industry

11.2 Retail Analytics Software And Services Business Overview

11.3 Retail Analytics Software And Services Product Portfolio Analysis

11.4 Financial Analysis

11.5 SWOT Analysis

## **12 APPENDIX**

12.1 Global Retail Analytics Software And Services Market Volume (Tons)

12.1 Global Retail Analytics Software And Services Trade and Price Analysis

12.2 Retail Analytics Software And Services Parent Market and Other Relevant Analysis

12.3 Publisher Expertise

## 12.2 Retail Analytics Software And Services Industry Report Sources and Methodology

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