

Retail Intelligence Software Market Outlook 2025-2034: Market Share, and Growth Analysis By Type (Cloud Based, On Premises), By Sales Channel (Online, Offline), By Application, By End User

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Abstracts

The Retail Intelligence Software Market is valued at USD 11.4 billion in 2025 and is projected to grow at a CAGR of 16.8% to reach USD 46.2 billion by 2034. The Retail Intelligence Software Market is playing a transformative role in helping retailers make data-driven decisions by providing actionable insights across inventory management, customer behavior, pricing strategies, store performance, and supply chain operations. This software leverages technologies such as artificial intelligence, machine learning, and advanced analytics to extract value from massive data sets collected through online and in-store channels. It enables retailers to optimize merchandising, forecast demand, personalize marketing campaigns, and stay competitive in fast-changing markets. With the rise of omnichannel retail, the importance of centralized intelligence tools has increased significantly, as businesses seek to unify data from diverse sources into one coherent platform for real-time insights. As competition intensifies and margins narrow, the demand for intelligent, automated decision-making is driving robust growth in this segment. Adoption of retail intelligence software surged as retailers invested in tools to improve operational agility and customer personalization. AI-powered analytics platforms were used to detect sales patterns, monitor inventory trends, and adjust pricing dynamically. Many retailers integrated retail intelligence software with POS systems, e-commerce platforms, and CRM tools to gain 360-degree visibility into consumer preferences and store performance. Predictive analytics became critical in planning promotions and managing stock during peak seasons, helping reduce overstocks and markdowns. Visual analytics dashboards became more user-friendly and accessible across departments, enabling faster decision-making from floor staff to C-level executives. Integration with third-party data—such as weather, social media

sentiment, and economic indicators—was increasingly used to refine forecasting and optimize local strategies, especially in geographically dispersed retail networks. The Retail Intelligence Software Market is expected to evolve with more autonomous and adaptive systems. Next-generation platforms will incorporate generative AI to assist in scenario planning, automate content creation for campaigns, and simulate shopper journeys. Real-time data from IoT devices, footfall counters, and edge computing infrastructure will enhance the accuracy of in-store analytics. Retailers will move toward unified commerce analytics—converging online, mobile, and offline data into a single decision-making hub. The use of blockchain for data verification and customer trust building may also become more prominent. As global retail becomes increasingly hyper-personalized, intelligence platforms will serve as a core enabler of agile merchandising, dynamic pricing, and proactive supply chain adjustments. However, ensuring data quality and governance across diverse data streams will remain a major concern, particularly for large and multi-format retailers.

Key Insights Retail Intelligence Software Market

AI-driven demand forecasting and dynamic pricing are becoming standard in retail intelligence software for revenue optimization.

Integration with omnichannel platforms allows retailers to unify data from e-commerce, POS, and social media for holistic insights.

User-friendly dashboards and visual analytics tools are empowering teams beyond IT and analytics departments to make data-driven decisions.

Third-party data sources, including weather, traffic, and social sentiment, are enhancing predictive capabilities and local strategy planning.

Real-time store analytics using IoT devices and edge computing is enabling faster, on-the-ground decision-making in physical retail environments.

Rising competition and shrinking margins are pushing retailers to leverage data to optimize operations and improve customer targeting.

The growing complexity of omnichannel retailing requires unified intelligence tools to consolidate and interpret data from multiple sources.

Advancements in AI and machine learning are making sophisticated analytics

accessible to mid-market and smaller retailers.

Retailers are under pressure to personalize experiences and forecast demand accurately, driving demand for agile and intelligent platforms.

Managing data quality and consistency across disparate systems and formats remains a key challenge, as poor data hygiene can undermine insights and lead to flawed decision-making, especially in large organizations with legacy infrastructure.

Retail Intelligence Software Market Segmentation

By Type

Cloud Based

On Premises

By Sales Channel

Online

Offline

By Application

Large Enterprises

Small And Medium-Sized Enterprises

By End User

Grocery Stores

Convenience Stores

Apparel And Footwear

Mass Merchant

Specialty Retailers

E-Commerce

Other End Users

Key Companies Analysed

Supplypike LLC

Rakuten Group

SPS Commerce Inc.

Numerator

Kinaxis Inc.

Quotient Technology Inc.

Trax Retail LTD

AFS Technologies Inc.

ThoughtSpot Inc.

Sensormatic Solutions

Wiser Solutions Inc.

Retail Solutions Inc.

Mi9 Retail

DataWeave

Upstream Commerce

ShopperTrak

Premise Data Corporation

TC Group Solutions

Dor Technologies

Intelligence Node

Springboard

Glew.io

Stackline

Omnilytics

Streetspotr GmbH

Retail Intelligence Software 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 Intelligence Software 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 Intelligence Software market data and outlook to 2034

United States

Canada

Mexico

Europe — Retail Intelligence Software market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Retail Intelligence Software market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Retail Intelligence Software market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Retail Intelligence Software 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 Intelligence Software 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 Intelligence Software 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 Intelligence Software Market Report

Global Retail Intelligence Software market size and growth projections (CAGR), 2024-2034

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

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

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

Short- and long-term Retail Intelligence Software market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Retail Intelligence Software supply chain analysis

Retail Intelligence Software trade analysis, Retail Intelligence Software market price analysis, and Retail Intelligence Software supply/demand dynamics

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

Latest Retail Intelligence Software 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 INTELLIGENCE SOFTWARE MARKET SUMMARY, 2025

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

3. RETAIL INTELLIGENCE SOFTWARE MARKET INSIGHTS, 2024-2034

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

4. RETAIL INTELLIGENCE SOFTWARE MARKET ANALYTICS

- 4.1 Retail Intelligence Software Market Size and Share, Key Products, 2025 Vs 2034
- 4.2 Retail Intelligence Software Market Size and Share, Dominant Applications, 2025 Vs 2034
- 4.3 Retail Intelligence Software Market Size and Share, Leading End Uses, 2025 Vs 2034
- 4.4 Retail Intelligence Software Market Size and Share, High Growth Countries, 2025 Vs 2034
- 4.5 Five Forces Analysis for Global Retail Intelligence Software Market
 - 4.5.1 Retail Intelligence Software Industry Attractiveness Index, 2025
 - 4.5.2 Retail Intelligence Software Supplier Intelligence
 - 4.5.3 Retail Intelligence Software Buyer Intelligence
 - 4.5.4 Retail Intelligence Software Competition Intelligence
 - 4.5.5 Retail Intelligence Software Product Alternatives and Substitutes Intelligence
 - 4.5.6 Retail Intelligence Software Market Entry Intelligence

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

5.1 World Retail Intelligence Software Market Size, Potential and Growth Outlook, 2024-2034 (\$ billion)

5.1 Global Retail Intelligence Software Sales Outlook and CAGR Growth By Type, 2024- 2034 (\$ billion)

5.2 Global Retail Intelligence Software Sales Outlook and CAGR Growth By Sales Channel, 2024- 2034 (\$ billion)

5.3 Global Retail Intelligence Software Sales Outlook and CAGR Growth By Application, 2024- 2034 (\$ billion)

5.4 Global Retail Intelligence Software Sales Outlook and CAGR Growth By End User, 2024- 2034 (\$ billion)

5.5 Global Retail Intelligence Software Market Sales Outlook and Growth by Region, 2024- 2034 (\$ billion)

6. ASIA PACIFIC RETAIL INTELLIGENCE SOFTWARE INDUSTRY STATISTICS – MARKET SIZE, SHARE, COMPETITION AND OUTLOOK

6.1 Asia Pacific Retail Intelligence Software Market Insights, 2025

6.2 Asia Pacific Retail Intelligence Software Market Revenue Forecast By Type, 2024-2034 (USD billion)

6.3 Asia Pacific Retail Intelligence Software Market Revenue Forecast By Sales Channel, 2024- 2034 (USD billion)

6.4 Asia Pacific Retail Intelligence Software Market Revenue Forecast By Application, 2024- 2034 (USD billion)

6.5 Asia Pacific Retail Intelligence Software Market Revenue Forecast By End User, 2024- 2034 (USD billion)

6.6 Asia Pacific Retail Intelligence Software Market Revenue Forecast by Country, 2024- 2034 (USD billion)

6.6.1 China Retail Intelligence Software Market Size, Opportunities, Growth 2024-2034

6.6.2 India Retail Intelligence Software Market Size, Opportunities, Growth 2024- 2034

6.6.3 Japan Retail Intelligence Software Market Size, Opportunities, Growth 2024-2034

6.6.4 Australia Retail Intelligence Software Market Size, Opportunities, Growth 2024-2034

7. EUROPE RETAIL INTELLIGENCE SOFTWARE MARKET DATA, PENETRATION, AND BUSINESS PROSPECTS TO 2034

7.1 Europe Retail Intelligence Software Market Key Findings, 2025

7.2 Europe Retail Intelligence Software Market Size and Percentage Breakdown By Type, 2024- 2034 (USD billion)

7.3 Europe Retail Intelligence Software Market Size and Percentage Breakdown By Sales Channel, 2024- 2034 (USD billion)

7.4 Europe Retail Intelligence Software Market Size and Percentage Breakdown By Application, 2024- 2034 (USD billion)

7.5 Europe Retail Intelligence Software Market Size and Percentage Breakdown By End User, 2024- 2034 (USD billion)

7.6 Europe Retail Intelligence Software Market Size and Percentage Breakdown by Country, 2024- 2034 (USD billion)

7.6.1 Germany Retail Intelligence Software Market Size, Trends, Growth Outlook to 2034

7.6.2 United Kingdom Retail Intelligence Software Market Size, Trends, Growth Outlook to 2034

7.6.2 France Retail Intelligence Software Market Size, Trends, Growth Outlook to 2034

7.6.2 Italy Retail Intelligence Software Market Size, Trends, Growth Outlook to 2034

7.6.2 Spain Retail Intelligence Software Market Size, Trends, Growth Outlook to 2034

8. NORTH AMERICA RETAIL INTELLIGENCE SOFTWARE MARKET SIZE, GROWTH TRENDS, AND FUTURE PROSPECTS TO 2034

8.1 North America Snapshot, 2025

8.2 North America Retail Intelligence Software Market Analysis and Outlook By Type, 2024- 2034 (\$ billion)

8.3 North America Retail Intelligence Software Market Analysis and Outlook By Sales Channel, 2024- 2034 (\$ billion)

8.4 North America Retail Intelligence Software Market Analysis and Outlook By Application, 2024- 2034 (\$ billion)

8.5 North America Retail Intelligence Software Market Analysis and Outlook By End User, 2024- 2034 (\$ billion)

8.6 North America Retail Intelligence Software Market Analysis and Outlook by Country, 2024- 2034 (\$ billion)

8.6.1 United States Retail Intelligence Software Market Size, Share, Growth Trends and Forecast, 2024- 2034

8.6.1 Canada Retail Intelligence Software Market Size, Share, Growth Trends and

Forecast, 2024- 2034

8.6.1 Mexico Retail Intelligence Software Market Size, Share, Growth Trends and Forecast, 2024- 2034

9. SOUTH AND CENTRAL AMERICA RETAIL INTELLIGENCE SOFTWARE MARKET DRIVERS, CHALLENGES, AND FUTURE PROSPECTS

9.1 Latin America Retail Intelligence Software Market Data, 2025

9.2 Latin America Retail Intelligence Software Market Future By Type, 2024- 2034 (\$ billion)

9.3 Latin America Retail Intelligence Software Market Future By Sales Channel, 2024- 2034 (\$ billion)

9.4 Latin America Retail Intelligence Software Market Future By Application, 2024- 2034 (\$ billion)

9.5 Latin America Retail Intelligence Software Market Future By End User, 2024- 2034 (\$ billion)

9.6 Latin America Retail Intelligence Software Market Future by Country, 2024- 2034 (\$ billion)

9.6.1 Brazil Retail Intelligence Software Market Size, Share and Opportunities to 2034

9.6.2 Argentina Retail Intelligence Software Market Size, Share and Opportunities to 2034

10. MIDDLE EAST AFRICA RETAIL INTELLIGENCE SOFTWARE MARKET OUTLOOK AND GROWTH PROSPECTS

10.1 Middle East Africa Overview, 2025

10.2 Middle East Africa Retail Intelligence Software Market Statistics By Type, 2024- 2034 (USD billion)

10.3 Middle East Africa Retail Intelligence Software Market Statistics By Sales Channel, 2024- 2034 (USD billion)

10.4 Middle East Africa Retail Intelligence Software Market Statistics By Application, 2024- 2034 (USD billion)

10.5 Middle East Africa Retail Intelligence Software Market Statistics By Application, 2024- 2034 (USD billion)

10.6 Middle East Africa Retail Intelligence Software Market Statistics by Country, 2024- 2034 (USD billion)

10.6.1 Middle East Retail Intelligence Software Market Value, Trends, Growth Forecasts to 2034

10.6.2 Africa Retail Intelligence Software Market Value, Trends, Growth Forecasts to

2034

11. RETAIL INTELLIGENCE SOFTWARE MARKET STRUCTURE AND COMPETITIVE LANDSCAPE

- 11.1 Key Companies in Retail Intelligence Software Industry
- 11.2 Retail Intelligence Software Business Overview
- 11.3 Retail Intelligence Software Product Portfolio Analysis
- 11.4 Financial Analysis
- 11.5 SWOT Analysis

12 APPENDIX

- 12.1 Global Retail Intelligence Software Market Volume (Tons)
- 12.1 Global Retail Intelligence Software Trade and Price Analysis
- 12.2 Retail Intelligence Software Parent Market and Other Relevant Analysis
- 12.3 Publisher Expertise
- 12.2 Retail Intelligence Software Industry Report Sources and Methodology

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