

Covid-19 Impact on Global B2B Price Optimization and Management Software Market Size, Status and Forecast 2020-2026

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Abstracts

Price optimization and management (PO&M) software enables an organization to efficiently manage and optimize the price of its goods and services. More recently, these offerings have begun to support a wider range of sales intelligence advice — such as best-next-action recommendations and customer churn warnings. Some vendors focus on the back-office price management and product management roles; others focus on providing sales intelligence in real-time to the sales representative. The most successful companies offer both. This market focuses on vendors whose software supports B2B and B2B2C business models. PO&M products are used by multiple industries, including travel and transportation, wholesale and distribution, energy, chemicals and petroleum, financial services and insurance, life sciences, high tech, manufacturing, telecommunications, food and beverage, and consumer packaged goods.

Since the COVID-19 virus outbreak in December 2019, the disease has spread to almost 100 countries around the globe with the World Health Organization declaring it a public health emergency. The global impacts of the coronavirus disease 2019 (COVID-19) are already starting to be felt, and will significantly affect the B2B Price Optimization and Management Software market in 2020.

COVID-19 can affect the global economy in three main ways: by directly affecting production and demand, by creating supply chain and market disruption, and by its financial impact on firms and financial markets.

The outbreak of COVID-19 has brought effects on many aspects, like flight cancellations; travel bans and quarantines; restaurants closed; all indoor events restricted; over forty countries state of emergency declared; massive slowing of the supply chain; stock market volatility; falling business confidence, growing panic among the population, and uncertainty about future.

This report also analyses the impact of Coronavirus COVID-19 on the B2B Price Optimization and Management Software industry.

Based on our recent survey, we have several different scenarios about the B2B Price Optimization and Management Software YoY growth rate for 2020. The probable scenario is expected to grow by a xx% in 2020 and the revenue will be xx in 2020 from US\$ xx million in 2019. The market size of B2B Price Optimization and Management Software will reach xx in 2026, with a CAGR of xx% from 2020 to 2026.

With industry-standard accuracy in analysis and high data integrity, the report makes a brilliant attempt to unveil key opportunities available in the global B2B Price Optimization and Management Software market to help players in achieving a strong market position. Buyers of the report can access verified and reliable market forecasts, including those for the overall size of the global B2B Price Optimization and Management Software market in terms of revenue.

Players, stakeholders, and other participants in the global B2B Price Optimization and Management Software market will be able to gain the upper hand as they use the report as a powerful resource. For this version of the report, the segmental analysis focuses on revenue and forecast by each application segment in terms of revenue and forecast by each type segment in terms of revenue for the period 2015-2026.

Regional and Country-level Analysis

The report offers an exhaustive geographical analysis of the global B2B Price Optimization and Management Software market, covering important regions, viz, North America, Europe, China, Japan, Southeast Asia, India and Central & South America. It also covers key countries (regions), viz, U.S., Canada, Germany, France, U.K., Italy, Russia, China, Japan, South Korea, India, Australia, Taiwan, Indonesia, Thailand, Malaysia, Philippines, Vietnam, Mexico, Brazil, Turkey, Saudi Arabia, U.A.E, etc. The report includes country-wise and region-wise market size for the period 2015-2026. It also includes market size and forecast by each application segment in terms of revenue for the period 2015-2026.

Competition Analysis

In the competitive analysis section of the report, leading as well as prominent players of the global B2B Price Optimization and Management Software market are broadly studied on the basis of key factors. The report offers comprehensive analysis and accurate statistics on revenue by the player for the period 2015-2020. It also offers detailed analysis supported by reliable statistics on price and revenue (global level) by player for the period 2015-2020.

On the whole, the report proves to be an effective tool that players can use to gain a competitive edge over their competitors and ensure lasting success in the global B2B Price Optimization and Management Software market. All of the findings, data, and information provided in the report are validated and revalidated with the help of trustworthy sources. The analysts who have authored the report took a unique and industry-best research and analysis approach for an in-depth study of the global B2B Price Optimization and Management Software market.

The following players are covered in this report:

Apttus

Brennus Analytics

Perfect Price

Periscope By McKinsey

Price Edge

Price f(x)

PROS

SPOSEA

Vendavo

Vistaar Technologies

Vistex

Zilliant

B2B Price Optimization and Management Software Breakdown Data by Type

Cloud

On-Premise

B2B Price Optimization and Management Software Breakdown Data by Application

BFSI

Education

Manufacturing

Telecom & IT

Others

Contents

1 REPORT OVERVIEW

1.1 Study Scope

1.2 Key Market Segments

1.3 Players Covered: Ranking by B2B Price Optimization and Management Software Revenue

1.4 Market Analysis by Type

1.4.1 Global B2B Price Optimization and Management Software Market Size Growth Rate by Type: 2020 VS 2026

1.4.2 Cloud

1.4.3 On-Premise

1.5 Market by Application

1.5.1 Global B2B Price Optimization and Management Software Market Share by Application: 2020 VS 2026

1.5.2 BFSI

1.5.3 Education

1.5.4 Manufacturing

1.5.5 Telecom & IT

1.5.6 Others

1.6 Coronavirus Disease 2019 (Covid-19): B2B Price Optimization and Management Software Industry Impact

1.6.1 How the Covid-19 is Affecting the B2B Price Optimization and Management Software Industry

1.6.1.1 B2B Price Optimization and Management Software Business Impact Assessment - Covid-19

1.6.1.2 Supply Chain Challenges

1.6.1.3 COVID-19's Impact On Crude Oil and Refined Products

1.6.2 Market Trends and B2B Price Optimization and Management Software Potential Opportunities in the COVID-19 Landscape

1.6.3 Measures / Proposal against Covid-19

1.6.3.1 Government Measures to Combat Covid-19 Impact

1.6.3.2 Proposal for B2B Price Optimization and Management Software Players to Combat Covid-19 Impact

1.7 Study Objectives

1.8 Years Considered

2 GLOBAL GROWTH TRENDS BY REGIONS

- 2.1 B2B Price Optimization and Management Software Market Perspective (2015-2026)
- 2.2 B2B Price Optimization and Management Software Growth Trends by Regions
 - 2.2.1 B2B Price Optimization and Management Software Market Size by Regions: 2015 VS 2020 VS 2026
 - 2.2.2 B2B Price Optimization and Management Software Historic Market Share by Regions (2015-2020)
 - 2.2.3 B2B Price Optimization and Management Software Forecasted Market Size by Regions (2021-2026)
- 2.3 Industry Trends and Growth Strategy
 - 2.3.1 Market Top Trends
 - 2.3.2 Market Drivers
 - 2.3.3 Market Challenges
 - 2.3.4 Porter's Five Forces Analysis
 - 2.3.5 B2B Price Optimization and Management Software Market Growth Strategy
 - 2.3.6 Primary Interviews with Key B2B Price Optimization and Management Software Players (Opinion Leaders)

3 COMPETITION LANDSCAPE BY KEY PLAYERS

- 3.1 Global Top B2B Price Optimization and Management Software Players by Market Size
 - 3.1.1 Global Top B2B Price Optimization and Management Software Players by Revenue (2015-2020)
 - 3.1.2 Global B2B Price Optimization and Management Software Revenue Market Share by Players (2015-2020)
 - 3.1.3 Global B2B Price Optimization and Management Software Market Share by Company Type (Tier 1, Tier 2 and Tier 3)
- 3.2 Global B2B Price Optimization and Management Software Market Concentration Ratio
 - 3.2.1 Global B2B Price Optimization and Management Software Market Concentration Ratio (CR5 and HHI)
 - 3.2.2 Global Top 10 and Top 5 Companies by B2B Price Optimization and Management Software Revenue in 2019
- 3.3 B2B Price Optimization and Management Software Key Players Head office and Area Served
- 3.4 Key Players B2B Price Optimization and Management Software Product Solution and Service
- 3.5 Date of Enter into B2B Price Optimization and Management Software Market

3.6 Mergers & Acquisitions, Expansion Plans

4 BREAKDOWN DATA BY TYPE (2015-2026)

4.1 Global B2B Price Optimization and Management Software Historic Market Size by Type (2015-2020)

4.2 Global B2B Price Optimization and Management Software Forecasted Market Size by Type (2021-2026)

5 B2B PRICE OPTIMIZATION AND MANAGEMENT SOFTWARE BREAKDOWN DATA BY APPLICATION (2015-2026)

5.1 Global B2B Price Optimization and Management Software Market Size by Application (2015-2020)

5.2 Global B2B Price Optimization and Management Software Forecasted Market Size by Application (2021-2026)

6 NORTH AMERICA

6.1 North America B2B Price Optimization and Management Software Market Size (2015-2020)

6.2 B2B Price Optimization and Management Software Key Players in North America (2019-2020)

6.3 North America B2B Price Optimization and Management Software Market Size by Type (2015-2020)

6.4 North America B2B Price Optimization and Management Software Market Size by Application (2015-2020)

7 EUROPE

7.1 Europe B2B Price Optimization and Management Software Market Size (2015-2020)

7.2 B2B Price Optimization and Management Software Key Players in Europe (2019-2020)

7.3 Europe B2B Price Optimization and Management Software Market Size by Type (2015-2020)

7.4 Europe B2B Price Optimization and Management Software Market Size by Application (2015-2020)

8 CHINA

8.1 China B2B Price Optimization and Management Software Market Size (2015-2020)

8.2 B2B Price Optimization and Management Software Key Players in China (2019-2020)

8.3 China B2B Price Optimization and Management Software Market Size by Type (2015-2020)

8.4 China B2B Price Optimization and Management Software Market Size by Application (2015-2020)

9 JAPAN

9.1 Japan B2B Price Optimization and Management Software Market Size (2015-2020)

9.2 B2B Price Optimization and Management Software Key Players in Japan (2019-2020)

9.3 Japan B2B Price Optimization and Management Software Market Size by Type (2015-2020)

9.4 Japan B2B Price Optimization and Management Software Market Size by Application (2015-2020)

10 SOUTHEAST ASIA

10.1 Southeast Asia B2B Price Optimization and Management Software Market Size (2015-2020)

10.2 B2B Price Optimization and Management Software Key Players in Southeast Asia (2019-2020)

10.3 Southeast Asia B2B Price Optimization and Management Software Market Size by Type (2015-2020)

10.4 Southeast Asia B2B Price Optimization and Management Software Market Size by Application (2015-2020)

11 INDIA

11.1 India B2B Price Optimization and Management Software Market Size (2015-2020)

11.2 B2B Price Optimization and Management Software Key Players in India (2019-2020)

11.3 India B2B Price Optimization and Management Software Market Size by Type (2015-2020)

11.4 India B2B Price Optimization and Management Software Market Size by

Application (2015-2020)

12 CENTRAL & SOUTH AMERICA

12.1 Central & South America B2B Price Optimization and Management Software Market Size (2015-2020)

12.2 B2B Price Optimization and Management Software Key Players in Central & South America (2019-2020)

12.3 Central & South America B2B Price Optimization and Management Software Market Size by Type (2015-2020)

12.4 Central & South America B2B Price Optimization and Management Software Market Size by Application (2015-2020)

13 KEY PLAYERS PROFILES

13.1 Apttus

13.1.1 Apttus Company Details

13.1.2 Apttus Business Overview and Its Total Revenue

13.1.3 Apttus B2B Price Optimization and Management Software Introduction

13.1.4 Apttus Revenue in B2B Price Optimization and Management Software Business (2015-2020))

13.1.5 Apttus Recent Development

13.2 Brennus Analytics

13.2.1 Brennus Analytics Company Details

13.2.2 Brennus Analytics Business Overview and Its Total Revenue

13.2.3 Brennus Analytics B2B Price Optimization and Management Software Introduction

13.2.4 Brennus Analytics Revenue in B2B Price Optimization and Management Software Business (2015-2020)

13.2.5 Brennus Analytics Recent Development

13.3 Perfect Price

13.3.1 Perfect Price Company Details

13.3.2 Perfect Price Business Overview and Its Total Revenue

13.3.3 Perfect Price B2B Price Optimization and Management Software Introduction

13.3.4 Perfect Price Revenue in B2B Price Optimization and Management Software Business (2015-2020)

13.3.5 Perfect Price Recent Development

13.4 Periscope By McKinsey

13.4.1 Periscope By McKinsey Company Details

- 13.4.2 Periscope By McKinsey Business Overview and Its Total Revenue
- 13.4.3 Periscope By McKinsey B2B Price Optimization and Management Software Introduction
- 13.4.4 Periscope By McKinsey Revenue in B2B Price Optimization and Management Software Business (2015-2020)
- 13.4.5 Periscope By McKinsey Recent Development
- 13.5 Price Edge
 - 13.5.1 Price Edge Company Details
 - 13.5.2 Price Edge Business Overview and Its Total Revenue
 - 13.5.3 Price Edge B2B Price Optimization and Management Software Introduction
 - 13.5.4 Price Edge Revenue in B2B Price Optimization and Management Software Business (2015-2020)
 - 13.5.5 Price Edge Recent Development
- 13.6 Price f(x)
 - 13.6.1 Price f(x) Company Details
 - 13.6.2 Price f(x) Business Overview and Its Total Revenue
 - 13.6.3 Price f(x) B2B Price Optimization and Management Software Introduction
 - 13.6.4 Price f(x) Revenue in B2B Price Optimization and Management Software Business (2015-2020)
 - 13.6.5 Price f(x) Recent Development
- 13.7 PROS
 - 13.7.1 PROS Company Details
 - 13.7.2 PROS Business Overview and Its Total Revenue
 - 13.7.3 PROS B2B Price Optimization and Management Software Introduction
 - 13.7.4 PROS Revenue in B2B Price Optimization and Management Software Business (2015-2020)
 - 13.7.5 PROS Recent Development
- 13.8 SPOSEA
 - 13.8.1 SPOSEA Company Details
 - 13.8.2 SPOSEA Business Overview and Its Total Revenue
 - 13.8.3 SPOSEA B2B Price Optimization and Management Software Introduction
 - 13.8.4 SPOSEA Revenue in B2B Price Optimization and Management Software Business (2015-2020)
 - 13.8.5 SPOSEA Recent Development
- 13.9 Vendavo
 - 13.9.1 Vendavo Company Details
 - 13.9.2 Vendavo Business Overview and Its Total Revenue
 - 13.9.3 Vendavo B2B Price Optimization and Management Software Introduction
 - 13.9.4 Vendavo Revenue in B2B Price Optimization and Management Software

Business (2015-2020)

13.9.5 Vendavo Recent Development

13.10 Vistaar Technologies

13.10.1 Vistaar Technologies Company Details

13.10.2 Vistaar Technologies Business Overview and Its Total Revenue

13.10.3 Vistaar Technologies B2B Price Optimization and Management Software

Introduction

13.10.4 Vistaar Technologies Revenue in B2B Price Optimization and Management

Software Business (2015-2020)

13.10.5 Vistaar Technologies Recent Development

13.11 Vistex

10.11.1 Vistex Company Details

10.11.2 Vistex Business Overview and Its Total Revenue

10.11.3 Vistex B2B Price Optimization and Management Software Introduction

10.11.4 Vistex Revenue in B2B Price Optimization and Management Software

Business (2015-2020)

10.11.5 Vistex Recent Development

13.12 Zilliant

10.12.1 Zilliant Company Details

10.12.2 Zilliant Business Overview and Its Total Revenue

10.12.3 Zilliant B2B Price Optimization and Management Software Introduction

10.12.4 Zilliant Revenue in B2B Price Optimization and Management Software

Business (2015-2020)

10.12.5 Zilliant Recent Development

14 ANALYST'S VIEWPOINTS/CONCLUSIONS

15 APPENDIX

15.1 Research Methodology

15.1.1 Methodology/Research Approach

15.1.2 Data Source

15.2 Disclaimer

15.3 Author Details

List Of Tables

LIST OF TABLES

Table 1. B2B Price Optimization and Management Software Key Market Segments

Table 2. Key Players Covered: Ranking by B2B Price Optimization and Management Software Revenue

Table 3. Ranking of Global Top B2B Price Optimization and Management Software Manufacturers by Revenue (US\$ Million) in 2019

Table 4. Global B2B Price Optimization and Management Software Market Size Growth Rate by Type (US\$ Million): 2020 VS 2026

Table 5. Key Players of Cloud

Table 6. Key Players of On-Premise

Table 7. COVID-19 Impact Global Market: (Four B2B Price Optimization and Management Software Market Size Forecast Scenarios)

Table 8. Opportunities and Trends for B2B Price Optimization and Management Software Players in the COVID-19 Landscape

Table 9. Present Opportunities in China & Elsewhere Due to the Coronavirus Crisis

Table 10. Key Regions/Countries Measures against Covid-19 Impact

Table 11. Proposal for B2B Price Optimization and Management Software Players to Combat Covid-19 Impact

Table 12. Global B2B Price Optimization and Management Software Market Size Growth by Application (US\$ Million): 2020 VS 2026

Table 13. Global B2B Price Optimization and Management Software Market Size by Regions (US\$ Million): 2020 VS 2026

Table 14. Global B2B Price Optimization and Management Software Market Size by Regions (2015-2020) (US\$ Million)

Table 15. Global B2B Price Optimization and Management Software Market Share by Regions (2015-2020)

Table 16. Global B2B Price Optimization and Management Software Forecasted Market Size by Regions (2021-2026) (US\$ Million)

Table 17. Global B2B Price Optimization and Management Software Market Share by Regions (2021-2026)

Table 18. Market Top Trends

Table 19. Key Drivers: Impact Analysis

Table 20. Key Challenges

Table 21. B2B Price Optimization and Management Software Market Growth Strategy

Table 22. Main Points Interviewed from Key B2B Price Optimization and Management Software Players

Table 23. Global B2B Price Optimization and Management Software Revenue by Players (2015-2020) (Million US\$)

Table 24. Global B2B Price Optimization and Management Software Market Share by Players (2015-2020)

Table 25. Global Top B2B Price Optimization and Management Software Players by Company Type (Tier 1, Tier 2 and Tier 3) (based on the Revenue in B2B Price Optimization and Management Software as of 2019)

Table 26. Global B2B Price Optimization and Management Software by Players Market Concentration Ratio (CR5 and HHI)

Table 27. Key Players Headquarters and Area Served

Table 28. Key Players B2B Price Optimization and Management Software Product Solution and Service

Table 29. Date of Enter into B2B Price Optimization and Management Software Market

Table 30. Mergers & Acquisitions, Expansion Plans

Table 31. Global B2B Price Optimization and Management Software Market Size by Type (2015-2020) (Million US\$)

Table 32. Global B2B Price Optimization and Management Software Market Size Share by Type (2015-2020)

Table 33. Global B2B Price Optimization and Management Software Revenue Market Share by Type (2021-2026)

Table 34. Global B2B Price Optimization and Management Software Market Size Share by Application (2015-2020)

Table 35. Global B2B Price Optimization and Management Software Market Size by Application (2015-2020) (Million US\$)

Table 36. Global B2B Price Optimization and Management Software Market Size Share by Application (2021-2026)

Table 37. North America Key Players B2B Price Optimization and Management Software Revenue (2019-2020) (Million US\$)

Table 38. North America Key Players B2B Price Optimization and Management Software Market Share (2019-2020)

Table 39. North America B2B Price Optimization and Management Software Market Size by Type (2015-2020) (Million US\$)

Table 40. North America B2B Price Optimization and Management Software Market Share by Type (2015-2020)

Table 41. North America B2B Price Optimization and Management Software Market Size by Application (2015-2020) (Million US\$)

Table 42. North America B2B Price Optimization and Management Software Market Share by Application (2015-2020)

Table 43. Europe Key Players B2B Price Optimization and Management Software

Revenue (2019-2020) (Million US\$)

Table 44. Europe Key Players B2B Price Optimization and Management Software Market Share (2019-2020)

Table 45. Europe B2B Price Optimization and Management Software Market Size by Type (2015-2020) (Million US\$)

Table 46. Europe B2B Price Optimization and Management Software Market Share by Type (2015-2020)

Table 47. Europe B2B Price Optimization and Management Software Market Size by Application (2015-2020) (Million US\$)

Table 48. Europe B2B Price Optimization and Management Software Market Share by Application (2015-2020)

Table 49. China Key Players B2B Price Optimization and Management Software Revenue (2019-2020) (Million US\$)

Table 50. China Key Players B2B Price Optimization and Management Software Market Share (2019-2020)

Table 51. China B2B Price Optimization and Management Software Market Size by Type (2015-2020) (Million US\$)

Table 52. China B2B Price Optimization and Management Software Market Share by Type (2015-2020)

Table 53. China B2B Price Optimization and Management Software Market Size by Application (2015-2020) (Million US\$)

Table 54. China B2B Price Optimization and Management Software Market Share by Application (2015-2020)

Table 55. Japan Key Players B2B Price Optimization and Management Software Revenue (2019-2020) (Million US\$)

Table 56. Japan Key Players B2B Price Optimization and Management Software Market Share (2019-2020)

Table 57. Japan B2B Price Optimization and Management Software Market Size by Type (2015-2020) (Million US\$)

Table 58. Japan B2B Price Optimization and Management Software Market Share by Type (2015-2020)

Table 59. Japan B2B Price Optimization and Management Software Market Size by Application (2015-2020) (Million US\$)

Table 60. Japan B2B Price Optimization and Management Software Market Share by Application (2015-2020)

Table 61. Southeast Asia Key Players B2B Price Optimization and Management Software Revenue (2019-2020) (Million US\$)

Table 62. Southeast Asia Key Players B2B Price Optimization and Management Software Market Share (2019-2020)

Table 63. Southeast Asia B2B Price Optimization and Management Software Market Size by Type (2015-2020) (Million US\$)

Table 64. Southeast Asia B2B Price Optimization and Management Software Market Share by Type (2015-2020)

Table 65. Southeast Asia B2B Price Optimization and Management Software Market Size by Application (2015-2020) (Million US\$)

Table 66. Southeast Asia B2B Price Optimization and Management Software Market Share by Application (2015-2020)

Table 67. India Key Players B2B Price Optimization and Management Software Revenue (2019-2020) (Million US\$)

Table 68. India Key Players B2B Price Optimization and Management Software Market Share (2019-2020)

Table 69. India B2B Price Optimization and Management Software Market Size by Type (2015-2020) (Million US\$)

Table 70. India B2B Price Optimization and Management Software Market Share by Type (2015-2020)

Table 71. India B2B Price Optimization and Management Software Market Size by Application (2015-2020) (Million US\$)

Table 72. India B2B Price Optimization and Management Software Market Share by Application (2015-2020)

Table 73. Central & South America Key Players B2B Price Optimization and Management Software Revenue (2019-2020) (Million US\$)

Table 74. Central & South America Key Players B2B Price Optimization and Management Software Market Share (2019-2020)

Table 75. Central & South America B2B Price Optimization and Management Software Market Size by Type (2015-2020) (Million US\$)

Table 76. Central & South America B2B Price Optimization and Management Software Market Share by Type (2015-2020)

Table 77. Central & South America B2B Price Optimization and Management Software Market Size by Application (2015-2020) (Million US\$)

Table 78. Central & South America B2B Price Optimization and Management Software Market Share by Application (2015-2020)

Table 79. Apttus Company Details

Table 80. Apttus Business Overview

Table 81. Apttus Product

Table 82. Apttus Revenue in B2B Price Optimization and Management Software Business (2015-2020) (Million US\$)

Table 83. Apttus Recent Development

Table 84. Brennus Analytics Company Details

- Table 85. Brennus Analytics Business Overview
- Table 86. Brennus Analytics Product
- Table 87. Brennus Analytics Revenue in B2B Price Optimization and Management Software Business (2015-2020) (Million US\$)
- Table 88. Brennus Analytics Recent Development
- Table 89. Perfect Price Company Details
- Table 90. Perfect Price Business Overview
- Table 91. Perfect Price Product
- Table 92. Perfect Price Revenue in B2B Price Optimization and Management Software Business (2015-2020) (Million US\$)
- Table 93. Perfect Price Recent Development
- Table 94. Periscope By McKinsey Company Details
- Table 95. Periscope By McKinsey Business Overview
- Table 96. Periscope By McKinsey Product
- Table 97. Periscope By McKinsey Revenue in B2B Price Optimization and Management Software Business (2015-2020) (Million US\$)
- Table 98. Periscope By McKinsey Recent Development
- Table 99. Price Edge Company Details
- Table 100. Price Edge Business Overview
- Table 101. Price Edge Product
- Table 102. Price Edge Revenue in B2B Price Optimization and Management Software Business (2015-2020) (Million US\$)
- Table 103. Price Edge Recent Development
- Table 104. Price f(x) Company Details
- Table 105. Price f(x) Business Overview
- Table 106. Price f(x) Product
- Table 107. Price f(x) Revenue in B2B Price Optimization and Management Software Business (2015-2020) (Million US\$)
- Table 108. Price f(x) Recent Development
- Table 109. PROS Company Details
- Table 110. PROS Business Overview
- Table 111. PROS Product
- Table 112. PROS Revenue in B2B Price Optimization and Management Software Business (2015-2020) (Million US\$)
- Table 113. PROS Recent Development
- Table 114. SPOSEA Business Overview
- Table 115. SPOSEA Product
- Table 116. SPOSEA Company Details
- Table 117. SPOSEA Revenue in B2B Price Optimization and Management Software

Business (2015-2020) (Million US\$)

Table 118. SPOSEA Recent Development

Table 119. Vendavo Company Details

Table 120. Vendavo Business Overview

Table 121. Vendavo Product

Table 122. Vendavo Revenue in B2B Price Optimization and Management Software

Business (2015-2020) (Million US\$)

Table 123. Vendavo Recent Development

Table 124. Vistaar Technologies Company Details

Table 125. Vistaar Technologies Business Overview

Table 126. Vistaar Technologies Product

Table 127. Vistaar Technologies Revenue in B2B Price Optimization and Management

Software Business (2015-2020) (Million US\$)

Table 128. Vistaar Technologies Recent Development

Table 129. Vistex Company Details

Table 130. Vistex Business Overview

Table 131. Vistex Product

Table 132. Vistex Revenue in B2B Price Optimization and Management Software

Business (2015-2020) (Million US\$)

Table 133. Vistex Recent Development

Table 134. Zilliant Company Details

Table 135. Zilliant Business Overview

Table 136. Zilliant Product

Table 137. Zilliant Revenue in B2B Price Optimization and Management Software

Business (2015-2020) (Million US\$)

Table 138. Zilliant Recent Development

Table 139. Research Programs/Design for This Report

Table 140. Key Data Information from Secondary Sources

Table 141. Key Data Information from Primary Sources

List Of Figures

LIST OF FIGURES

Figure 1. Global B2B Price Optimization and Management Software Market Share by Type: 2020 VS 2026

Figure 2. Cloud Features

Figure 3. On-Premise Features

Figure 4. Global B2B Price Optimization and Management Software Market Share by Application: 2020 VS 2026

Figure 5. BFSI Case Studies

Figure 6. Education Case Studies

Figure 7. Manufacturing Case Studies

Figure 8. Telecom & IT Case Studies

Figure 9. Others Case Studies

Figure 10. B2B Price Optimization and Management Software Report Years Considered

Figure 11. Global B2B Price Optimization and Management Software Market Size YoY Growth 2015-2026 (US\$ Million)

Figure 12. Global B2B Price Optimization and Management Software Market Share by Regions: 2020 VS 2026

Figure 13. Global B2B Price Optimization and Management Software Market Share by Regions (2021-2026)

Figure 14. Porter's Five Forces Analysis

Figure 15. Global B2B Price Optimization and Management Software Market Share by Players in 2019

Figure 16. Global Top B2B Price Optimization and Management Software Players by Company Type (Tier 1, Tier 2 and Tier 3) (based on the Revenue in B2B Price Optimization and Management Software as of 2019)

Figure 17. The Top 10 and 5 Players Market Share by B2B Price Optimization and Management Software Revenue in 2019

Figure 18. North America B2B Price Optimization and Management Software Market Size YoY Growth (2015-2020) (Million US\$)

Figure 19. Europe B2B Price Optimization and Management Software Market Size YoY Growth (2015-2020) (Million US\$)

Figure 20. China B2B Price Optimization and Management Software Market Size YoY Growth (2015-2020) (Million US\$)

Figure 21. Japan B2B Price Optimization and Management Software Market Size YoY Growth (2015-2020) (Million US\$)

Figure 22. Southeast Asia B2B Price Optimization and Management Software Market

Size YoY Growth (2015-2020) (Million US\$)

Figure 23. India B2B Price Optimization and Management Software Market Size YoY Growth (2015-2020) (Million US\$)

Figure 24. Central & South America B2B Price Optimization and Management Software Market Size YoY Growth (2015-2020) (Million US\$)

Figure 25. Apttus Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 26. Apttus Revenue Growth Rate in B2B Price Optimization and Management Software Business (2015-2020)

Figure 27. Brennus Analytics Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 28. Brennus Analytics Revenue Growth Rate in B2B Price Optimization and Management Software Business (2015-2020)

Figure 29. Perfect Price Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 30. Perfect Price Revenue Growth Rate in B2B Price Optimization and Management Software Business (2015-2020)

Figure 31. Periscope By McKinsey Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 32. Periscope By McKinsey Revenue Growth Rate in B2B Price Optimization and Management Software Business (2015-2020)

Figure 33. Price Edge Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 34. Price Edge Revenue Growth Rate in B2B Price Optimization and Management Software Business (2015-2020)

Figure 35. Price f(x) Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 36. Price f(x) Revenue Growth Rate in B2B Price Optimization and Management Software Business (2015-2020)

Figure 37. PROS Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 38. PROS Revenue Growth Rate in B2B Price Optimization and Management Software Business (2015-2020)

Figure 39. SPOSEA Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 40. SPOSEA Revenue Growth Rate in B2B Price Optimization and Management Software Business (2015-2020)

Figure 41. Vendavo Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 42. Vendavo Revenue Growth Rate in B2B Price Optimization and Management Software Business (2015-2020)

Figure 43. Vistaar Technologies Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 44. Vistaar Technologies Revenue Growth Rate in B2B Price Optimization and Management Software Business (2015-2020)

Figure 45. Vistex Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 46. Vistex Revenue Growth Rate in B2B Price Optimization and Management

Software Business (2015-2020)

Figure 47. Zilliant Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 48. Zilliant Revenue Growth Rate in B2B Price Optimization and Management

Software Business (2015-2020)

Figure 49. Bottom-up and Top-down Approaches for This Report

Figure 50. Data Triangulation

Figure 51. Key Executives Interviewed

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