

Circular Revenue Management Market Forecasts to 2034 – Global Analysis By Revenue Model (Product-as-a-Service, Subscription-Based, Usage-Based, Performance-Based, Resale-Based and Other Revenue Models), Management Function, Platform Type, Deployment, End User, and Geography

<https://marketpublishers.com/r/CCB2546D772CEN.html>

Date: August 2026

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: CCB2546D772CEN

Abstracts

According to Statistics MRC, the Global Circular Revenue Management Market is accounted for \$0.70 billion in 2026 and is expected to reach \$2.00 billion by 2034 growing at a CAGR of 14% during the forecast period. Circular revenue management refers to digital tools and strategies that optimize revenue generation from circular business activities such as product reuse, leasing, subscriptions, repair, refurbishment, remanufacturing, resale, and product-as-a-service models. These solutions analyze pricing, customer behavior, asset utilization, recurring revenue, residual value, and lifecycle economics to improve financial performance throughout a product's lifecycle. Circular revenue management enables companies to shift from one-time product sales toward recurring and value-retention models. Growing adoption of product-as-a-service strategies and circular business models is driving demand for circular revenue management solutions.

Market Dynamics:

Driver:

Growing product-as-service adoption

Growing product-as-service adoption is encouraging companies to shift from one-time

product sales toward recurring and usage-based revenue models. These models allow customers to access products without purchasing them outright. Companies can retain ownership of assets and recover them for refurbishment, reuse, or resale. Digital revenue management tools help businesses track customer usage and adjust commercial terms accordingly. Growing interest in predictable recurring revenue is also supporting adoption across equipment, mobility, technology, and industrial sectors. These factors are strengthening demand for circular revenue management solutions.

Restraint:

Limited circular revenue benchmarks

Traditional accounting and revenue metrics are often designed around conventional product sales. Product-as-a-service models require businesses to track recurring revenue, usage, retention, asset utilization, and lifecycle value. The lack of standardized benchmarks can make comparisons across companies and industries difficult. Organizations may also have limited historical data for setting prices and forecasting recurring revenue. This uncertainty can increase the perceived risk of adopting new revenue structures. As a result, businesses may take longer to transition toward circular revenue models.

Opportunity:

AI-powered dynamic pricing solutions

Artificial intelligence can analyze customer usage, demand patterns, asset availability, and market conditions to recommend appropriate pricing. Usage-based models can adjust charges according to actual consumption or service intensity. Predictive analytics can also help companies identify customers likely to upgrade, renew, or reduce usage. Automated pricing can improve asset utilization while supporting more flexible customer contracts. Integration with billing and customer management systems can further streamline revenue operations. These capabilities are expected to increase the value of digital circular revenue management platforms.

Threat:

Customer resistance to subscription models

Some customers may prefer traditional ownership because it provides long-term control over products and equipment. Recurring payments can also be perceived as more expensive over extended periods. Concerns about contract flexibility may discourage customers from switching to service-based models. Businesses may face additional challenges when customers are unfamiliar with usage-based pricing structures. Clear pricing, flexible contracts, and transparent service terms can help reduce these concerns. However, customer preference for ownership remains a potential threat to circular revenue model expansion.

Covid-19 Impact:

The COVID-19 pandemic affected customer spending patterns and business revenue models across several industries. Economic uncertainty caused many organizations to delay long-term purchasing and investment decisions. At the same time, flexible service-based models gained attention because they could reduce upfront capital requirements. Businesses increasingly evaluated subscription, rental, leasing, and usage-based arrangements during periods of uncertain demand. Digital billing and remote usage monitoring also became more important as companies operated with distributed teams. The pandemic accelerated interest in flexible commercial models in areas such as equipment, technology, and mobility.

The product-as-a-service segment is expected to be the largest during the forecast period

The product-as-a-service segment is expected to account for the largest market share during the forecast period as businesses increasingly adopt recurring revenue models that combine product access with ongoing services. These models reduce upfront costs for customers and create more predictable revenue streams for providers. Companies can retain ownership of products and manage their recovery, maintenance, refurbishment, and reuse. Digital platforms help providers monitor contracts, customer accounts, usage, and recurring payments. Product-as-a-service models are gaining relevance across industrial equipment, mobility, electronics, and technology solutions. Growing interest in asset efficiency is further supporting this business approach.

The usage monitoring segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the usage monitoring segment is predicted to witness the highest growth rate due to asset performance visibility. Connected devices can capture

information about operating hours, consumption, service frequency, and customer behavior. This data enables companies to charge customers based on actual product usage rather than fixed ownership models. Real-time monitoring can also help identify underutilized assets and improve resource allocation. Integration with IoT platforms and cloud-based analytics is expanding the availability of detailed usage information. Companies can use these insights to optimize pricing and improve customer service.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share owing to strong adoption of subscription-based services, digital commerce, and connected business models. The United States represents a major market for product-as-a-service and usage-based commercial models. Companies across technology, industrial equipment, mobility, and software sectors are increasingly experimenting with recurring revenue structures. Advanced cloud infrastructure supports digital billing, customer management, and real-time usage tracking. Businesses are also investing in connected devices that enable more accurate monitoring of customer consumption. Strong enterprise technology adoption is expected to support continued market development across the region.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR driven by increasing adoption of flexible consumption models. China is expanding subscription and service-based offerings across technology, mobility, and industrial markets. India is also witnessing growing interest in rental, leasing, and pay-per-use models as businesses seek greater cost flexibility. Japan and South Korea have strong technology ecosystems that support connected products and usage monitoring. Growing smartphone and digital payment penetration is making recurring transactions easier for consumers and businesses. Manufacturers are also exploring service-based models to strengthen customer relationships and improve asset utilization.

Key players in the market

Some of the key players in Circular Revenue Management Market include SAP SE, Oracle Corporation, Microsoft Corporation, Salesforce, Inc., Zuora, Inc., Stripe, Inc., Chargebee Inc., Recurly, Inc., PROS Holdings, Inc., Pricefx AG, Vendavo, Inc., Revenera, Inc., IBM Corporation, Accenture plc and Capgemini SE.

Key Developments:

In May 2026, Microsoft Corporation launched circular supply chain features within Dynamics 365 Supply Chain Management, embedding automated return-stream routing and sustainable stock optimization. The cloud-native update leverages Azure AI to evaluate the economic and carbon impact of restocking versus recycling inventory. This expansion supports enterprise zero-waste goals by preventing premature product write-offs.

In March 2026, SAP SE integrated advanced circular inventory analytics into its SAP Integrated Business Planning (IBP) suite to help enterprises reduce raw material waste and track re-usable stock assets. The software updates deliver real-time visibility into reverse logistics, enabling closed-loop material flows and remanufacturing operations. This launch aligns with global corporate compliance frameworks for sustainable supply chain management.

In January 2026, Oracle Corporation upgraded Oracle Fusion Cloud Supply Chain & Manufacturing (SCM) with specialized circular inventory optimization tools. The enhancement features dynamic lifecycle forecasting and reverse inventory tracking algorithms that manage returned, refurbished, and recycled goods across multi-echelon networks.

Revenue Models Covered:

Product-as-a-Service

Subscription-Based

Usage-Based

Performance-Based

Resale-Based

Other Revenue Models

Management Functions Covered:

Pricing Management

Revenue Forecasting

Contract Management

Subscription Management

Usage Monitoring

Other Management Functions

Platform Types Covered:

Revenue Management Platforms

Pricing Optimization Platforms

Subscription Management Platforms

Usage Analytics Platforms

Other Platform Types

Deployments Covered:

Cloud-Based

On-Premise

End Users Covered:

Manufacturers

Equipment Providers

Retailers

Service Providers

Technology Companies

Other End Users

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

2 RESEARCH FRAMEWORK

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
 - 2.4.1 Data Collection (Primary and Secondary)
 - 2.4.2 Data Modeling and Estimation Techniques
 - 2.4.3 Data Validation and Triangulation
 - 2.4.4 Analytical and Forecasting Approach

3 MARKET DYNAMICS AND TREND ANALYSIS

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

4 COMPETITIVE AND STRATEGIC ASSESSMENT

- 4.1 Porter's Five Forces Analysis
 - 4.1.1 Supplier Bargaining Power
 - 4.1.2 Buyer Bargaining Power
 - 4.1.3 Threat of Substitutes
 - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

5 GLOBAL CIRCULAR REVENUE MANAGEMENT MARKET, BY REVENUE MODEL

- 5.1 Product-as-a-Service
- 5.2 Subscription-Based
- 5.3 Usage-Based
- 5.4 Performance-Based
- 5.5 Resale-Based
- 5.6 Other Revenue Models

6 GLOBAL CIRCULAR REVENUE MANAGEMENT MARKET, BY MANAGEMENT FUNCTION

- 6.1 Pricing Management
- 6.2 Revenue Forecasting
- 6.3 Contract Management
- 6.4 Subscription Management
- 6.5 Usage Monitoring
- 6.6 Other Management Functions

7 GLOBAL CIRCULAR REVENUE MANAGEMENT MARKET, BY PLATFORM TYPE

- 7.1 Revenue Management Platforms
- 7.2 Pricing Optimization Platforms
- 7.3 Subscription Management Platforms
- 7.4 Usage Analytics Platforms
- 7.5 Other Platform Types

8 GLOBAL CIRCULAR REVENUE MANAGEMENT MARKET, BY DEPLOYMENT

- 8.1 Cloud-Based
- 8.2 On-Premise

9 GLOBAL CIRCULAR REVENUE MANAGEMENT MARKET, BY END USER

- 9.1 Manufacturers

- 9.2 Equipment Providers
- 9.3 Retailers
- 9.4 Service Providers
- 9.5 Technology Companies
- 9.6 Other End Users

10 GLOBAL CIRCULAR REVENUE MANAGEMENT MARKET, BY GEOGRAPHY

- 10.1 North America
 - 10.1.1 United States
 - 10.1.2 Canada
 - 10.1.3 Mexico
- 10.2 Europe
 - 10.2.1 United Kingdom
 - 10.2.2 Germany
 - 10.2.3 France
 - 10.2.4 Italy
 - 10.2.5 Spain
 - 10.2.6 Netherlands
 - 10.2.7 Belgium
 - 10.2.8 Sweden
 - 10.2.9 Switzerland
 - 10.2.10 Poland
 - 10.2.11 Rest of Europe
- 10.3 Asia Pacific
 - 10.3.1 China
 - 10.3.2 Japan
 - 10.3.3 India
 - 10.3.4 South Korea
 - 10.3.5 Australia
 - 10.3.6 Indonesia
 - 10.3.7 Thailand
 - 10.3.8 Malaysia
 - 10.3.9 Singapore
 - 10.3.10 Vietnam
 - 10.3.11 Rest of Asia Pacific
- 10.4 South America
 - 10.4.1 Brazil
 - 10.4.2 Argentina

- 10.4.3 Colombia
- 10.4.4 Chile
- 10.4.5 Peru
- 10.4.6 Rest of South America
- 10.5 Rest of the World (RoW)
 - 10.5.1 Middle East
 - 10.5.1.1 Saudi Arabia
 - 10.5.1.2 United Arab Emirates
 - 10.5.1.3 Qatar
 - 10.5.1.4 Israel
 - 10.5.1.5 Rest of Middle East
 - 10.5.2 Africa
 - 10.5.2.1 South Africa
 - 10.5.2.2 Egypt
 - 10.5.2.3 Morocco
 - 10.5.2.4 Rest of Africa

11 STRATEGIC MARKET INTELLIGENCE

- 11.1 Industry Value Network and Supply Chain Assessment
- 11.2 White-Space and Opportunity Mapping
- 11.3 Product Evolution and Market Life Cycle Analysis
- 11.4 Channel, Distributor, and Go-to-Market Assessment

12 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

- 12.1 Mergers and Acquisitions
- 12.2 Partnerships, Alliances, and Joint Ventures
- 12.3 New Product Launches and Certifications
- 12.4 Capacity Expansion and Investments
- 12.5 Other Strategic Initiatives

13 COMPANY PROFILES

- 13.1 SAP SE
- 13.2 Oracle Corporation
- 13.3 Microsoft Corporation
- 13.4 Salesforce, Inc.
- 13.5 Zuora, Inc.

- 13.6 Stripe, Inc.
- 13.7 Chargebee Inc.
- 13.8 Recurly, Inc.
- 13.9 PROS Holdings, Inc.
- 13.10 Pricefx AG
- 13.11 Vendavo, Inc.
- 13.12 Revenera, Inc.
- 13.13 IBM Corporation
- 13.14 Accenture plc
- 13.15 Capgemini SE

List Of Tables

LIST OF TABLES

Table 2 Global Circular Revenue Management Market, By Revenue Model (2023–2034) (\$MN)

Table 3 Global Circular Revenue Management Market, By Product-as-a-Service (2023–2034) (\$MN)

Table 4 Global Circular Revenue Management Market, By Subscription-Based (2023–2034) (\$MN)

Table 5 Global Circular Revenue Management Market, By Usage-Based (2023–2034) (\$MN)

Table 6 Global Circular Revenue Management Market, By Performance-Based (2023–2034) (\$MN)

Table 7 Global Circular Revenue Management Market, By Resale-Based (2023–2034) (\$MN)

Table 8 Global Circular Revenue Management Market, By Other Revenue Models (2023–2034) (\$MN)

Table 9 Global Circular Revenue Management Market, By Management Function (2023–2034) (\$MN)

Table 10 Global Circular Revenue Management Market, By Pricing Management (2023–2034) (\$MN)

Table 11 Global Circular Revenue Management Market, By Revenue Forecasting (2023–2034) (\$MN)

Table 12 Global Circular Revenue Management Market, By Contract Management (2023–2034) (\$MN)

Table 13 Global Circular Revenue Management Market, By Subscription Management (2023–2034) (\$MN)

Table 14 Global Circular Revenue Management Market, By Usage Monitoring (2023–2034) (\$MN)

Table 15 Global Circular Revenue Management Market, By Other Management Functions (2023–2034) (\$MN)

Table 16 Global Circular Revenue Management Market, By Platform Type (2023–2034) (\$MN)

Table 17 Global Circular Revenue Management Market, By Revenue Management Platforms (2023–2034) (\$MN)

Table 18 Global Circular Revenue Management Market, By Pricing Optimization Platforms (2023–2034) (\$MN)

Table 19 Global Circular Revenue Management Market, By Subscription Management

Platforms (2023–2034) (\$MN)

Table 20 Global Circular Revenue Management Market, By Usage Analytics Platforms (2023–2034) (\$MN)

Table 21 Global Circular Revenue Management Market, By Other Platform Types (2023–2034) (\$MN)

Table 22 Global Circular Revenue Management Market, By Deployment (2023–2034) (\$MN)

Table 23 Global Circular Revenue Management Market, By Cloud-Based (2023–2034) (\$MN)

Table 24 Global Circular Revenue Management Market, By On-Premise (2023–2034) (\$MN)

Table 25 Global Circular Revenue Management Market, By End User (2023–2034) (\$MN)

Table 26 Global Circular Revenue Management Market, By Manufacturers (2023–2034) (\$MN)

Table 27 Global Circular Revenue Management Market, By Equipment Providers (2023–2034) (\$MN)

Table 28 Global Circular Revenue Management Market, By Retailers (2023–2034) (\$MN)

Table 29 Global Circular Revenue Management Market, By Service Providers (2023–2034) (\$MN)

Table 30 Global Circular Revenue Management Market, By Technology Companies (2023–2034) (\$MN)

Table 31 Global Circular Revenue Management Market, By Other End Users (2023–2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) are also represented in the same manner as above.

I would like to order

Product name: Circular Revenue Management Market Forecasts to 2034 – Global Analysis By Revenue Model (Product-as-a-Service, Subscription-Based, Usage-Based, Performance-Based, Resale-Based and Other Revenue Models), Management Function, Platform Type, Deployment, End User, and Geography

Product link: <https://marketpublishers.com/r/CCB2546D772CEN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CCB2546D772CEN.html>