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Digital Supply Chain Market Forecasts to 2032 – Global Analysis By Component (Hardware, Software and Services), Function (Supply Chain Planning, Manufacturing, Logistics, Warehousing and Other Functions), Deployment Mode, Enterprise Size, Technology, Application and By Geography

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Abstracts

According to Stratistics MRC, the Global Digital Supply Chain Market is accounted for $7.14 billion in 2025 and is expected to reach $18.9 billion by 2032 growing at a CAGR of 15.0% during the forecast period. A digital supply chain is a network powered by technology that combines data, automation, and digital tools to control the movement of information, products, and services at every level—from raw materials to final customers. It makes use of technologies like blockchain, artificial intelligence, IoT, and advanced analytics to improve decision-making, increase visibility, and facilitate real-time stakeholder cooperation. Digital supply chains are more resilient, agile, and responsive than traditional ones, which enables businesses to cut expenses, maximise performance, and quickly adjust to interruptions or changes in the market.

Market Dynamics:

Driver:

Increasing adoption of IoT and AI technologies

IoT sensors improve transparency and operational efficiency by monitoring assets, environmental conditions, and merchandise. Analytics driven by AI forecast demand, maximise stock levels, and enhance decision-making. These technologies assist

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businesses in cutting expenses, cutting down on delays, and reacting quickly to interruptions. AI-powered automation also improves forecasting precision and simplifies logistics. As a result, companies can operate their supply chains more intelligently, quickly, and nimbly, giving them a competitive advantage.

Restraint:

High initial investment and integration complexity

Advanced technologies like blockchain, IoT, and AI can be prohibitively expensive to adopt. Deployment is made more difficult by integration complexity, which calls for a large investment of time, money, and technical know-how. Existing supply chains frequently have legacy systems that are incompatible with contemporary digital tools. During the transition period, this leads to increased downtime and operational disruptions. As a result, a lot of businesses put off or steer clear of digital transformation, which slows market expansion.

Opportunity:

Growing e-commerce and demand for end-to-end visibility

Real-time data and end-to-end visibility are becoming more and more necessary for businesses to track shipments, manage inventories, and satisfy customer demands. Digital supply chain solutions improve decision-making and transparency by facilitating smooth stakeholder integration. Predictive insights from IoT and advanced analytics help businesses cut down on delays and optimise logistics. The adoption of digital technologies is further accelerated by the move towards omnichannel retailing. The market for digital supply chains is therefore expanding rapidly across all industries.

Threat:

Cybersecurity vulnerabilities and data breaches

Data breaches and cybersecurity flaws cause supply chain participants to suffer monetary losses, fines, and harm to their brand. They interfere with the flow of data in real time, which impacts forecasting, timely delivery, and coordination. Operations can be stopped by attacks on linked platforms and devices, resulting in expensive delays. Businesses are reluctant to fully embrace digital solutions due to their concern of cyber dangers. Consequently, the market's total growth potential is limited as investment in

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digital transformation slows down.

Covid-19 Impact

The Covid-19 pandemic significantly disrupted the Digital Supply Chain Market, exposing vulnerabilities in global logistics and accelerating the adoption of digital technologies. Lockdowns and labor shortages created delays, pushing companies to invest in automation, AI, and real-time tracking systems to maintain operational continuity. The crisis underscored the need for supply chain resilience, prompting a surge in cloud-based platforms, predictive analytics, and demand planning tools. As a result, digital transformation became a strategic priority, reshaping supply chain management across industries.

The manufacturing segment is expected to be the largest during the forecast period

The manufacturing segment is expected to account for the largest market share during the forecast period, due to the adoption of automation, real-time data analytics, and predictive maintenance. Manufacturers leverage digital supply chain technologies to streamline operations, reduce lead times, and improve production planning. Integration of IoT and AI enhances visibility across the supply network, enabling quicker response to demand fluctuations. Smart factories utilize digital twins and cloud platforms for improved coordination and resource management. This digital transformation boosts efficiency, reduces costs, and fosters innovation in supply chain processes.

The big data & analytics segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the big data & analytics segment is predicted to witness the highest growth rate by enabling real-time decision-making through predictive insights. It enhances supply chain visibility and efficiency by analyzing vast amounts of structured and unstructured data. Businesses can forecast demand more accurately, reducing inventory costs and improving customer satisfaction. Analytics tools help identify bottlenecks and optimize logistics and operations. Overall, data-driven strategies empower companies to stay agile and competitive in a dynamic market environment.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to robust manufacturing bases, increasing e-commerce adoption, and the

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digital transformation initiatives by governments. Countries like China, Japan, and India are leading in adopting AI, IoT, and blockchain for real-time tracking and predictive analytics. Rising investments in smart logistics and cloud-based platforms are transforming supply chain agility. The growing startup ecosystem and demand for visibility across vast and fragmented supply networks are accelerating technology adoption, particularly in retail, electronics, and automotive industries.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, led by the U.S. and Canada. Companies in this region focus on optimizing complex logistics networks through automation, data analytics, and cybersecurity enhancements. The region has a strong emphasis on sustainability and compliance, integrating ESG goals within supply chain strategies. The presence of major technology vendors and early adoption of Industry 4.0 solutions support high operational efficiency. Unlike Asia Pacific, the market here is more focused on enhancing customer experience, risk management, and resilience amid geopolitical and economic uncertainties.

Key players in the market

Some of the key players profiled in the Digital Supply Chain Market include IBM Corporation, SAP SE, Oracle Corporation, Infor, Blue Yonder, Kinaxis Inc., Manhattan Associates, Descartes Systems Group, Cloudera Inc., TIBCO Software, SAS Institute, Microsoft Corporation, Infosys, Cognizant, Accenture, Tata Consultancy Services (TCS), HCL Technologies and Coupa Software.

Key Developments:

In May 2025, SAP expanded its longstanding partnership with Accenture, launching the ADVANCE initiative. It's a preconfigured pathway leveraging SAP Business Suite and Accenture services to accelerate cloud adoption, optimizing procurement, finance, and supply chain functions with AI-driven insights.

In January 2024, IBM announced a generative-AI integration between IBM watsonx and SAP Direct Distribution to enhance route planning, optimize assortment management, and automate last-mile order fulfillment, enabling retailers and wholesalers to streamline operations and improve supply chain efficiency.

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In April 2023, IBM signed a five-year agreement with Baxter Planning to implement its AI-powered Predictive Service Supply Chain solution, aiming to optimize IBM’s $300M+ service parts inventory across 74 countries, targeting significant annual cost savings and efficiency improvements.

Components Covered:

- Hardware
- Software
- Services

Functions Covered:

- Supply Chain Planning
- Manufacturing
- Logistics
- Warehousing
- Procurement
- Inventory Management
- Transportation Management
- Order Management
- Other Functions

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Deployment Modes Covered:

- On-Premise
- Cloud-Based
- Hybrid

Enterprise Sizes Covered:

- Large Enterprises
- Small & Medium Enterprises

Technologies Covered:

- Internet of Things (IoT)
- Artificial Intelligence (AI)
- Cloud Computing
- Blockchain
- Big Data & Analytics
- Robotics Process Automation (RPA)
- 5G Connectivity
- Augmented Reality (AR) & Virtual Reality (VR)
- Other Technologies

Applications Covered:

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- Retail & E-commerce
- Manufacturing
- Automotive
- Food & Beverages
- Healthcare & Pharmaceuticals
- Energy & Utilities
- Transportation & Logistics
- Other Applications

Regions Covered:

- North America
  - US
  - Canada
  - Mexico
- Europe
  - Germany
  - UK
  - Italy
  - France
  - Spain

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- Rest of Europe
- Asia Pacific
  - Japan
  - China
  - India
  - Australia
  - New Zealand
  - South Korea
  - Rest of Asia Pacific
- South America
  - Argentina
  - Brazil
  - Chile
  - Rest of South America
- Middle East & Africa
  - Saudi Arabia
  - UAE
  - Qatar
  - South Africa
  - Rest of Middle East & Africa

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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 2024, 2025, 2026, 2028, and 2032
- 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

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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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