

Multichannel Order Management Market Forecasts to 2030 – Global Analysis By Component (Software and Services), Category Type, Deployment, Functionality, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Multichannel Order Management Market is accounted for \$3.35 billion in 2024 and is expected to reach \$6.40 billion by 2030 growing at a CAGR of 11.4% during the forecast period. Multichannel Order Management (MOM) refers to the process of efficiently handling, tracking, and fulfilling customer orders across multiple sales channels, such as e-commerce platforms, physical stores, marketplaces, and social media. MOM systems centralize order data, ensuring seamless inventory management, order routing, and delivery coordination while providing real-time visibility into stock levels and order statuses. By integrating various channels into a unified system, MOM enhances customer experiences, reduces errors, and improves operational efficiency, enabling businesses to meet growing consumer expectations and streamline workflows in a complex, omnichannel retail environment.

Market Dynamics:

Driver:

Growing E-commerce industry

The growing e-commerce industry requires streamlined solutions to manage inventory, track orders, and ensure timely delivery. Multichannel order management systems enable seamless integration of multiple sales channels, improving customer experience and operational efficiency. The increasing consumer demand for quick, error-free

deliveries further fuels the adoption of such solutions. Additionally, the rise of cross-border e-commerce has heightened the need for advanced tools to manage complex logistics and compliance requirements. This trend positions multichannel order management as a critical enabler for scaling operations in the dynamic e-commerce ecosystem.

Restraint:

High implementation costs

Establishing a robust MOM system requires substantial investment in advanced software, hardware, and IT infrastructure. Small and medium-sized enterprises (SMEs) often struggle to afford these upfront costs, limiting their adoption of such solutions. Additionally, ongoing expenses for system maintenance, upgrades, and employee training further increase the financial burden. Companies may hesitate to invest, fearing delayed returns on investment due to long implementation periods. These high costs can also lead to prioritization of traditional order management methods over modern systems.

Opportunity:

Personalization and AI integration

AI-driven personalization allows businesses to tailor product recommendations and marketing strategies based on consumer behaviour and preferences, increasing customer satisfaction and loyalty. Advanced algorithms enable real-time inventory management across multiple channels, reducing stock outs and overstock issues. AI also automates order routing and fulfilment processes, ensuring faster and more accurate deliveries. With predictive analytics, companies can forecast demand trends, enabling proactive decision-making. These capabilities collectively empower businesses to stay competitive in a dynamic market by delivering seamless and efficient multichannel operations.

Threat:

Changing regulatory landscape

Frequent updates to data privacy laws, such as GDPR and CCPA, require businesses to constantly adapt their systems to ensure compliance, increasing operational costs.

Cross-border e-commerce regulations further complicate order management, as businesses must navigate varying tax policies, import/export restrictions, and consumer protection laws. These regulatory changes can delay the implementation of new technologies or platforms, hindering scalability and innovation. Non-compliance risks hefty penalties and reputational damage, discouraging businesses from exploring multichannel opportunities.

Covid-19 Impact

The COVID-19 pandemic significantly impacted the multichannel order management market, accelerating its growth as businesses shifted to online channels. E-commerce boomed due to lockdowns and social distancing measures, driving demand for efficient order management solutions. Companies adopted advanced technologies to manage increased order volumes, enhance inventory visibility, and streamline operations across multiple sales channels. However, supply chain disruptions posed challenges, requiring businesses to optimize logistics and improve flexibility. The pandemic underscored the importance of robust multichannel strategies, making these systems critical for resilience and customer satisfaction in a rapidly changing market.

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

The software segment is estimated to have a lucrative growth, by offering robust tools for seamless order processing across multiple sales channels. It ensures real-time inventory synchronization, reducing the risk of overselling or stock outs. Advanced features like automated order routing and analytics enhance operational efficiency and decision-making. Integration capabilities with e-commerce platforms, ERPs, and CRMs improve overall workflow management. As businesses prioritize omnichannel strategies, the software segment becomes pivotal in optimizing customer experience and driving market expansion.

The food and beverages segment is expected to have the highest CAGR during the forecast period

The food and beverages segment is anticipated to witness the highest CAGR growth during the forecast period, due to increased consumer demand for seamless and timely deliveries. With the rise of e-commerce and online grocery platforms, businesses require efficient systems to handle orders across multiple channels. These systems help streamline inventory management, reduce delivery times, and enhance customer satisfaction. The segment also benefits from advanced features like real-time order

tracking and automated reordering, ensuring operational efficiency. Additionally, the need to maintain product freshness and comply with food safety regulations drives the adoption of robust order management solutions.

Region with largest share:

Asia Pacific is expected to hold the largest market share during the forecast period due to the region's expanding e-commerce sector, increasing internet penetration, and rising consumer demand for seamless shopping experiences. MOM solutions enable businesses to efficiently manage orders across multiple channels, providing enhanced customer service and operational efficiency. Retailers and manufacturers are adopting these systems to streamline inventory management, fulfill orders faster, and improve supply chain visibility. The market is driven by innovations in AI, machine learning, and automation, alongside growing investments in digital transformation by enterprises across countries like China, India, Japan, and South Korea.

Region with highest CAGR:

North America is expected to have the highest CAGR over the forecast period, owing to the increasing need for retailers and manufacturers to offer seamless customer experiences across various channels, including online, mobile, and in-store. This market encompasses software solutions that help businesses manage inventory, orders, and customer data in real time. With the rise of e-commerce and the demand for fast, efficient fulfillment, companies are adopting advanced technologies such as cloud-based solutions, artificial intelligence, and machine learning to optimize their operations.

Key players in the market

Some of the key players profiled in the Multichannel Order Management Market include IBM Corporation, Salesforce.com, Inc., SAP SE, Oracle Corporation, HCL Technologies Limited, Zoho Corporation, Stitch Labs, Cloud Commerce Pro Ltd., ChannelGrabber, Etail Solutions, Brightpearl, Freestyle Solutions, Linnworks, TradeGecko, Skubana, Orderhive, Kibo Commerce, Manhattan Associates, NetSuite and Shopify Plus.

Key Developments:

In June 2024, IBM and Telefonica Tech announced a collaboration agreement aimed at deploying AI, analytics, and data management solutions for enterprises in Spain. This partnership focuses on developing an open, hybrid, multi-cloud platform to enhance

business initiatives and digital transformation through AI technologies like the watsonx platform.

In May 2024, IBM expanded its strategic partnership with Salesforce to integrate IBM's watsonx capabilities with Salesforce's Einstein 1 Platform. This collaboration focuses on enhancing AI and data deployment flexibility for better customer engagement.

Components Covered:

Software

Services

Category Types Covered:

Standalone

Integrated

Deployments Covered:

On-premises

Cloud-based

Functionalities Covered:

Order Capture

Inventory Management

Order Processing

Integration

Analytics & Reporting

Customer Service

Other Functionalities

End Users Covered:

Retail

Manufacturing

Healthcare

Automotive

Consumer Electronics

Food and Beverages

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

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

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 2022, 2023, 2024, 2026, and 2030
- 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

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 End User Analysis
- 3.7 Emerging Markets
- 3.8 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL MULTICHANNEL ORDER MANAGEMENT MARKET, BY COMPONENT

Multichannel Order Management Market Forecasts to 2030 – Global Analysis By Component (Software and Services),...

- 5.1 Introduction
- 5.2 Software
- 5.3 Services
 - 5.3.1 Consulting
 - 5.3.2 Integration
 - 5.3.3 Support and Maintenance

6 GLOBAL MULTICHANNEL ORDER MANAGEMENT MARKET, BY CATEGORY TYPE

- 6.1 Introduction
- 6.2 Standalone
- 6.3 Integrated

7 GLOBAL MULTICHANNEL ORDER MANAGEMENT MARKET, BY DEPLOYMENT

- 7.1 Introduction
- 7.2 On-premises
- 7.3 Cloud-based

8 GLOBAL MULTICHANNEL ORDER MANAGEMENT MARKET, BY FUNCTIONALITY

- 8.1 Introduction
- 8.2 Order Capture
- 8.3 Inventory Management
- 8.4 Order Processing
- 8.5 Integration
- 8.6 Analytics & Reporting
- 8.7 Customer Service
- 8.8 Other Functionalities

9 GLOBAL MULTICHANNEL ORDER MANAGEMENT MARKET, BY END USER

- 9.1 Introduction
- 9.2 Retail
- 9.3 Manufacturing
- 9.4 Healthcare

- 9.5 Automotive
- 9.6 Consumer Electronics
- 9.7 Food and Beverages
- 9.8 Other End Users

10 GLOBAL MULTICHANNEL ORDER MANAGEMENT MARKET, BY GEOGRAPHY

- 10.1 Introduction
- 10.2 North America
 - 10.2.1 US
 - 10.2.2 Canada
 - 10.2.3 Mexico
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.2 UK
 - 10.3.3 Italy
 - 10.3.4 France
 - 10.3.5 Spain
 - 10.3.6 Rest of Europe
- 10.4 Asia Pacific
 - 10.4.1 Japan
 - 10.4.2 China
 - 10.4.3 India
 - 10.4.4 Australia
 - 10.4.5 New Zealand
 - 10.4.6 South Korea
 - 10.4.7 Rest of Asia Pacific
- 10.5 South America
 - 10.5.1 Argentina
 - 10.5.2 Brazil
 - 10.5.3 Chile
 - 10.5.4 Rest of South America
- 10.6 Middle East & Africa
 - 10.6.1 Saudi Arabia
 - 10.6.2 UAE
 - 10.6.3 Qatar
 - 10.6.4 South Africa
 - 10.6.5 Rest of Middle East & Africa

11 KEY DEVELOPMENTS

- 11.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 11.2 Acquisitions & Mergers
- 11.3 New Product Launch
- 11.4 Expansions
- 11.5 Other Key Strategies

12 COMPANY PROFILING

- 12.1 IBM Corporation
- 12.2 Salesforce.com, Inc.
- 12.3 SAP SE
- 12.4 Oracle Corporation
- 12.5 HCL Technologies Limited
- 12.6 Zoho Corporation
- 12.7 Stitch Labs
- 12.8 Cloud Commerce Pro Ltd.
- 12.9 ChannelGrabber
- 12.10 Etail Solutions
- 12.11 Brightpearl
- 12.12 Freestyle Solutions
- 12.13 Linnworks
- 12.14 TradeGecko
- 12.15 Skubana
- 12.16 Orderhive
- 12.17 Kibo Commerce
- 12.18 Manhattan Associates
- 12.19 NetSuite
- 12.20 Shopify Plus

List Of Tables

LIST OF TABLES

- Table 1 Global Multichannel Order Management Market Outlook, By Region (2022-2030) (\$MN)
- Table 2 Global Multichannel Order Management Market Outlook, By Component (2022-2030) (\$MN)
- Table 3 Global Multichannel Order Management Market Outlook, By Software (2022-2030) (\$MN)
- Table 4 Global Multichannel Order Management Market Outlook, By Services (2022-2030) (\$MN)
- Table 5 Global Multichannel Order Management Market Outlook, By Consulting (2022-2030) (\$MN)
- Table 6 Global Multichannel Order Management Market Outlook, By Integration (2022-2030) (\$MN)
- Table 7 Global Multichannel Order Management Market Outlook, By Support and Maintenance (2022-2030) (\$MN)
- Table 8 Global Multichannel Order Management Market Outlook, By Category Type (2022-2030) (\$MN)
- Table 9 Global Multichannel Order Management Market Outlook, By Standalone (2022-2030) (\$MN)
- Table 10 Global Multichannel Order Management Market Outlook, By Integrated (2022-2030) (\$MN)
- Table 11 Global Multichannel Order Management Market Outlook, By Deployment (2022-2030) (\$MN)
- Table 12 Global Multichannel Order Management Market Outlook, By On-premises (2022-2030) (\$MN)
- Table 13 Global Multichannel Order Management Market Outlook, By Cloud-based (2022-2030) (\$MN)
- Table 14 Global Multichannel Order Management Market Outlook, By Functionality (2022-2030) (\$MN)
- Table 15 Global Multichannel Order Management Market Outlook, By Order Capture (2022-2030) (\$MN)
- Table 16 Global Multichannel Order Management Market Outlook, By Inventory Management (2022-2030) (\$MN)
- Table 17 Global Multichannel Order Management Market Outlook, By Order Processing (2022-2030) (\$MN)
- Table 18 Global Multichannel Order Management Market Outlook, By Integration

(2022-2030) (\$MN)

Table 19 Global Multichannel Order Management Market Outlook, By Analytics & Reporting (2022-2030) (\$MN)

Table 20 Global Multichannel Order Management Market Outlook, By Customer Service (2022-2030) (\$MN)

Table 21 Global Multichannel Order Management Market Outlook, By Other Functionalities (2022-2030) (\$MN)

Table 22 Global Multichannel Order Management Market Outlook, By End User (2022-2030) (\$MN)

Table 23 Global Multichannel Order Management Market Outlook, By Retail (2022-2030) (\$MN)

Table 24 Global Multichannel Order Management Market Outlook, By Manufacturing (2022-2030) (\$MN)

Table 25 Global Multichannel Order Management Market Outlook, By Healthcare (2022-2030) (\$MN)

Table 26 Global Multichannel Order Management Market Outlook, By Automotive (2022-2030) (\$MN)

Table 27 Global Multichannel Order Management Market Outlook, By Consumer Electronics (2022-2030) (\$MN)

Table 28 Global Multichannel Order Management Market Outlook, By Food and Beverages (2022-2030) (\$MN)

Table 29 Global Multichannel Order Management Market Outlook, By Other End Users (2022-2030) (\$MN)

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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