

Retail Analytics - Global Market Outlook (2015-2022)

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Abstracts

According to Statistics MRC, the Global Retail Analytics Market is accounted for \$2.25 billion in 2015 and is expected to reach \$7.47 billion by 2022 growing at a CAGR of 18.7% during the forecast period. Continuous developments in Big Data analytics, digitalization and growing trend of customization are some of the major factors driving the market. However, factors such as lack of skilled personnel and technological constraints are hindering the growth of Retail Analytics market.

Owing to high implementation rate of retail analytics solutions, North America is anticipated to appear as a prominent regional market due to the presence of sophisticated systems and high working capital at the disposal of several retailers in the region. Asia Pacific is expected to be the region with the peak growth due to the rising penetration of online shopping and Social media.

Some of the key players in the global Retail Analytics market are Microsoft Corporation, SAP, IBM, Oracle, SAS Institute, Tableau Software, Adobe Systems, Microstrategy, Computer Sciences Corporation, Qlik, Information Builders, Vitria, GE, Splunk, Experian and Angoss Software.

Functions of Retail Analytics Covered:

- Customer Analytics

 - Customer acquisition

 - Customer loyalty and retention

 - Web analytics

 - Others

Demand creation and supply chain analytics

Inventory Planning

Demand Forecasting

Product flow Optimization

Others

Marketing Analytics

Marketing Mix

Brand Reputation

Channel Optimization

Others

Merchandizing and Planning

Store Localization

Product Pricing and elasticity analysis

Space Optimization

Out of stock analysis

Others

Services Covered:

Professional Services

Support and maintenance

Solutions Covered:

Mobile Applications

Reporting & Visualization Tools

Analytical Tools

Others

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

France

Italy

UK

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

Rest of Asia Pacific

Rest of the World

Middle East

Brazil

Argentina

South Africa

Egypt

What our report offers:

Market share assessments for the regional and country level segments

Market share analysis of the top industry players

Strategic recommendations for the new entrants

Market forecasts for a minimum of 7 years of all the mentioned segments, sub segments and the regional markets

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

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