

Supply Chain Visibility Software Market Forecasts to 2034 – Global Analysis By Component (Software and Services), Deployment Mode, Enterprise Size, End User and By Geography

<https://marketpublishers.com/r/SB3639B0CA71EN.html>

Date: March 2026

Pages: 200

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

ID: SB3639B0CA71EN

Abstracts

According to Statistics MRC, the Global Supply Chain Visibility Software Market is accounted for \$3.50 billion in 2026 and is expected to reach \$9.31 billion by 2034 growing at a CAGR of 13.0% during the forecast period. Supply Chain Visibility Software is a specialized digital solution designed to provide end-to-end transparency across an organization's supply chain. It enables real-time tracking of goods, inventory, shipments, and supplier activities, offering actionable insights that enhance operational efficiency, reduce delays, and mitigate risks. By integrating data from multiple sources including ERP, warehouse, and transportation systems the software facilitates informed decision making, predictive analytics, and compliance with regulatory standards. It empowers businesses to monitor performance, anticipate disruptions, optimize logistics, and improve collaboration across suppliers, partners, and stakeholders, strengthening overall supply chain resilience.

Market Dynamics:

Driver:

Rising Demand for Real Time Tracking & Transparency

The growing need for end to end supply chain visibility is driving adoption of visibility software. Organizations increasingly require real-time tracking of shipments, inventory, and supplier activities to reduce operational delays, improve customer satisfaction, and manage global supply chain complexities. Enhanced transparency enables proactive

decision-making, risk mitigation, and regulatory compliance, making real-time tracking a strategic priority across industries. This rising demand serves as a key catalyst for market expansion throughout the forecast period.

Restraint:

High Implementation & Integration Costs

Despite its benefits, the adoption of supply chain visibility software is constrained by high implementation and integration costs. Organizations often face significant expenses for software deployment, hardware infrastructure, training, and integration with legacy systems. Small and medium enterprises, in particular, encounter budgetary challenges that slow adoption. Complex system integrations and ongoing maintenance requirements further elevate costs, limiting accessibility and restraining market growth, especially in regions where enterprises are cost-sensitive.

Opportunity:

Digital Transformation & Logistics Optimization

Digital transformation initiatives are creating substantial growth opportunities for supply chain visibility software. As businesses modernize operations, they increasingly adopt solutions that optimize logistics, enhance inventory management, and streamline supplier collaboration. Integration with AI, IoT, and analytics platforms enables predictive insights, operational efficiency, and better decision-making. These capabilities empower organizations to reduce costs, improve service levels, and strengthen supply chain resilience, positioning visibility software as a central component of digital supply chain strategies.

Threat:

Legacy IT and Integration Complexity

Legacy IT systems and integration challenges present significant threats to market growth. Many organizations operate outdated ERP, WMS, and TMS platforms that are incompatible with modern visibility software. Integrating disparate systems requires extensive technical expertise, time, and financial resources, creating barriers to seamless adoption. In addition, data silos and interoperability issues hinder end-to-end transparency, slowing software deployment and adoption, particularly for enterprises

with complex global supply chains reliant on multiple legacy technologies.

Covid-19 Impact:

The COVID-19 pandemic highlighted vulnerabilities in global supply chains, accelerating demand for visibility solutions. Companies sought real-time tracking, predictive analytics, and enhanced collaboration to manage disruptions in manufacturing and distribution. Visibility software became essential for mitigating risks, ensuring timely deliveries, and complying with health and safety regulations. Despite temporary supply chain slowdowns, the crisis reinforced the strategic importance of digital solutions, driving long-term investments and adoption across industries to enhance operational resilience in uncertain environments.

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

The software segment is expected to account for the largest market share during the forecast period, due to its ability to provide comprehensive visibility and actionable insights. Advanced features such as real-time tracking, predictive analytics, and integration with ERP and warehouse systems make software solutions critical for operational efficiency. Enterprises increasingly prefer software-based platforms over hardware-heavy solutions, given their scalability, flexibility, and lower total cost of ownership. This adoption trend ensures that the software segment maintains the largest market share globally.

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

Over the forecast period, the healthcare segment is predicted to witness the highest growth rate due to demand for accurate tracking of pharmaceuticals, medical devices, and sensitive supplies are driving adoption. Visibility software ensures regulatory compliance, reduces delays, and mitigates risks associated with supply chain disruptions. Growing focus on patient safety, temperature-controlled logistics, and inventory optimization further fuels market growth. Healthcare providers and pharmaceutical companies increasingly rely on these solutions to ensure reliable delivery, transparency, and operational efficiency.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest

market share, due to advanced technological adoption, a mature logistics ecosystem, and the presence of leading software providers. Strong demand from sectors such as healthcare and manufacturing further supports market dominance. Regulatory compliance requirements, combined with emphasis on operational efficiency and real-time tracking, drive widespread adoption of visibility solutions. Well established IT infrastructure and high digital maturity reinforce North America's position as the region with the largest share.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, owing to rapid industrialization, expanding e-commerce, and increasing investments in digital supply chains. Growing manufacturing and logistics activities, combined with rising awareness of operational efficiency, are fueling demand for visibility software. Emerging economies in the region are actively modernizing infrastructure, adopting cloud-based solutions, and integrating IoT and analytics platforms, creating significant growth opportunities for vendors and accelerating adoption across industries.

Key players in the market

Some of the key players in Supply Chain Visibility Software Market include SAP SE, E2open, LLC, Oracle Corporation, Coupa Software Inc., IBM Corporation, BluJay Solutions, Infor Inc., Transporeon Group, Manhattan Associates, MP Objects, Blue Yonder Group, Inc., Project44, Inc., Kinaxis Inc., FourKites, Inc. and Descartes Systems Group Inc.

Key Developments:

In December 2025, IBM and AWS have deepened their strategic collaboration to accelerate enterprise adoption of agentic AI, integrating AI technologies, hybrid cloud and governance solutions to help organizations deploy scalable, secure, and business-driven autonomous systems across industries.

In October 2025, Bharti Airtel has entered a strategic partnership with IBM to enhance its newly launched Airtel Cloud, combining telco-grade reliability with IBM's advanced cloud, hybrid and AI-optimized infrastructure to help regulated enterprises scale secure, interoperable, and mission-critical workloads.

Components Covered:

Software

Services

Deployment Types Covered:

On-Premise

Cloud-Based

Enterprise Sizes Covered:

Small & Medium Enterprises (SMEs)

Large Enterprises

End Users Covered:

Healthcare

IT & Telecom

Government & Defense

Retail & E-commerce

Automotive

Food & Beverages

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 SUPPLY CHAIN VISIBILITY SOFTWARE MARKET, BY COMPONENT

- 5.1 Software
 - 5.1.1 Transportation Management
 - 5.1.2 Warehouse Management
 - 5.1.3 Inventory Management
 - 5.1.4 Order Management
- 5.2 Services
 - 5.2.1 Implementation
 - 5.2.2 Support & Maintenance

6 GLOBAL SUPPLY CHAIN VISIBILITY SOFTWARE MARKET, BY DEPLOYMENT TYPE

- 6.1 On-Premise
- 6.2 Cloud-Based

7 GLOBAL SUPPLY CHAIN VISIBILITY SOFTWARE MARKET, BY ENTERPRISE SIZE

- 7.1 Small & Medium Enterprises (SMEs)
- 7.2 Large Enterprises

8 GLOBAL SUPPLY CHAIN VISIBILITY SOFTWARE MARKET, BY END USER

- 8.1 Healthcare
- 8.2 IT & Telecom
- 8.3 Government & Defense
- 8.4 Retail & E-commerce
- 8.5 Automotive
- 8.6 Food & Beverages
- 8.7 Other End Users

9 GLOBAL SUPPLY CHAIN VISIBILITY SOFTWARE MARKET, BY GEOGRAPHY

9.1 North America

- 9.1.1 United States
- 9.1.2 Canada
- 9.1.3 Mexico

9.2 Europe

- 9.2.1 United Kingdom
- 9.2.2 Germany
- 9.2.3 France
- 9.2.4 Italy
- 9.2.5 Spain
- 9.2.6 Netherlands
- 9.2.7 Belgium
- 9.2.8 Sweden
- 9.2.9 Switzerland
- 9.2.10 Poland
- 9.2.11 Rest of Europe

9.3 Asia Pacific

- 9.3.1 China
- 9.3.2 Japan
- 9.3.3 India
- 9.3.4 South Korea
- 9.3.5 Australia
- 9.3.6 Indonesia
- 9.3.7 Thailand
- 9.3.8 Malaysia
- 9.3.9 Singapore
- 9.3.10 Vietnam
- 9.3.11 Rest of Asia Pacific

9.4 South America

- 9.4.1 Brazil
- 9.4.2 Argentina
- 9.4.3 Colombia
- 9.4.4 Chile
- 9.4.5 Peru
- 9.4.6 Rest of South America

9.5 Rest of the World (RoW)

- 9.5.1 Middle East
 - 9.5.1.1 Saudi Arabia
 - 9.5.1.2 United Arab Emirates

9.5.1.3 Qatar

9.5.1.4 Israel

9.5.1.5 Rest of Middle East

9.5.2 Africa

9.5.2.1 South Africa

9.5.2.2 Egypt

9.5.2.3 Morocco

9.5.2.4 Rest of Africa

10 STRATEGIC MARKET INTELLIGENCE

10.1 Industry Value Network and Supply Chain Assessment

10.2 White-Space and Opportunity Mapping

10.3 Product Evolution and Market Life Cycle Analysis

10.4 Channel, Distributor, and Go-to-Market Assessment

11 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

11.1 Mergers and Acquisitions

11.2 Partnerships, Alliances, and Joint Ventures

11.3 New Product Launches and Certifications

11.4 Capacity Expansion and Investments

11.5 Other Strategic Initiatives

12 COMPANY PROFILES

12.1 SAP SE

12.2 E2open, LLC

12.3 Oracle Corporation

12.4 Coupa Software Inc.

12.5 IBM Corporation

12.6 BluJay Solutions

12.7 Infor Inc.

12.8 Transporeon Group

12.9 Manhattan Associates

12.10 MP Objects

12.11 Blue Yonder Group, Inc.

12.12 Project44, Inc.

12.13 Kinaxis Inc.

12.14 FourKites, Inc.

12.15 Descartes Systems Group Inc.

List Of Tables

LIST OF TABLES

Table 1 Global Supply Chain Visibility Software Market Outlook, By Region (2023-2034) (\$MN)

Table 2 Global Supply Chain Visibility Software Market Outlook, By Component (2023-2034) (\$MN)

Table 3 Global Supply Chain Visibility Software Market Outlook, By Software (2023-2034) (\$MN)

Table 4 Global Supply Chain Visibility Software Market Outlook, By Transportation Management (2023-2034) (\$MN)

Table 5 Global Supply Chain Visibility Software Market Outlook, By Warehouse Management (2023-2034) (\$MN)

Table 6 Global Supply Chain Visibility Software Market Outlook, By Inventory Management (2023-2034) (\$MN)

Table 7 Global Supply Chain Visibility Software Market Outlook, By Order Management (2023-2034) (\$MN)

Table 8 Global Supply Chain Visibility Software Market Outlook, By Services (2023-2034) (\$MN)

Table 9 Global Supply Chain Visibility Software Market Outlook, By Implementation (2023-2034) (\$MN)

Table 10 Global Supply Chain Visibility Software Market Outlook, By Support & Maintenance (2023-2034) (\$MN)

Table 11 Global Supply Chain Visibility Software Market Outlook, By Deployment Type (2023-2034) (\$MN)

Table 12 Global Supply Chain Visibility Software Market Outlook, By On-Premise (2023-2034) (\$MN)

Table 13 Global Supply Chain Visibility Software Market Outlook, By Cloud-Based (2023-2034) (\$MN)

Table 14 Global Supply Chain Visibility Software Market Outlook, By Enterprise Size (2023-2034) (\$MN)

Table 15 Global Supply Chain Visibility Software Market Outlook, By Small & Medium Enterprises (SMEs) (2023-2034) (\$MN)

Table 16 Global Supply Chain Visibility Software Market Outlook, By Large Enterprises (2023-2034) (\$MN)

Table 17 Global Supply Chain Visibility Software Market Outlook, By End User (2023-2034) (\$MN)

Table 18 Global Supply Chain Visibility Software Market Outlook, By Healthcare

(2023-2034) (\$MN)

Table 19 Global Supply Chain Visibility Software Market Outlook, By IT & Telecom

(2023-2034) (\$MN)

Table 20 Global Supply Chain Visibility Software Market Outlook, By Government &

Defense (2023-2034) (\$MN)

Table 21 Global Supply Chain Visibility Software Market Outlook, By Retail & E-

commerce (2023-2034) (\$MN)

Table 22 Global Supply Chain Visibility Software Market Outlook, By Automotive

(2023-2034) (\$MN)

Table 23 Global Supply Chain Visibility Software Market Outlook, By Food & Beverages

(2023-2034) (\$MN)

Table 24 Global Supply Chain Visibility Software Market Outlook, By Other End Users

(2023-2034) (\$MN)

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

I would like to order

Product name: Supply Chain Visibility Software Market Forecasts to 2034 – Global Analysis By Component (Software and Services), Deployment Mode, Enterprise Size, End User and By Geography

Product link: <https://marketpublishers.com/r/SB3639B0CA71EN.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/SB3639B0CA71EN.html>