

# **Omnichannel Retail Commerce Platform Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Solution (E-commerce, Order Management, Point of Sale, Customer Relationship Management, Warehouse Management, Retail Order Broker Cloud Service, Others), By Deployment (Software as a Service, On-premises), By End User (Consumer Electronics, Apparel & Footwear, Fast-Moving Consumer Goods, Others), By Region & Competition, 2019-2029F**

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## **Abstracts**

The global omnichannel retail commerce platform market was valued at USD 5.63 billion in 2023 and is expected to reach USD 12.80 billion by 2029 with a CAGR of 14.67% through 2029.

An omnichannel retail commerce platform is a comprehensive system that integrates various sales channels, such as physical stores, online stores, mobile apps, and social media into a unified retail experience, allowing customers to interact with a brand seamlessly across different touchpoints. This platform ensures consistent product information, pricing, and promotions, enabling retailers to deliver a cohesive and personalized shopping experience regardless of how or where customers engage. The market for these platforms is expected to rise significantly due to several key factors. The rapid growth of e-commerce and mobile shopping is driving the need for retailers to offer a unified experience that spans both digital and physical channels. Consumers increasingly expect a seamless transition between online and offline interactions,

prompting businesses to invest in technologies that can integrate their various sales and service channels. Advancements in technology, such as artificial intelligence and data analytics, are empowering retailers to better understand customer behavior and preferences, leading to more effective personalization and targeted marketing strategies. The shift towards a more digitally connected world, accelerated by the COVID-19 pandemic, has further emphasized the importance of having a robust omnichannel strategy to meet evolving consumer expectations and maintain competitive advantage. The rise in consumer expectations for real-time interactions and efficient service is pushing retailers to adopt solutions that offer real-time inventory management, order fulfillment, and customer support across all platforms. As companies continue to prioritize enhancing the customer experience and streamlining operations, the demand for sophisticated omnichannel retail commerce platforms is expected to grow, fueling market expansion. This growth is also supported by the increasing adoption of cloud-based solutions, which offer scalability and flexibility for retailers to adapt to changing market conditions and consumer needs. The convergence of these factors is driving the surge in the omnichannel retail commerce platform market, as businesses seek to create more integrated and customer-centric shopping environments.

## Key Market Drivers

### Rising Consumer Expectations for Seamless Shopping Experiences

The omnichannel retail commerce platform market is significantly driven by the rising expectations of consumers for seamless and integrated shopping experiences. Modern consumers are no longer satisfied with engaging with a retailer through a single channel; instead, they demand a fluid and cohesive experience across all touchpoints. They expect to research products online, receive personalized recommendations, make purchases through mobile apps, and pick up items in physical stores, all while experiencing consistent service and information. This heightened demand for integration is compelling retailers to adopt omnichannel strategies that ensure synchronization across various channels. As a result, the market for omnichannel retail commerce platforms is expanding to accommodate these demands, providing retailers with the tools needed to meet and exceed consumer expectations. This shift is not only about maintaining customer satisfaction but also about fostering brand loyalty and driving repeat business. Retailers who fail to deliver a seamless experience risk losing customers to competitors who can offer a more integrated approach, underscoring the critical role of omnichannel platforms in today's retail landscape.

## Technological Advancements Enhancing Omnichannel Capabilities

Technological advancements play a pivotal role in the growth of the omnichannel retail commerce platform market. Innovations in technology, such as artificial intelligence, machine learning, and data analytics, have significantly enhanced the capabilities of omnichannel platforms. These technologies enable retailers to gather and analyze vast amounts of customer data, leading to more accurate insights into consumer behavior and preferences. With these insights, retailers can deliver highly personalized experiences and targeted marketing strategies across different channels.

Advancements in cloud computing and integration technologies allow for more efficient and scalable solutions, facilitating the synchronization of inventory, order management, and customer interactions. As technology continues to evolve, it provides retailers with increasingly sophisticated tools to enhance their omnichannel strategies, driving the demand for advanced omnichannel retail commerce platforms and contributing to market growth.

## The Need for Real-Time Inventory Management and Order Fulfillment

Effective real-time inventory management and order fulfillment are critical drivers for the omnichannel retail commerce platform market. As consumers increasingly expect instant gratification and efficient service, retailers must be able to manage inventory and fulfill orders promptly across various channels. Omnichannel platforms provide retailers with the tools to synchronize inventory levels in real-time, ensuring that product availability is accurately reflected across all sales channels. These platforms facilitate efficient order processing and fulfillment, whether orders are placed online, via mobile apps, or in physical stores. By improving inventory visibility and streamlining fulfillment processes, retailers can enhance customer satisfaction and reduce the risk of stockouts or overstock situations. This operational efficiency is essential for meeting the high standards of service that modern consumers demand, driving the adoption of omnichannel retail commerce platforms.

## Increased Adoption of Cloud-Based Solutions

The increased adoption of cloud-based solutions is a significant factor driving the growth of the omnichannel retail commerce platform market. Cloud technology offers numerous advantages for retailers, including scalability, flexibility, and cost-efficiency. By leveraging cloud-based platforms, retailers can seamlessly integrate their various sales channels, manage large volumes of data, and scale their operations in response to changing market conditions and consumer demands. Cloud solutions also facilitate

real-time updates and data synchronization, enabling retailers to provide consistent and up-to-date information across all touchpoints. The cloud-based model reduces the need for substantial upfront investments in infrastructure, making advanced omnichannel capabilities more accessible to retailers of all sizes. As more retailers recognize the benefits of cloud technology, its adoption is accelerating, driving the expansion of the omnichannel retail commerce platform market.

## Key Market Challenges

### Integration Complexities Across Multiple Channels

One of the primary challenges facing the omnichannel retail commerce platform market is the complexity of integrating multiple sales channels into a cohesive system. Retailers often operate across a diverse range of channels, including physical stores, online platforms, mobile applications, and social media. Each of these channels may use different technologies, systems, and processes, making it difficult to achieve seamless integration. Integrating these disparate systems requires significant technological expertise and can involve substantial time and financial investments. The integration process must ensure that data, such as inventory levels, customer information, and order statuses, is synchronized in real time across all channels. Any discrepancies or delays in this synchronization can lead to issues such as stockouts, overselling, or inconsistent customer experiences. As retail technology continues to evolve, maintaining and updating integrated systems to keep pace with new advancements adds another layer of complexity. This challenge necessitates robust technological infrastructure and skilled personnel, which can be particularly daunting for smaller retailers or those with limited resources. As a result, achieving a fully integrated omnichannel environment remains a significant hurdle for many businesses, impacting their ability to deliver a consistent and efficient customer experience.

### Data Security and Privacy Concerns

Data security and privacy represent critical challenges for the omnichannel retail commerce platform market. As retailers collect and process vast amounts of customer data across various channels, they face increasing scrutiny regarding how this data is handled and protected. Omnichannel platforms aggregate data from online interactions, in-store transactions, mobile app usage, and social media engagement, creating a comprehensive profile of each customer. While this data aggregation allows for enhanced personalization and improved customer experiences, it also heightens the risk of data breaches and privacy violations. Retailers must implement stringent security

measures to protect sensitive customer information from cyber threats, such as hacking, phishing, and malware attacks. Compliance with data protection regulations, such as the General Data Protection Regulation in Europe and the California Consumer Privacy Act in the United States, adds another layer of complexity. These regulations impose strict requirements on how customer data is collected, stored, and used, and non-compliance can result in significant legal and financial penalties. Ensuring data security and privacy while leveraging data for strategic purposes requires a delicate balance, and failure to address these concerns can damage a retailer's reputation and erode customer trust.

### High Implementation and Maintenance Costs

The costs associated with implementing and maintaining an omnichannel retail commerce platform pose a significant challenge for retailers. Developing a comprehensive omnichannel strategy involves not only the initial investment in advanced technologies and systems but also ongoing expenses related to system maintenance, updates, and support. The integration of various sales channels, along with the deployment of sophisticated technologies such as artificial intelligence and machine learning, requires substantial financial resources. For many retailers, especially smaller enterprises, these costs can be prohibitive. Maintaining an omnichannel platform involves continuous investments in technology upgrades, training for staff, and customer support services to ensure the system operates effectively and adapts to changing consumer behaviors and technological advancements. The need for regular system updates and the management of complex data flows further contribute to the ongoing costs associated with these platforms. For retailers, balancing these expenses while achieving a positive return on investment can be challenging. The financial burden of implementing and maintaining an omnichannel system may deter some businesses from fully committing to an integrated approach, impacting their ability to compete effectively in an increasingly digital retail environment.

### Key Market Trends

#### Increased Focus on Personalization and Customer Experience

One of the leading trends in the omnichannel retail commerce platform market is the growing emphasis on personalization and enhancing customer experience. Retailers are increasingly leveraging advanced data analytics and artificial intelligence to tailor their offerings to individual customer preferences and behaviors. By analyzing data from various touchpoints, such as online browsing history, purchase patterns, and social

media interactions, retailers can create highly personalized marketing campaigns and product recommendations. This level of personalization not only improves customer satisfaction but also drives higher conversion rates and customer loyalty. Omnichannel platforms are incorporating tools that enable real-time personalization, allowing retailers to provide a seamless and individualized shopping experience regardless of the channel used. This trend reflects a broader shift towards customer-centric retail strategies, where the focus is on delivering a cohesive and engaging experience that meets the specific needs and expectations of each consumer. As a result, the demand for sophisticated omnichannel solutions that support advanced personalization capabilities is on the rise.

### Growth of Mobile Commerce and Apps

The growth of mobile commerce and mobile applications is a prominent trend in the omnichannel retail commerce platform market. With the increasing use of smartphones and tablets for shopping, retailers are prioritizing the development of mobile-optimized experiences and applications. Mobile commerce offers consumers the convenience of shopping on-the-go, and retailers are investing in mobile applications that provide a seamless and integrated shopping experience. These apps often include features such as push notifications, location-based promotions, and mobile payment options, enhancing the overall customer experience. The integration of mobile applications with other sales channels allows for a cohesive shopping journey, where customers can easily switch between devices and platforms. The rise of mobile commerce is driving the demand for omnichannel platforms that support robust mobile functionality and enable retailers to engage with consumers effectively across all mobile touchpoints.

### Expansion of Unified Commerce Solutions

The expansion of unified commerce solutions is a key trend influencing the omnichannel retail commerce platform market. Unified commerce refers to the integration of all retail functions sales, inventory management, customer relationship management, and more into a single, cohesive platform. Unlike traditional omnichannel approaches that focus primarily on integrating customer touchpoints, unified commerce solutions provide a holistic view of all aspects of the retail business. This approach allows retailers to streamline operations, improve data accuracy, and enhance customer service by providing a single source of truth across all channels. As retailers seek to optimize their operations and provide a more integrated experience for their customers, the demand for unified commerce solutions is growing. These platforms offer the advantage of simplifying complex processes, reducing redundancy, and improving overall efficiency,

making them an attractive option for businesses aiming to stay competitive in the evolving retail landscape.

## Segmental Insights

### Solution Insights

E-commerce segment dominated the omnichannel retail commerce platform market in 2023 and is anticipated to maintain its leading position throughout the forecast period. This dominance can be attributed to the exponential growth in online shopping, which has driven retailers to invest heavily in sophisticated e-commerce platforms that offer seamless and integrated shopping experiences. As consumers increasingly turn to digital channels for their shopping needs, the demand for robust e-commerce solutions that facilitate smooth interactions across online, mobile, and physical stores has surged. E-commerce platforms are essential for providing features such as personalized product recommendations, efficient payment processing, and real-time inventory updates, which are critical for delivering a cohesive customer experience. The rise of mobile commerce and the need for responsive, user-friendly online interfaces have further fueled the growth of this segment. Retailers are prioritizing e-commerce solutions that enable them to effectively manage and synchronize their digital storefronts with their physical operations, ensuring consistency in pricing, promotions, and product availability. The E-commerce segment's ability to drive customer engagement, enhance convenience, and support diverse shopping behaviors has made it a central component of omnichannel retail strategies. As the retail landscape continues to evolve, the emphasis on digital sales channels is expected to persist, reinforcing the E-commerce segment's dominance in the market. The ongoing advancements in technology, such as artificial intelligence and data analytics, are also contributing to the growth of this segment by enabling more personalized and efficient online shopping experiences. E-commerce remains the cornerstone of the omnichannel retail commerce platform market, with its significant role in shaping the future of retail.

## Regional Insights

North America dominated the omnichannel retail commerce platform market in 2023 and is expected to maintain its leadership throughout the forecast period. This dominance can be attributed to the region's advanced technological infrastructure, high internet penetration, and widespread adoption of digital and mobile commerce technologies. North America, particularly the United States and Canada, boasts a mature retail landscape with a significant number of major retailers and e-commerce

players who are early adopters of sophisticated omnichannel strategies. The region's strong emphasis on enhancing customer experience through seamless integration across physical and digital channels further bolsters its market position. The presence of leading technology companies and innovative startups in North America contributes to the rapid development and deployment of cutting-edge omnichannel solutions. The region's robust investment in artificial intelligence, data analytics, and cloud-based technologies facilitates the implementation of advanced omnichannel platforms that meet evolving consumer expectations. North America's high consumer spending power and preference for personalized shopping experiences drive the demand for integrated retail solutions. As retailers in the region continue to prioritize omnichannel strategies to remain competitive and capture market share, North America is expected to sustain its dominance in the omnichannel retail commerce platform market throughout the forecast period.

### Key Market Players

Salesforce, Inc.

SHOPIFY INC.

Oracle Corporation

Adobe Inc.

SAP SE

IBM Corporation

Microsoft Corporation

commercetools GmbH

Lightspeed Commerce Inc.

BigCommerce, Inc.

Zebra Technologies Corporation



## Report Scope:

In this report, the Global Omnichannel Retail Commerce Platform Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Omnichannel Retail Commerce Platform Market, By Solution:

E-commerce

Order Management

Point of Sale

Customer Relationship Management

Warehouse Management

Retail Order Broker Cloud Service

Others

### Omnichannel Retail Commerce Platform Market, By Deployment:

Software as a Service

On-premises

### Omnichannel Retail Commerce Platform Market, By End User:

Consumer Electronics

Apparel & Footwear

Fast-Moving Consumer Goods

Others

### Omnichannel Retail Commerce Platform Market, By Region:

## North America

? United States

? Canada

? Mexico

## Europe

? Germany

? France

? United Kingdom

? Italy

? Spain

? Belgium

## Asia-Pacific

? China

? India

? Japan

? South Korea

? Australia

? Indonesia

? Vietnam

### South America

? Brazil

? Colombia

? Argentina

? Chile

### Middle East & Africa

? Saudi Arabia

? UAE

? South Africa

? Turkey

? Israel

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Omnichannel Retail Commerce Platform Market.

### Available Customizations:

Global Omnichannel Retail Commerce Platform Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

### **1. SOLUTION OVERVIEW**

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Formulation of the Scope
- 2.4. Assumptions and Limitations
- 2.5. Sources of Research
  - 2.5.1. Secondary Research
  - 2.5.2. Primary Research
- 2.6. Approach for the Market Study
  - 2.6.1. The Bottom-Up Approach
  - 2.6.2. The Top-Down Approach
- 2.7. Methodology Followed for Calculation of Market Size & Market Shares
- 2.8. Forecasting Methodology
  - 2.8.1. Data Triangulation & Validation

### **3. EXECUTIVE SUMMARY**

### **4. VOICE OF CUSTOMER**

### **5. GLOBAL OMNICHANNEL RETAIL COMMERCE PLATFORM MARKET OVERVIEW**

### **6. GLOBAL OMNICHANNEL RETAIL COMMERCE PLATFORM MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Solution (E-commerce, Order Management, Point of Sale, Customer

Relationship Management, Warehouse Management, Retail Order Broker Cloud Service, Others)

6.2.2. By Deployment (Software as a Service, On-premises)

6.2.3. By End User (Consumer Electronics, Apparel & Footwear, Fast-Moving Consumer Goods, Others)

6.2.4. By Region (North America, Europe, South America, Middle East & Africa, Asia Pacific)

6.3. By Company (2023)

6.4. Market Map

## **7. NORTH AMERICA OMNICHANNEL RETAIL COMMERCE PLATFORM MARKET OUTLOOK**

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Solution

7.2.2. By Deployment

7.2.3. By End User

7.2.4. By Country

7.3. North America: Country Analysis

7.3.1. United States Omnichannel Retail Commerce Platform Market Outlook

7.3.1.1. Market Size & Forecast

7.3.1.1.1. By Value

7.3.1.2. Market Share & Forecast

7.3.1.2.1. By Solution

7.3.1.2.2. By Deployment

7.3.1.2.3. By End User

7.3.2. Canada Omnichannel Retail Commerce Platform Market Outlook

7.3.2.1. Market Size & Forecast

7.3.2.1.1. By Value

7.3.2.2. Market Share & Forecast

7.3.2.2.1. By Solution

7.3.2.2.2. By Deployment

7.3.2.2.3. By End User

7.3.3. Mexico Omnichannel Retail Commerce Platform Market Outlook

7.3.3.1. Market Size & Forecast

7.3.3.1.1. By Value

7.3.3.2. Market Share & Forecast

- 7.3.3.2.1. By Solution
- 7.3.3.2.2. By Deployment
- 7.3.3.2.3. By End User

## **8. EUROPE OMNICHANNEL RETAIL COMMERCE PLATFORM MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Solution
  - 8.2.2. By Deployment
  - 8.2.3. By End User
  - 8.2.4. By Country
- 8.3. Europe: Country Analysis
  - 8.3.1. Germany Omnichannel Retail Commerce Platform Market Outlook
    - 8.3.1.1. Market Size & Forecast
      - 8.3.1.1.1. By Value
    - 8.3.1.2. Market Share & Forecast
      - 8.3.1.2.1. By Solution
      - 8.3.1.2.2. By Deployment
      - 8.3.1.2.3. By End User
  - 8.3.2. France Omnichannel Retail Commerce Platform Market Outlook
    - 8.3.2.1. Market Size & Forecast
      - 8.3.2.1.1. By Value
    - 8.3.2.2. Market Share & Forecast
      - 8.3.2.2.1. By Solution
      - 8.3.2.2.2. By Deployment
      - 8.3.2.2.3. By End User
  - 8.3.3. United Kingdom Omnichannel Retail Commerce Platform Market Outlook
    - 8.3.3.1. Market Size & Forecast
      - 8.3.3.1.1. By Value
    - 8.3.3.2. Market Share & Forecast
      - 8.3.3.2.1. By Solution
      - 8.3.3.2.2. By Deployment
      - 8.3.3.2.3. By End User
  - 8.3.4. Italy Omnichannel Retail Commerce Platform Market Outlook
    - 8.3.4.1. Market Size & Forecast
      - 8.3.4.1.1. By Value
    - 8.3.4.2. Market Share & Forecast

- 8.3.4.2.1. By Solution
- 8.3.4.2.2. By Deployment
- 8.3.4.2.3. By End User
- 8.3.5. Spain Omnichannel Retail Commerce Platform Market Outlook
  - 8.3.5.1. Market Size & Forecast
    - 8.3.5.1.1. By Value
  - 8.3.5.2. Market Share & Forecast
    - 8.3.5.2.1. By Solution
    - 8.3.5.2.2. By Deployment
    - 8.3.5.2.3. By End User
- 8.3.6. Belgium Omnichannel Retail Commerce Platform Market Outlook
  - 8.3.6.1. Market Size & Forecast
    - 8.3.6.1.1. By Value
  - 8.3.6.2. Market Share & Forecast
    - 8.3.6.2.1. By Solution
    - 8.3.6.2.2. By Deployment
    - 8.3.6.2.3. By End User

## **9. ASIA PACIFIC OMNICHANNEL RETAIL COMMERCE PLATFORM MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Solution
  - 9.2.2. By Deployment
  - 9.2.3. By End User
  - 9.2.4. By Country
- 9.3. Asia-Pacific: Country Analysis
  - 9.3.1. China Omnichannel Retail Commerce Platform Market Outlook
    - 9.3.1.1. Market Size & Forecast
      - 9.3.1.1.1. By Value
    - 9.3.1.2. Market Share & Forecast
      - 9.3.1.2.1. By Solution
      - 9.3.1.2.2. By Deployment
      - 9.3.1.2.3. By End User
  - 9.3.2. India Omnichannel Retail Commerce Platform Market Outlook
    - 9.3.2.1. Market Size & Forecast
      - 9.3.2.1.1. By Value



- 9.3.2.2. Market Share & Forecast
  - 9.3.2.2.1. By Solution
  - 9.3.2.2.2. By Deployment
  - 9.3.2.2.3. By End User
- 9.3.3. Japan Omnichannel Retail Commerce Platform Market Outlook
  - 9.3.3.1. Market Size & Forecast
    - 9.3.3.1.1. By Value
  - 9.3.3.2. Market Share & Forecast
    - 9.3.3.2.1. By Solution
    - 9.3.3.2.2. By Deployment
    - 9.3.3.2.3. By End User
- 9.3.4. South Korea Omnichannel Retail Commerce Platform Market Outlook
  - 9.3.4.1. Market Size & Forecast
    - 9.3.4.1.1. By Value
  - 9.3.4.2. Market Share & Forecast
    - 9.3.4.2.1. By Solution
    - 9.3.4.2.2. By Deployment
    - 9.3.4.2.3. By End User
- 9.3.5. Australia Omnichannel Retail Commerce Platform Market Outlook
  - 9.3.5.1. Market Size & Forecast
    - 9.3.5.1.1. By Value
  - 9.3.5.2. Market Share & Forecast
    - 9.3.5.2.1. By Solution
    - 9.3.5.2.2. By Deployment
    - 9.3.5.2.3. By End User
- 9.3.6. Indonesia Omnichannel Retail Commerce Platform Market Outlook
  - 9.3.6.1. Market Size & Forecast
    - 9.3.6.1.1. By Value
  - 9.3.6.2. Market Share & Forecast
    - 9.3.6.2.1. By Solution
    - 9.3.6.2.2. By Deployment
    - 9.3.6.2.3. By End User
- 9.3.7. Vietnam Omnichannel Retail Commerce Platform Market Outlook
  - 9.3.7.1. Market Size & Forecast
    - 9.3.7.1.1. By Value
  - 9.3.7.2. Market Share & Forecast
    - 9.3.7.2.1. By Solution
    - 9.3.7.2.2. By Deployment
    - 9.3.7.2.3. By End User

## **10. SOUTH AMERICA OMNICHANNEL RETAIL COMMERCE PLATFORM MARKET OUTLOOK**

### 10.1. Market Size & Forecast

#### 10.1.1. By Value

### 10.2. Market Share & Forecast

#### 10.2.1. By Solution

#### 10.2.2. By Deployment

#### 10.2.3. By End User

#### 10.2.4. By Country

### 10.3. South America: Country Analysis

#### 10.3.1. Brazil Omnichannel Retail Commerce Platform Market Outlook

##### 10.3.1.1. Market Size & Forecast

###### 10.3.1.1.1. By Value

##### 10.3.1.2. Market Share & Forecast

###### 10.3.1.2.1. By Solution

###### 10.3.1.2.2. By Deployment

###### 10.3.1.2.3. By End User

#### 10.3.2. Colombia Omnichannel Retail Commerce Platform Market Outlook

##### 10.3.2.1. Market Size & Forecast

###### 10.3.2.1.1. By Value

##### 10.3.2.2. Market Share & Forecast

###### 10.3.2.2.1. By Solution

###### 10.3.2.2.2. By Deployment

###### 10.3.2.2.3. By End User

#### 10.3.3. Argentina Omnichannel Retail Commerce Platform Market Outlook

##### 10.3.3.1. Market Size & Forecast

###### 10.3.3.1.1. By Value

##### 10.3.3.2. Market Share & Forecast

###### 10.3.3.2.1. By Solution

###### 10.3.3.2.2. By Deployment

###### 10.3.3.2.3. By End User

#### 10.3.4. Chile Omnichannel Retail Commerce Platform Market Outlook

##### 10.3.4.1. Market Size & Forecast

###### 10.3.4.1.1. By Value

##### 10.3.4.2. Market Share & Forecast

###### 10.3.4.2.1. By Solution

###### 10.3.4.2.2. By Deployment

#### 10.3.4.2.3. By End User

## **11. MIDDLE EAST & AFRICA OMNICHANNEL RETAIL COMMERCE PLATFORM MARKET OUTLOOK**

### 11.1. Market Size & Forecast

#### 11.1.1. By Value

### 11.2. Market Share & Forecast

#### 11.2.1. By Solution

#### 11.2.2. By Deployment

#### 11.2.3. By End User

#### 11.2.4. By Country

### 11.3. Middle East & Africa: Country Analysis

#### 11.3.1. Saudi Arabia Omnichannel Retail Commerce Platform Market Outlook

##### 11.3.1.1. Market Size & Forecast

###### 11.3.1.1.1. By Value

##### 11.3.1.2. Market Share & Forecast

###### 11.3.1.2.1. By Solution

###### 11.3.1.2.2. By Deployment

###### 11.3.1.2.3. By End User

#### 11.3.2. UAE Omnichannel Retail Commerce Platform Market Outlook

##### 11.3.2.1. Market Size & Forecast

###### 11.3.2.1.1. By Value

##### 11.3.2.2. Market Share & Forecast

###### 11.3.2.2.1. By Solution

###### 11.3.2.2.2. By Deployment

###### 11.3.2.2.3. By End User

#### 11.3.3. South Africa Omnichannel Retail Commerce Platform Market Outlook

##### 11.3.3.1. Market Size & Forecast

###### 11.3.3.1.1. By Value

##### 11.3.3.2. Market Share & Forecast

###### 11.3.3.2.1. By Solution

###### 11.3.3.2.2. By Deployment

###### 11.3.3.2.3. By End User

#### 11.3.4. Turkey Omnichannel Retail Commerce Platform Market Outlook

##### 11.3.4.1. Market Size & Forecast

###### 11.3.4.1.1. By Value

##### 11.3.4.2. Market Share & Forecast

###### 11.3.4.2.1. By Solution

- 11.3.4.2.2. By Deployment
- 11.3.4.2.3. By End User
- 11.3.5. Israel Omnichannel Retail Commerce Platform Market Outlook
  - 11.3.5.1. Market Size & Forecast
    - 11.3.5.1.1. By Value
  - 11.3.5.2. Market Share & Forecast
    - 11.3.5.2.1. By Solution
    - 11.3.5.2.2. By Deployment
    - 11.3.5.2.3. By End User

## **12. MARKET DYNAMICS**

- 12.1. Drivers
- 12.2. Challenges

## **13. MARKET TRENDS AND DEVELOPMENTS**

## **14. COMPANY PROFILES**

- 14.1. Salesforce, Inc.
  - 14.1.1. Business Overview
  - 14.1.2. Key Revenue and Financials
  - 14.1.3. Recent Developments
  - 14.1.4. Key Personnel/Key Contact Person
  - 14.1.5. Key Product/Services Offered
- 14.2. SHOPIFY INC.
  - 14.2.1. Business Overview
  - 14.2.2. Key Revenue and Financials
  - 14.2.3. Recent Developments
  - 14.2.4. Key Personnel/Key Contact Person
  - 14.2.5. Key Product/Services Offered
- 14.3. Oracle Corporation
  - 14.3.1. Business Overview
  - 14.3.2. Key Revenue and Financials
  - 14.3.3. Recent Developments
  - 14.3.4. Key Personnel/Key Contact Person
  - 14.3.5. Key Product/Services Offered
- 14.4. Adobe Inc.
  - 14.4.1. Business Overview

- 14.4.2. Key Revenue and Financials
- 14.4.3. Recent Developments
- 14.4.4. Key Personnel/Key Contact Person
- 14.4.5. Key Product/Services Offered
- 14.5. SAP SE
  - 14.5.1. Business Overview
  - 14.5.2. Key Revenue and Financials
  - 14.5.3. Recent Developments
  - 14.5.4. Key Personnel/Key Contact Person
  - 14.5.5. Key Product/Services Offered
- 14.6. IBM Corporation
  - 14.6.1. Business Overview
  - 14.6.2. Key Revenue and Financials
  - 14.6.3. Recent Developments
  - 14.6.4. Key Personnel/Key Contact Person
  - 14.6.5. Key Product/Services Offered
- 14.7. Microsoft Corporation
  - 14.7.1. Business Overview
  - 14.7.2. Key Revenue and Financials
  - 14.7.3. Recent Developments
  - 14.7.4. Key Personnel/Key Contact Person
  - 14.7.5. Key Product/Services Offered
- 14.8. commercetools GmbH
  - 14.8.1. Business Overview
  - 14.8.2. Key Revenue and Financials
  - 14.8.3. Recent Developments
  - 14.8.4. Key Personnel/Key Contact Person
  - 14.8.5. Key Product/Services Offered
- 14.9. Lightspeed Commerce Inc.
  - 14.9.1. Business Overview
  - 14.9.2. Key Revenue and Financials
  - 14.9.3. Recent Developments
  - 14.9.4. Key Personnel/Key Contact Person
  - 14.9.5. Key Product/Services Offered
- 14.10. BigCommerce, Inc.
  - 14.10.1. Business Overview
  - 14.10.2. Key Revenue and Financials
  - 14.10.3. Recent Developments
  - 14.10.4. Key Personnel/Key Contact Person

- 14.10.5. Key Product/Services Offered
- 14.11. Zebra Technologies Corporation
  - 14.11.1. Business Overview
  - 14.11.2. Key Revenue and Financials
  - 14.11.3. Recent Developments
  - 14.11.4. Key Personnel/Key Contact Person
  - 14.11.5. Key Product/Services Offered

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