

# **Asia Pacific Cloud ERP Market Forecast to 2030 - Regional Analysis - by Business Function (Finance and Accounting, Sales and Marketing, Inventory and Order Management, Human Capital Management, and Others), Organization Size (Large Enterprises and SMEs), and Vertical (Manufacturing, IT and Telecom, BFSI, Healthcare, Retail, Government, Aerospace and Defense, and Others)**

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## **Abstracts**

The Asia Pacific cloud ERP market is expected to grow from US\$ 6,782.32 million in 2022 to US\$ 28,838.58 million by 2030. It is estimated to register a CAGR of 19.8% from 2022 to 2030.

### **Increasing Government Initiatives for Digitalization of SMEs Bolster Asia Pacific Cloud ERP Market**

Increasing government initiatives to promote digitization in small and medium-sized enterprises (SMEs) presents a substantial opportunity for the cloud ERP market. Governments of various countries offer financial incentives, grants, or subsidies to SMEs that invest in digital solutions, including cloud ERP systems. These incentives can offset the initial costs of adoption. In 2017, the Government of India launched the Digital MSME scheme. The purpose of the Digital MSME Scheme is to encourage the use of ICT in the MSME sector by integrating ICT tools and applications into their business and production processes. In addition, raising awareness, fostering e-platforms and advancements, fostering literacy, providing training, and advancing digital marketing within MSME sectors are all goals of the digital MSME program. Government

initiatives play an essential role in creating a conducive environment for SMEs to embrace digital technologies, including cloud ERP. These programs offer financial support, educational resources, and industry-specific guidance to increase the adoption of cloud ERP solutions among SMEs. Thus, government initiatives for the digitalization of SMEs are creating opportunities for the growth of the cloud ERP market.

### Asia Pacific Cloud ERP Market Overview

Various players operating in the cloud ERP market are expanding their presence in APAC to enhance and support the digitalization process for their customers. For instance, in August 2021, ACUMATICA, INC, a cloud ERP solutions provider, announced ACUMATICA INC's accelerated expansion across APAC to enhance support channels and better serve their customers in South Asia with a focus on Sri Lanka. Through Acumatica's strong partner ecosystem and its international workforce, customers across South Asia will benefit from increased regional support for deployment and product feature updates, as well as time-sensitive issue resolution.

In countries such as India, the increasing digitalization of SMEs accelerates the adoption of cloud ERP. In August 2023, according to the Digitalization of Indian SMEs survey by software review and selection platform Capterra India, a significant trend emerged among SMEs in India, with 88% of them now having a digitalization strategy in place. In Asia Pacific, various cloud ERP providers are expanding their presence to streamline the work processes of mid-sized companies. For instance, in April 2023, SAP SE announced a new product, "GROW with SAP," for Indian customers. This is a new product designed to help midsize customers deploy cloud ERP that enables speed, predictability, and continuous innovation. The GROW with SAP offering also integrates SAP S/4HANA Cloud, a public edition with accelerated deployment services, a global community of experts, and free learning resources. Such a type of development will help to boost the adoption of cloud ERP in APAC.

### Asia Pacific Cloud ERP Market Revenue and Forecast to 2030 (US\$ Million)

#### Asia Pacific Cloud ERP Market Segmentation

The Asia Pacific cloud ERP market is segmented into business function, organization size, vertical, and country.

Based on business function, the Asia Pacific cloud ERP market is segmented into finance and accounting, sales and marketing, inventory and order management, human

capital management, and others. The finance and accounting segment held the largest share of the Asia Pacific cloud ERP market in 2022.

In terms of organization size, the Asia Pacific cloud ERP market is bifurcated into large enterprises and SMEs. The large enterprises segment held a larger share of the Asia Pacific cloud ERP market in 2022.

By vertical, the Asia Pacific cloud ERP market is segmented into manufacturing, IT and telecom, BFSI, healthcare, retail, government, aerospace and defense, and others. The manufacturing segment held the largest share of the Asia Pacific cloud ERP market in 2022.

Based on country, the Asia Pacific cloud ERP market is segmented into Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific. China dominated the Asia Pacific cloud ERP market in 2022.

ACUMATICA, INC; Epicor Software Corp; Infor Inc; Microsoft Corp; Oracle Corp; Sage Group Plc; SAP SE; SYSPRO Proprietary Ltd; Unit4 Group Holding BV; and Workday Inc are some of the leading companies operating in the Asia Pacific cloud ERP market.

## Contents

### **1. INTRODUCTION**

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

### **2. EXECUTIVE SUMMARY**

- 2.1 Key Insights
- 2.2 Market Attractiveness

### **3. RESEARCH METHODOLOGY**

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

### **4. ASIA PACIFIC CLOUD ERP MARKET LANDSCAPE**

- 4.1 Overview
- 4.2 Ecosystem Analysis
  - 4.2.1 List of Vendors in the Value Chain:

### **5. ASIA PACIFIC CLOUD ERP MARKET - KEY INDUSTRY DYNAMICS**

- 5.1 Drivers
  - 5.1.1 Increasing Organizational Needs to Improve Staff Productivity and Efficiency
  - 5.1.2 Rising Adoption of Cloud ERP Solutions Across Various Verticals
- 5.2 Restraints
  - 5.2.1 Availability of Limited Customized Options for SaaS ERP Solutions
  - 5.2.2 Possibility of Security Breach Issues
- 5.3 Opportunity
  - 5.3.1 Increasing Government Initiatives for Digitalization of SMEs
  - 5.3.2 Use of Mobile and Cloud Applications
- 5.4 Trends
  - 5.4.1 Technological Advancements
  - 5.4.2 Growing Implementation of Two-Tier ERP Systems
- 5.5 Impact of Drivers and Restraints:

## **6. CLOUD ERP MARKET - ASIA PACIFIC MARKET ANALYSIS**

6.1 Asia Pacific Cloud ERP Market Overview

6.2 Asia Pacific Cloud ERP Market Revenue (US\$ Million), 2022 - 2030

6.3 Asia Pacific Cloud ERP Market Forecast and Analysis

## **7. ASIA PACIFIC CLOUD ERP MARKET ANALYSIS - BUSINESS FUNCTION**

7.1 Finance and Accounting

7.1.1 Overview

7.1.2 Finance and Accounting Market Revenue and Forecasts to 2030 (US\$ Million)

7.2 Sales and Marketing

7.2.1 Overview

7.2.2 Sales and Marketing Market Revenue and Forecasts to 2030 (US\$ Million)

7.3 Inventory and Order Management

7.3.1 Overview

7.3.2 Inventory and Order Management Market Revenue and Forecasts to 2030 (US\$ Million)

7.4 Human Capital Management

7.4.1 Overview

7.4.2 Human Capital Management Market Revenue and Forecasts to 2030 (US\$ Million)

7.5 Others

7.5.1 Overview

7.5.2 Others Market Revenue and Forecasts to 2030 (US\$ Million)

## **8. ASIA PACIFIC CLOUD ERP MARKET ANALYSIS - ORGANIZATION SIZE**

8.1 Large Enterprises

8.1.1 Overview

8.1.2 Large Enterprises Market Revenue and Forecasts to 2030 (US\$ Million)

8.2 SMEs

8.2.1 Overview

8.2.2 SMEs Market Revenue and Forecasts to 2030 (US\$ Million)

## **9. ASIA PACIFIC CLOUD ERP MARKET ANALYSIS - VERTICAL**

9.1 Manufacturing

- 9.1.1 Overview
- 9.1.2 Manufacturing Market Revenue and Forecasts to 2030 (US\$ Million)
- 9.2 IT and Telecom
  - 9.2.1 Overview
  - 9.2.2 IT and Telecom Market Revenue and Forecasts to 2030 (US\$ Million)
- 9.3 BFSI
  - 9.3.1 Overview
  - 9.3.2 BFSI Market Revenue and Forecasts to 2030 (US\$ Million)
- 9.4 Healthcare
  - 9.4.1 Overview
  - 9.4.2 Healthcare Market Revenue and Forecasts to 2030 (US\$ Million)
- 9.5 Retail
  - 9.5.1 Overview
  - 9.5.2 Retail Market Revenue and Forecasts to 2030 (US\$ Million)
- 9.6 Government
  - 9.6.1 Overview
  - 9.6.2 Government Market Revenue and Forecasts to 2030 (US\$ Million)
- 9.7 Aerospace and Defense
  - 9.7.1 Overview
  - 9.7.2 Aerospace and Defense Market Revenue and Forecasts to 2030 (US\$ Million)
- 9.8 Others
  - 9.8.1 Overview
  - 9.8.2 Others Market Revenue and Forecasts to 2030 (US\$ Million)

## **10. ASIA PACIFIC CLOUD ERP MARKET - COUNTRY ANALYSIS**

- 10.1 Asia Pacific Cloud ERP Market
  - 10.1.1 Overview
  - 10.1.2 Asia Pacific Cloud ERP market Breakdown by Countries
    - 10.1.2.1 Australia: Asia Pacific Cloud ERP Market Revenue and Forecasts to 2030 (US\$ Mn)
      - 10.1.2.1.1 Australia: Asia Pacific Cloud ERP Market Breakdown by Business Function
      - 10.1.2.1.2 Australia: Asia Pacific Cloud ERP Market Breakdown by Organization Size
      - 10.1.2.1.3 Australia: Asia Pacific Cloud ERP Market Breakdown by Vertical
    - 10.1.2.2 China: Asia Pacific Cloud ERP Market Revenue and Forecasts to 2030 (US\$ Mn)
      - 10.1.2.2.1 China: Asia Pacific Cloud ERP Market Breakdown by Business Function

- 10.1.2.2.2 China: Asia Pacific Cloud ERP Market Breakdown by Organization Size
- 10.1.2.2.3 China: Asia Pacific Cloud ERP Market Breakdown by Vertical
- 10.1.2.3 India: Asia Pacific Cloud ERP Market Revenue and Forecasts to 2030 (US\$ Mn)
  - 10.1.2.3.1 India: Asia Pacific Cloud ERP Market Breakdown by Business Function
  - 10.1.2.3.2 India: Asia Pacific Cloud ERP Market Breakdown by Organization Size
  - 10.1.2.3.3 India: Asia Pacific Cloud ERP Market Breakdown by Vertical
- 10.1.2.4 Japan: Asia Pacific Cloud ERP Market Revenue and Forecasts to 2030 (US\$ Mn)
  - 10.1.2.4.1 Japan: Asia Pacific Cloud ERP Market Breakdown by Business Function
  - 10.1.2.4.2 Japan: Asia Pacific Cloud ERP Market Breakdown by Organization Size
  - 10.1.2.4.3 Japan: Asia Pacific Cloud ERP Market Breakdown by Vertical
- 10.1.2.5 South Korea: Asia Pacific Cloud ERP Market Revenue and Forecasts to 2030 (US\$ Mn)
  - 10.1.2.5.1 South Korea: Asia Pacific Cloud ERP Market Breakdown by Business Function
  - 10.1.2.5.2 South Korea: Asia Pacific Cloud ERP Market Breakdown by Organization Size
  - 10.1.2.5.3 South Korea: Asia Pacific Cloud ERP Market Breakdown by Vertical
- 10.1.2.6 Rest of Asia Pacific: Asia Pacific Cloud ERP Market Revenue and Forecasts to 2030 (US\$ Mn)
  - 10.1.2.6.1 Rest of Asia Pacific: Asia Pacific Cloud ERP Market Breakdown by Business Function
  - 10.1.2.6.2 Rest of Asia Pacific: Asia Pacific Cloud ERP Market Breakdown by Organization Size
  - 10.1.2.6.3 Rest of Asia Pacific: Asia Pacific Cloud ERP Market Breakdown by Vertical

## **11. INDUSTRY LANDSCAPE**

- 11.1 Overview
- 11.2 Market Initiative
- 11.3 Product Development
- 11.4 Mergers & Acquisitions

## **12. COMPANY PROFILES**

- 12.1 ACUMATICA, INC
  - 12.1.1 Key Facts

- 12.1.2 Business Description
- 12.1.3 Products and Services
- 12.1.4 Financial Overview
- 12.1.5 SWOT Analysis
- 12.1.6 Key Developments
- 12.2 Infor Inc
  - 12.2.1 Key Facts
  - 12.2.2 Business Description
  - 12.2.3 Products and Services
  - 12.2.4 Financial Overview
  - 12.2.5 SWOT Analysis
  - 12.2.6 Key Developments
- 12.3 Microsoft Corp
  - 12.3.1 Key Facts
  - 12.3.2 Business Description
  - 12.3.3 Products and Services
  - 12.3.4 Financial Overview
  - 12.3.5 SWOT Analysis
  - 12.3.6 Key Developments
- 12.4 Oracle Corp
  - 12.4.1 Key Facts
  - 12.4.2 Business Description
  - 12.4.3 Products and Services
  - 12.4.4 Financial Overview
  - 12.4.5 SWOT Analysis
  - 12.4.6 Key Developments
- 12.5 Sage Group Plc
  - 12.5.1 Key Facts
  - 12.5.2 Business Description
  - 12.5.3 Products and Services
  - 12.5.4 Financial Overview
  - 12.5.5 SWOT Analysis
  - 12.5.6 Key Developments
- 12.6 SAP SE
  - 12.6.1 Key Facts
  - 12.6.2 Business Description
  - 12.6.3 Products and Services
  - 12.6.4 Financial Overview
  - 12.6.5 SWOT Analysis



- 12.6.6 Key Developments
- 12.7 Workday Inc
  - 12.7.1 Key Facts
  - 12.7.2 Business Description
  - 12.7.3 Products and Services
  - 12.7.4 Financial Overview
  - 12.7.5 SWOT Analysis
  - 12.7.6 Key Developments
- 12.8 SYSPRO Proprietary Ltd
  - 12.8.1 Key Facts
  - 12.8.2 Business Description
  - 12.8.3 Products and Services
  - 12.8.4 Financial Overview
  - 12.8.5 SWOT Analysis
  - 12.8.6 Key Developments
- 12.9 Epicor Software Corp
  - 12.9.1 Key Facts
  - 12.9.2 Business Description
  - 12.9.3 Products and Services
  - 12.9.4 Financial Overview
  - 12.9.5 SWOT Analysis
  - 12.9.6 Key Developments
- 12.10 Unit4 Group Holding BV
  - 12.10.1 Key Facts
  - 12.10.2 Business Description
  - 12.10.3 Products and Services
  - 12.10.4 Financial Overview
  - 12.10.5 SWOT Analysis
  - 12.10.6 Key Developments

## **13. APPENDIX**

- 13.1 Word Index

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Product name: Asia Pacific Cloud ERP Market Forecast to 2030 - Regional Analysis - by Business Function (Finance and Accounting, Sales and Marketing, Inventory and Order Management, Human Capital Management, and Others), Organization Size (Large Enterprises and SMEs), and Vertical (Manufacturing, IT and Telecom, BFSI, Healthcare, Retail, Government, Aerospace and Defense, and Others)

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