Retail Analytics Market by Business Function (Marketing and Customer Analytics, Merchandizing and In-Store Analytics, Supply Chain Analytics, Strategy and Planning), by Type, by Solutions and by Services - Global Forecast and Analysis to 2020

Description:

The retail analytics market size is estimated to grow from USD 2.2 Billion in 2015 to USD 5.1 Billion by 2020, at an estimated Compound Annual Growth Rate (CAGR) of 18.9% from 2015 to 2020. Retail analytics solutions are adopted by the retail industries across the globe to boost customer loyalty by creating personalized shopping experience to its customers.

The report aims at estimating the market size and future growth potential of the market across different segments such as business functions, solutions, services, deployment types, and regions. The base year considered for the study is 2014 and the forecast period is from 2015 to 2020. The increasing volume of data and demand of omni-channel insights is expected to play a key role in fueling the growth of the market in the next five years.

Key vendors in the retail analytics ecosystem were identified and studied individually, to understand the solution/ software offerings and features, business models, pricing models, and their respective customer base. This data was collated and further scrutinized based upon individual company's revenues, contributions from various regions/ countries, industries and business segments.

The research study involved the use of extensive secondary sources, directories, and databases and primary interviews conducted with C-level executives and industry consultants from supply side and IT procurement officers and decision makers from the end user side. All the primary sources, such as experts from related industries were interviewed to obtain and verify critical information as well as to assess the retail analytics market potential.

Retail Analytics Market

IBM, Oracle, SAP, SAS, Microsoft, Tableau, Angoss, Information Builders, Adobe, and Qlik are some of the vendors in the retail analytics ecosystem who sell their retail analytics solutions and services to end users to cater to the unique business requirements and retail needs.

To know about assumptions considered in the study, download pdf brochure

Target audience

- Analytics providers
- Consulting companies
- Government agencies
- Investors and venture capitalist
- Support and maintenance services providers
- Professional service providers
- Retailers

Scope of the Report

The research report segments the retail analytics market into the following submarkets:

By Business Function:
- Marketing and Customer Analytics
- Merchandizing and In-Store Analytics
- Supply Chain Analytics
- Strategy and Planning Market

By Solution:
- Data Management Software
- Analytics Tools
- Mobile Applications
- Reporting and Visualization Tools

By Service:
- Support and Maintenance Service
- Consulting and System Integration

By Deployment type:
- Cloud
- On Premises

By Region:
- North America
- Europe
- Asia-Pacific (APAC)
- Middle East and Africa (MEA)
- Latin America

Product Analysis
- Product matrix which gives a detailed comparison of the product portfolio of each company

Geographic Analysis
- Further breakdown of the North America market
- Further breakdown of the Europe market
- Further breakdown of the APAC market
- Further breakdown of the MEA market
- Further breakdown of the Latin America market

Contents:
1 Introduction
  1.1 Objectives Of The Study
  1.2 Market Definition
  1.3 Market Scope
  1.3.1 Markets Covered
  1.3.2 Years Considered For The Study
  1.4 Currency
  1.5 Limitations
  1.6 Stakeholders

2 Research Methodology
  2.1 Research Data
  2.1.1 Secondary Data
  2.1.1.1 Key Data From Secondary Sources
  2.1.2 Primary Data
  2.1.2.1 Key Data From Primary Sources
  2.1.2.2 Key Industry Insights
  2.1.2.3 Breakdown Of Primaries
  2.2 Market Size Estimation
  2.2.1 Bottom-Up Approach
  2.2.2 Top-Down Approach
  2.3 Market Breakdown And Data Triangulation
  2.4 Research Assumptions

3 Executive Summary

4 Premium Insights
  4.1 Attractive Market Opportunities
  4.2 Retail Analytics Market, By Business Function
  4.3 Key Applications And Regions In The Retail Analytics Market
  4.4 Life Cycle Analysis, By Region
5 Market Overview
5.1 Introduction
5.2 Evolution Of The Retail Analytics Market
5.3 Market Segmentation
5.3.1 By Type
5.3.2 By Solution
5.3.3 By Service
5.3.4 By Business Function
5.3.5 By Region
5.4 Market Dynamics
5.4.1 Drivers
5.4.1.1 Continuous Rise In Volume, Variety, And Velocity Of Data
5.4.1.2 Increasing Demand For Omni-Channel Insights
5.4.1.3 Increasing Demand For In-Store Analytics
5.4.2 Restraints
5.4.2.1 Complex System Integration
5.4.3 Opportunities
5.4.3.1 Adoption Of Retail Analytics In Subsectors Of The Retail Industry
5.4.3.2 Increasing Need To Mitigate Shrink
5.4.4 Challenges
5.4.4.1 Lack Of Technical Expertise And Awareness About The Benefits Of Retail Analytics
5.4.4.2 Need For Standardization

6 Industry Trends
6.1 Introduction
6.2 Value Chain Analysis
6.3 Ecosystem
6.4 Strategic Benchmarking

7 Retail Analytics Market Analysis, By Type
7.1 Introduction
7.2 Solutions
7.3 Services

8 Retail Analytics Market Analysis, By Solution
8.1 Introduction
8.2 Data Management Software
8.3 Analytical Tools
8.4 Mobile Applications
8.5 Reporting And Visualization Tools

9 Retail Analytics Market Analysis, By Service
9.1 Introduction
9.2 Consulting And System Integration
9.3 Support And Maintenance

10 Retail Analytics Market Analysis, By Business Function
10.1 Introduction
10.2 Marketing And Customer Analytics
10.2.1 Campaign Management/Marketing Mix Analysis
10.2.2 Market Basket Analysis
10.2.3 Pricing Analysis
10.2.4 Customer Segmentation, Acquisition, Retention, & Loyalty Management
10.2.5 Sales Forecasting
10.2.6 Others (Cross Selling, Pos, & Product Life Cycle Management)
10.3 Merchandising And In-Store Analytics
10.3.1 Space Planning And Optimization
10.3.2 Assortment/Cluster Planning
10.3.3 Fraud And Risk Management
10.3.4 Others (Workforce Management, Kiosks, And Self-Checkout Solutions)
10.4 Supply Chain Analytics
10.4.1 Inventory Management
10.4.2 Supply And Demand Forecasting
10.4.3 Vendor Management
10.4.4 Others (Order Management And Transportation Management)
10.5 Strategy And Planning
10.5.1 Accounting
10.5.2 Performance Management
10.5.3 Real Estate Planning
10.5.4 Others

11 Retail Analytics Market Analysis, By Deployment Model
11.1 Introduction
11.2 Cloud Deployment
11.3 On-Premise Deployment

12 Geographic Analysis
12.1 Introduction
12.2 North America
12.3 Europe
12.4 Asia-Pacific (Apac)
12.5 Middle East And Africa (Mea)
12.6 Latin America

13 Competitive Landscape
13.1 Overview
13.2 Competitive Situation And Trends
13.2.1 New Product Launches
13.2.2 Agreements, Partnerships, Collaborations, And Joint Ventures
13.2.3 Mergers And Acquisitions
13.2.4 Expansions

14 Company Profiles
14.1 International Business Machines Corporation (Ibm)
14.2 Microsoft Corporation
14.3 Oracle Corporation
14.4 Sap Se
14.5 Sas Institute, Inc.
14.6 Adobe Systems Incorporated
14.7 Microstrategy Incorporated
14.8 Information Builders
14.9 Tableau Software, Inc.
14.10 Qlik Technologies, Inc.

*Details On Overview, Financials, Product & Services, Strategy, And Developments Might Not Be Captured In Case Of Unlisted Companies.

15 Appendix
15.1 Discussion Guide
15.2 Introducing Rt: Real-Time Market Intelligence
15.3 Available Customizations
15.4 Related Reports

List of Tables
Table 1 Retail Analytics Market: Research Assumptions
Table 2 Market, By Type, 2013–2020 (USD Million)
Table 3 Solutions: Market Size, By Region, 2013–2020 (USD Million)
Table 4 Services: Market Size, By Region, 2013–2020 (USD Million)
Table 5 Retail Analytics Market Size, By Solution, 2013–2020 (USD Million)
Table 6 Data Management Software: Market Size, By Region, 2013–2020 (USD Million)
Table 7 Data Management Software: Market Size, By Business Function, 2013–2020 (USD Million)
Table 8 Analytical Tools: Market Size, By Region, 2013–2020 (USD Million)
Table 9 Analytical Tools: Market Size, By Business Function, 2013–2020 (USD Million)
Table 10 Mobile Applications: Market Size, By Region, 2013–2020 (USD Million)
Table 11 Mobile Applications: Market Size, By Business Function, 2013–2020 (USD Million)
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Retail Analytics Market by Business Function (Marketing and Customer Analytics, Merchandizing and In-Store Analytics, Supply Chain Analytics, Strategy and Planning), by Type, by Solutions and by Services - Global Forecast and Analysis to 2020
Web Address: http://www.researchandmarkets.com/reports/3493727/
Office Code: SCISXOJA

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td>USD 4650</td>
</tr>
<tr>
<td>Single User:</td>
<td></td>
</tr>
<tr>
<td>Electronic (PDF)</td>
<td>USD 5650</td>
</tr>
<tr>
<td>1 - 5 Users:</td>
<td></td>
</tr>
<tr>
<td>Electronic (PDF)</td>
<td>USD 9000</td>
</tr>
<tr>
<td>EnterpriseWide:</td>
<td></td>
</tr>
<tr>
<td>Electronic (PDF)</td>
<td>USD 7150</td>
</tr>
<tr>
<td>Site License:</td>
<td></td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [Mr] [Mrs] [Dr] [Miss] [Ms] [Prof]
First Name: ____________________________ Last Name: ____________________________
Email Address: * ____________________________
Job Title: ____________________________
Organisation: ____________________________
Address: ____________________________
City: ____________________________
Postal / Zip Code: ____________________________
Country: ____________________________
Phone Number: ____________________________
Fax Number: ____________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World