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
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