Global Retail IT Spending market 2016-2020

Description: Market outlook of the retail IT spending market

The research analyst predicts the global retail IT spending market to grow steadily at a CAGR of close to 4% during the forecast period. Increased need to find customer insights from a large pool of structured and unstructured data is a major driver for investment by retailers on big data analytics technology.

This research report also covers the role of SMAC technology in shaping the growth of the market. Retailers focus on right product assortment for the right stores, depending on the store's attributes, local customer demand, and product preference. Technavio expects analytics platforms to quickly gain popularity among CMOs as a secure and easy to use option. With this, IT spending in retail is expected to significantly improve customer satisfaction in the upcoming four years.

Product segmentation and analysis of the global retail IT spending market

Hardware
Software
IT services

IT services accounted for the largest market share with more than 35% in 2015. However, as per the market forecast, the software segment is likely to witness the fastest growth until 2019 due to high demand emerging from the e-commerce market.

Geographical segmentation and analysis of the retail IT spending market

Americas
APAC
EMEA

In 2015, North America outpaced the growth of retail software market in BRIC countries posting a growth of more than 5% from 2014. The market is driven by growing investments in payment systems, omnichannel integrations, data security, and mobile proliferation and engagement.

Competitive landscape and key vendors

The emergence of many vendors in the global retail IT spending market has led to fierce competition. Along with increasing demand from end-users, the market is also witnessing rapid innovations and more importantly, the evolution of retail solutions with advanced computing capabilities, leading to high efficiency and productivity. Vendors in this market are constantly adopting effective marketing and promotional strategies to provide quality products that meet customer expectations.

The leading vendors in the market are -

Cisco
Dell
HP
IBM


Key questions answered in the report include
- What will the market size and the growth rate be in 2020?
What are the key factors driving the global retail IT spending market?
What are the key Market trends impacting the growth of the retail IT spending market?
What are the challenges to market growth?
Who are the key vendors in this market space?
What are the market opportunities and threats faced by the vendors in the global retail IT spending market?
Trending factors influencing the market shares of the Americas, APAC, and EMEA?
What are the key outcomes of the five forces analysis of the retail IT spending market?

Related reports:

Global IT Spending by E-Grocers Market 2015-2019
Global Retail Banking IT Spending Market 2015-2019

Contents:

Table of Contents

PART 01: Executive summary
- Highlights

PART 02: Scope of the report
- Market overview
- Top-vendor offerings

PART 03: Market research methodology
- Research methodology
- Economic indicators

PART 04: Introduction
- Key market highlights

PART 05: Market landscape
- Market overview
- Market size and forecast
- Five forces analysis

PART 06: Market segmentation by application
- Segmentation of global retail IT spending by product type
  - IT service
  - Hardware
  - Software

PART 07: Geographical segmentation
- Geographical segmentation of global retail IT spending
  - Retail IT spending in Americas
  - Retail IT spending in EMEA
  - Retail IT spending in APAC

PART 08: Key leading countries

PART 09: Market drivers

PART 10: Impact of drivers

PART 11: Market challenges

PART 12: Impact of drivers and challenges

PART 13: Market trends

PART 14: Vendor landscape
- Competitive scenario
- Market share analysis
- Other prominent vendors
PART 15: Key vendor analysis
- Cisco
- Dell
- HP
- IBM

PART 16: Appendix
- List of abbreviations

PART 17: Explore the Author

List of Exhibits
Exhibit 01: Product offerings
Exhibit 02: Segmentation of global retail IT spending
Exhibit 03: Top emerging technologies involved in the retail sector
Exhibit 04: Global retail IT spending market 2015-2020 ($ billions)
Exhibit 05: Five forces analysis
Exhibit 06: Segmentation of global retail IT spending by product type 2015
Exhibit 07: Segmentation of global retail IT spending by product type 2015-2020
Exhibit 08: Global IT service spending in retail industry 2015-2020 ($ billions)
Exhibit 09: Global hardware spending in retail industry 2015-2020 ($ billions)
Exhibit 10: Global software retail spending 2015-2020 ($ billions)
Exhibit 11: Segmentation of retail software spending 2015
Exhibit 12: Geographical segmentation of global retail IT spending 2015
Exhibit 13: Geographical segmentation of global retail IT spending 2015-2020
Exhibit 14: Retail IT spending in Americas 2015-2020 ($ billions)
Exhibit 15: Retail IT spending in EMEA 2015-2020 ($ billions)
Exhibit 16: Retail IT spending in APAC 2015-2019 ($ billions)
Exhibit 17: Impact of drivers
Exhibit 18: Impact of drivers and challenges
Exhibit 19: Global retail industry IT spending market by vendor 2015
Exhibit 20: Cisco: Business segmentation
Exhibit 21: Cisco: Business segmentation by revenue 2013 and 2014 ($ billions)
Exhibit 22: Cisco: Geographical segmentation by revenue 2014
Exhibit 23: HP: Business segmentation by revenue 2014
Exhibit 24: HP: Business segmentation by revenue 2013 and 2014 ($ billions)
Exhibit 25: HP: Geographical segmentation by revenue 2014
Exhibit 26: IBM: Business segmentation by revenue 2014
Exhibit 27: GTS segment by revenue 2013 and 2014 ($ billions)
Exhibit 28: GBS segment by revenue 2013 and 2014 ($ billions)

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3534964/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
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/](http://www.researchandmarkets.com/contact/)

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

<table>
<thead>
<tr>
<th>Product Name:</th>
<th>Global Retail IT Spending market 2016-2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/3534964/">http://www.researchandmarkets.com/reports/3534964/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SCH3QTBW</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Product Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>☐</td>
<td>USD 2500</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td>☐</td>
<td>USD 3000</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License:</td>
<td>☐</td>
<td>USD 4000</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>☐</td>
<td>USD 10000</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in **BLOCK CAPITALS**

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr ☐</th>
<th>Mrs ☐</th>
<th>Dr ☐</th>
<th>Miss ☐</th>
<th>Ms ☐</th>
<th>Prof ☐</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* 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