

North America is expected to dominate the retail analytics market during the forecast period. The retail analytics market is segmented based on regions including North America, Asia Pacific (APAC), Europe, Middle East and Africa (MEA), and Latin America. North America has always been a frontrunner in embracing advanced analytical technologies to offer best-in-class products to its customers. The unprecedented success witnessed by retail chains such as Walmart and The Kroger Company with their super efficient inventory management, logistics capabilities ensures other retailers to follow similar suit to gain a competitive advantage in the market. Key companies in the retail analytics market including Microsoft Corporation, Oracle Corporation, International Business Machines Corporation, SAP SE, SAS Institute Inc., and others have a strong presence in the North American region. The companies operating in this region have adopted varied strategies to gain a competitive edge in the market. Additionally, according to National Retail Federation, the US eCommerce market is estimated to grow between 8–12% in 2017. High growth of eCommerce will play a prominent role in the adoption of retail analytics software.

Major vendors in this market include 1010data, Inc. (US), Angoss Software Corporation (Canada), BRIDGEi2i Analytics Solutions Private Limited (India), Capillary Technologies (Singapore), Diaspark Inc. (US), FLIR Systems, Inc. (US), Fujitsu Limited (Japan), GainInsights Solutions Pvt. Ltd. (India), Happiest Minds (India), Information Builders (US), IntelliVision (US), International Business Machines (IBM) Corporation (US), LoyaltyOne (Canada), Manthan Software Services Private Limited (India), Microsoft Corporation (US), MicroStrategy Incorporated (US), Oracle Corporation (US), QBurst (India), Qlik Technologies Inc. (US), RetailNext Inc. (US), SAP SE (Germany), SAS Institute Inc. (US), Trax (Singapore), Visual BI Solutions (US), and Zebra Technologies Corporation (US).

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