

# Retail Analytics Market-Global Opportunity Analysis and Industry Forecast, 2021-2028

*The retail analytics market is segmented into component, deployment model, application, and geography.*

PORTLAND, OR, UNITED STATES,  
December 29, 2021 /

EINPresswire.com/ -- Real time data gathered through customer mapping get analyzed and distributed through retail analytics and allows marketers in creating more opportunities, such as business expansion in new

geographies, optimize customer services, improve operational capacities, and many others. Predictive models based upon customer intelligence and analysis help to adopt right promotional strategy by the retailers. Some of the key factors drive the global [retail analytics market](#) are increase in ICT spending in the developed and the developing countries, and cost-effective cloud deployment model. In addition, upsurge in smartphone adoption and infrastructure development has increased the number of retailers in the emerging regions, such as Asia-Pacific and Latin America, which in turn is anticipated to fuel the market growth in the coming years.



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Major players operating in the retail analytics market include IBM Corporation, HCL Technologies Limited, Oracle Corporation, SAS Institute Inc., Wipro Limited, SAP SE, Adobe Systems Incorporated, Fractal Analytics Inc., Manthan, and Tableau Software. These players have adopted strategies, such as geographical expansion, mergers & acquisitions, product portfolio expansion, and collaborations to enhance their market penetration.

## Key Benefits

- The report provides in-depth market analysis of retail analytics, outlining current trends, key driving factors, and potential areas for product investments.
- Key players are analyzed with respect to their primary offerings, recent investments, and future development strategies.

- Holistic approach of segmentation is carried out through in-depth market study and discussions with several industry expertise globally.
- The report provides highlights of top investment pockets, key impacting factors, and winning strategies for the global retail analytics market.

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