E-Commerce Analytics Software Market is projected to experience a CAGR of 18.97% throughout the forecast period

The E-commerce analytics software market is anticipated to grow at a CAGR of 18.97% during the forecast period.

NOIDA, UTTAR PARDESH, INDIA, January 30, 2024 /EINPresswire.com/ -- According to a new study published by Knowledge Sourcing Intelligence, the E-commerce analytics software market is projected to grow at a CAGR of 18.97% between 2021 and 2028.

People's disposable income is increasing as their spending power rises, and this, along with people's preference for ordering products online via e-commerce platforms and retail outlets since it is more convenient and saves time, is supporting the expansion of this sector. Increased sales and online orders generate more complex data, such as customer addresses and information, order tracking and logistics service information, and inventory and stock information, propelling the E-commerce Analytics Software Market ahead. Moreover, e-commerce businesses are increasing their use of complex business intelligence and analysis

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> *Knowledge Sourcing Intelligence*

tools to improve the efficiency of their operations, maximize revenue, and gain a competitive advantage over their competitors, which is driving the growth of the E-commerce Analytics Software Market.

E-commerce analytics software is a form of software that helps businesses and organizations track and analyze data connected to their e-commerce operations. They examine a variety of data, including website traffic, consumer behaviour, sales performance, inventory levels, and more. E-commerce analytics software may give useful insights into a company's e-commerce operations, assisting it in finding areas for improvement and optimizing methods to increase sales and income. Data visualization, bespoke reporting, real-time monitoring, and predictive analytics are the most typical functions offered by various e-commerce analytics software. Given its effective analytical capacity and performance, sophisticated e-commerce analytics software

such as Google Analytics, Adobe Analytics, Mixpanel, and Shopify Analytics are driving the need for e-commerce analytics software. Furthermore, the advancement of new technologies such as machine learning and artificial intelligence is resulting in the development of smart and efficient e-commerce analytics software, allowing businesses to analyze massive volumes of data and obtain useful insights into their e-commerce operations. As a result, the expansion of the e-commerce industry, as well as the increasing relevance of data analysis and customer service, are two major drivers driving the growth of the e-commerce analytics software market throughout the forecast period.

The market is witnessing multiple collaborations and technological advancements, for instance in e.fundamentals, a UK-based company that provides digital shelf and e-commerce analysis services to international companies, was taken over by CommerceIQ, a software platform that offers management services to e-commerce in the retail sector, in July 2022, to launch new analytics features on CommerceIQ's management platform.

Access sample report or view details: https://www.knowledge-sourcing.com/report/e-commerce-analytics-software-market

Based on deployment the global e-commerce analytics software market is divided into cloud and on-premise. The cloud segment is predicted to expand considerably throughout the projection period. Cloud-based e-commerce analytics software is widely used due to its flexibility, scalability, and user convenience, fueling the growth of the e-commerce analytics software market. Furthermore, leading e-commerce analytics software providers provide cloud-based applications.

Based on end users the global e-commerce analytics software market is divided into apparel & fashion, food & beverage, home & electronics, healthcare, and others. The apparel and fashion industry is likely to grow significantly over the forecast period. The fashion business operates in a fast-paced environment with frequently shifting customer tastes and trends. E-commerce analytics software allows garment companies to evaluate real-time data, allowing them to remain nimble and responsive to market trends. Additionally, the growing popularity of online shopping and the move toward digital platforms for fashion purchases creates a significant need for analytics solutions. Furthermore, the garment industry may profit greatly from individualized marketing techniques, and analytics software is critical in analyzing customer behaviour, permitting targeted advertising, and enhancing product suggestions. Finally, inventory management is crucial in the garment sector, and analytics software assists in optimizing stock levels, decreasing excess inventory expenses, and boosting overall operational efficiency.

Based on geography the Asia Pacific region dominates the e-commerce analytics software market and is predicted to expand throughout the forecast period. The Asia Pacific region's e-commerce analytics software market is booming, because of the region's flourishing e-commerce sector and rising need for data-driven decision-making in the corporate sector. Furthermore, the rise of the retail sector in the region, as well as the presence of major online

retail businesses such as Urbanic, H&M, Zara, and Ajio in the region, is encouraging retail companies supplying their products through e-commerce sites to use e-commerce analytics software.

As a part of the report, the major players operating in the e-commerce analytics software market, that have been covered are Adobe Inc., SAP SE, Salesforce, Oracle, Microsoft Corporation, Woopra Inc., Optimizely Inc., Alphabet Inc., SavvyCube, Zoho Corporation Pvt. Ltd.

The market analytics report segments the e-commerce analytics software market using the following criteria:

• BY DEPLOYMENT

o Cloud
o On-premise

• BY END USER

o Apparel & Fashion
o Food & Beverage
o Home & Electronics
o Healthcare
o Others

• BY GEOGRAPHY

o North America

• United States
• Canada
• Mexico

o South America

• Brazil
• Argentina
• Others

o Europe

• Germany
• France
• United Kingdom

- Spain
- Others

o Middle East and Africa

- Saudi Arabia
- UAE
- Israel
- Others

o Asia Pacific

- China
- Japan
- India
- South Korea
- Indonesia
- Thailand
- Others

Companies Profiled:

- Adobe Inc.
- SAP SE
- Salesforce
- Oracle
- Microsoft Corporation
- Woopra Inc.
- Optimizely Inc.
- Alphabet Inc.
- SavvyCube
- Zoho Corporation Pvt. Ltd.

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