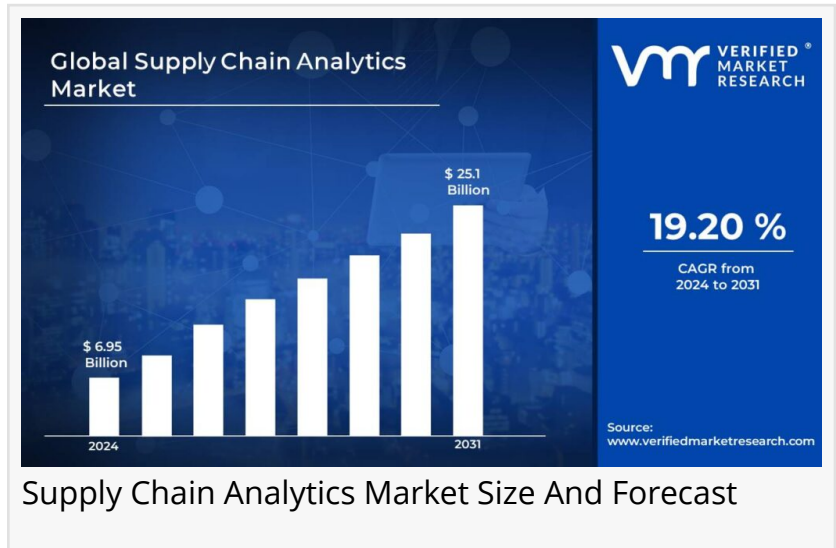


Supply Chain Analytics Market size worth USD 25.1 Billion, Globally, by 2031 at 19.20% CAGR: Verified Market Research®

The report provides an in-depth analysis of the global Supply Chain Analytics Market, including its growth prospects, market trends, and market challenges.

LEWES, DELAWARE, UNITED STATES, July 18, 2024 /EINPresswire.com/ -- The [Global Supply Chain Analytics Market](#) is projected to grow at a CAGR of 19.20% from 2024 to 2031, according to a new report published by Verified Market Research®. The report reveals that the market was valued at USD 6.95 Billion in 2024 and is expected to reach USD 25.1 Billion by the end of the forecast period.



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Global Supply Chain Analytics Market Gains Momentum: Market Drivers, Outlook, and Key Players

The global Supply Chain Analytics Market is experiencing robust growth, driven by several key factors. Chief among these is the widespread adoption of Internet of Things (IoT) devices across various industry verticals, including automotive, manufacturing, and healthcare. The surge in IoT device usage has generated massive datasets, compelling organizations to implement advanced analytics solutions to optimize their supply chains.

Additionally, the escalating global usage of high-speed internet connectivity and smartphones has significantly bolstered the e-commerce sector, fueling the demand for analytics solutions within the market.

Market Drivers and Trends

1. **Technological Advancements and IoT Proliferation:** The adoption of IoT devices has transformed supply chain operations, enabling real-time tracking, enhanced visibility, and improved decision-making processes. The integration of advanced analytics with IoT-generated

data is driving efficiencies and reducing operational costs.

2. Growth of E-commerce: The expansion of the e-commerce sector, propelled by high-speed internet and smartphone penetration, has increased the complexity of supply chains. This has necessitated the implementation of sophisticated analytics solutions to manage inventory, demand forecasting, and logistics more effectively.

3. Emerging Market Players in the Cold Chain Monitoring Market: [New entrants are focusing on technological innovations](#) to enhance cold chain monitoring, ensuring the integrity of temperature-sensitive products throughout the supply chain.

4. Technological Innovations Transforming Cold Chain Monitoring: Innovations in sensor technology, data analytics, and IoT are revolutionizing cold chain monitoring, providing real-time data and predictive insights to prevent spoilage and ensure product quality.

5. The Importance of Cold Chain Monitoring in the Pharmaceutical Industry: The pharmaceutical sector and cold chain monitoring is critical for maintaining the efficacy and safety of temperature-sensitive drugs and vaccines. Advanced monitoring solutions are essential for compliance with stringent regulatory requirements.

Market Outlook

The evolution of the Supply Chain Analytics Market is closely tied to technological advancements, IoT proliferation, and the growing dependence on mobile applications. Despite challenges such as data privacy concerns and integration complexities, innovative solutions and strategic investments are poised to enhance adoption rates, particularly among Small and Medium Enterprises (SMEs).

Regional Insights

North America continues to lead the Supply Chain Analytics Market, driven by the early adoption of advanced technologies and the presence of major market players. However, global collaborations and tailored approaches are pivotal in unlocking the full potential of supply chain analytics across diverse industries. Emerging markets in Asia-Pacific and Europe are also witnessing significant growth, supported by increasing investments in digital infrastructure and the growing recognition of the benefits of analytics-driven supply chain management.

Supply Chain Analytics Market Key Players:

Prominent players in the Supply Chain Analytics Market include Birst Inc., Capgemini, Genpact, IBM Corporation, Kinaxis Inc., MicroStrategy, Oracle Corporation, SAP SE, SAS Institute Inc., and Tableau Software.

The global Supply Chain Analytics Market is poised for continued growth, fueled by technological advancements and innovative solutions. As industry leaders collaborate and invest strategically, the market is set to witness further expansion, overcoming challenges and creating new opportunities for businesses worldwide.

Global Supply Chain Analytics Market Segment Analysis

Based on the research, Verified Market Research® has segmented the global Supply Chain Analytics Market into Deployment Model, Service, Application, Component, And Geography.

- Supply Chain Analytics Market, by Deployment Model

- o On-premise
- o Cloud-based

- Supply Chain Analytics Market, by Service

- o Managed Services
- o Professional Services

- Supply Chain Analytics Market, by Application

- o Healthcare and life sciences
- o Manufacturing
- o Automotive
- o Retail and Consumer Packaged Goods
- o High Technology Products
- o Aerospace and Defense
- o Others

- Supply Chain Analytics Market, by Component

- o Sales & Operation Planning
- o Manufacturing Analytics
- o Transportation & Logistics
- o Others

- Supply Chain Analytics Market, by Geography

- o North America
 - U.S
 - Canada
 - Mexico
- o Europe
 - Germany
 - France
 - U.K
 - Rest of Europe
- o Asia Pacific
 - China
 - Japan
 - India
 - Rest of Asia Pacific
- o ROW

- Middle East & Africa
- Latin America

Visualize Electronic Toll Collection (ETC) Market using Verified Market Intelligence - :
Verified Market Intelligence is our BI Enabled Platform for narrative storytelling in this market. VMI offers in-depth forecasted trends and accurate Insights on over 20,000+ emerging & niche markets, helping you make critical revenue-impacting decisions for a brilliant future.

VMI provides a holistic overview and global competitive landscape with respect to Region, Country, Segment, and Key players of your market. Present your Market Report & findings with an inbuilt presentation feature saving over 70% of your time and resources for Investor, Sales & Marketing, R&D, and Product Development pitches. VMI enables data delivery In Excel and Interactive PDF formats with over 15+ Key Market Indicators for your market.

About Us

Verified Market Research® stands at the forefront as a global leader in Research and Consulting, offering unparalleled analytical research solutions that empower organizations with the insights needed for critical business decisions. Celebrating 10+ years of service, VMR has been instrumental in providing founders and companies with precise, up-to-date research data.

With a team of 500+ Analysts and subject matter experts, VMR leverages internationally recognized research methodologies for data collection and analyses, covering over 15,000 high impact and niche markets. This robust team ensures data integrity and offers insights that are both informative and actionable, tailored to the strategic needs of businesses across various industries.

VMR's domain expertise is recognized across 14 key industries, including Semiconductor & Electronics, Healthcare & Pharmaceuticals, Energy, Technology, Automobiles, Defense, Mining, Manufacturing, Retail, and Agriculture & Food. In-depth market analysis cover over 52 countries, with advanced data collection methods and sophisticated research techniques being utilized. This approach allows for actionable insights to be furnished by seasoned analysts, equipping clients with the essential knowledge necessary for critical revenue decisions across these varied and vital industries.

Verified Market Research® is also a member of ESOMAR, an organization renowned for setting the benchmark in ethical and professional standards in market research. This affiliation highlights VMR's dedication to conducting research with integrity and reliability, ensuring that the insights offered are not only valuable but also ethically sourced and respected worldwide.

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