

# Key Trend in the Global Retail Pricing Software Market 2024-2033: AI And Machine Learning Revolutionizing Retail Pricing

*The Business Research Company's Retail Pricing Software Global Market Report 2024 - Market Size, Trends, And Global Forecast 2024-2033*

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The retail pricing software market has experienced significant growth in recent years. It is projected to expand from \$10.43 billion in 2023 to \$11.42 billion in 2024, reflecting a compound annual growth rate (CAGR) of 9.5%. This growth in the past few years can be attributed to technological advancements, the rise of e-commerce, increased competition, the need for more efficient inventory management, greater demand for dynamic pricing, and overall growth in the global retail sector.

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The retail pricing software market size is expected to see strong growth in the next few years. It will grow to \$16.5 billion in 2028 at a compound annual growth rate (CAGR) of 9.6%.”

*The Business Research Company*

How Much Will the [Global Retail Pricing Software Market](#) Grow, and What Is the Predicted Annual Growth Rate?

The retail pricing software market is expected to experience robust growth in the coming years, reaching \$16.5 billion by 2028, with a compound annual growth rate

(CAGR) of 9.6%. This anticipated growth is driven by the adoption of AI and machine learning, the rise of big data analytics, a growing emphasis on personalized pricing, the expansion of omnichannel retail, the growth of mobile commerce, and the increasing demand for real-time pricing adjustments.

Explore the Full Scope of the Global Retail Pricing Software Market with an In-Depth Sample

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What Are The Top Drivers Contributing To The Growth Of The Retail Pricing Software Market? The growth of e-commerce and heightened online competition are expected to drive the expansion of the retail pricing software market. As internet access improves, online shopping becomes more convenient, and consumer preferences shift, e-commerce has surged, intensifying competition. Businesses are increasingly turning to technology and data to reach wider audiences and stand out in the growing digital marketplace. Advanced retail pricing software enables retailers to optimize pricing strategies, making real-time adjustments based on market trends, competitor activities, and consumer behavior to maximize revenue and profitability.

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<https://www.thebusinessresearchcompany.com/report/retail-pricing-software-global-market-report>

Which Companies Are Leading Growth in the Retail Pricing Software Market?

Key players in the retail pricing software market include International Business Machines Corporation (IBM), Oracle Corporation, SAP SE, Blue Yonder Group Inc., Simon-Kucher & Partners, Relex Solutions Oy, PROS Holdings Inc., DemandTec Inc., Vendavo Inc., Pricefx AG, EDITED Ltd., Zilliant Inc., First Insight Inc., Revionics Inc., Prisync, Retalon Inc., Solvoyo Corporation, Competera Limited, netRivals, Optimix Solutions, QuickLizard Ltd., Omnia Retail B.V., Wiser Solutions Inc., PriceGrid, Pricing Solutions Ltd., Omnia Retail Srl, Eversight Inc., PriceLabs Inc., BlackCurve Solutions Limited

What Are the Key Trends Defining the Retail Pricing Software Market Size?

Key players in the retail pricing software market are increasingly focusing on artificial intelligence (AI) and machine learning technologies, particularly AI-based pricing optimization, to improve pricing accuracy and strengthen their competitive edge. AI-based pricing optimization leverages AI and machine learning algorithms to process large volumes of data—such as market trends, competitor pricing, and consumer behavior—to identify the most effective pricing strategies.

What Are The Key Segments Of The Global Retail Pricing Software Market?

- 1) By Component: Software, Service
- 2) By Deployment Mode: On-Premise, Cloud-Based, Hybrid
- 3) By Enterprise Size: Small And Medium-Sized Businesses, Large Enterprises
- 4) By Application: Retail Pricing, Revenue Management, Competitive Analysis, E-Commerce

Geographical Highlights: North America Leading Retail Pricing Software Market

North America was the largest region in the market in 2023. Asia-Pacific is expected to be the

fastest-growing region in the report during the forecast period. The regions covered in the report are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, Africa.

### What Is The Definition And Scope Of The Retail Pricing Software Market Overview?

Retail pricing software is a specialized tool designed to help businesses establish, control, and enhance pricing for their products and services. By leveraging data analysis and algorithms, it ensures competitive pricing, optimizes revenue, and adapts to changing market conditions and consumer behavior.

The Retail Pricing Software Global Market Report 2024 from The Business Research Company includes the following key information:

- Market size data for both historical and future periods
- Analysis of both macro and microeconomic factors that have impacted the market over the past five years
- Regional market analysis covering Asia-Pacific, China, Western Europe, Eastern Europe, North America, the USA, South America, and the Middle East and Africa
- Country-specific market analysis for Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, the UK, and the USA.

[Overview of the Global Retail Pricing Software Market](#) Report: Trends, Opportunities, Strategies, and More

The Retail Pricing Software Global Market Report 2024 from The Business Research Company is an extensive resource that delivers insights into retail pricing software market size, retail pricing software market drivers and trends, retail pricing software competitors' revenues, and retail pricing software market growth across geographies. This report provides valuable in-depth insights into potential opportunities and strategies. Companies can utilize the information presented to target segments with the greatest growth potential.

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