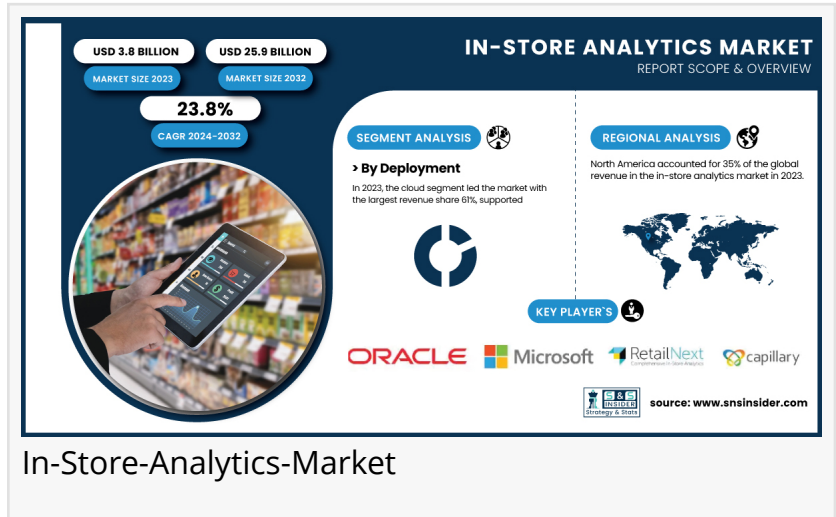


In-Store Analytics Market to Reach USD 25.9 Billion by 2032 | SNS Insider

The in-store analytics market is expanding rapidly, driven by AI, cloud adoption, and data-driven retail optimization for better efficiency.

AUSTIN, TX, UNITED STATES, February 17, 2025 /EINPresswire.com/ -- The [In-Store Analytics Market](#) Size was valued at USD 3.8 billion in 2023 and is expected to reach USD 25.9 billion by 2032, growing at a CAGR of 23.8% over the forecast period of 2024-2032. This report covers deep-down statistics on the penetration of new technologies, expansion of networking base, cyber incidences, and cloud service usage across regions. The driver is in increasing retail digitalization, AI customer insights, and demand for real-time analytics. The catalysis for growth across global retail is enhanced cybersecurity and additional cloud adoption.



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Keyplayers:

- RetailNext Inc. (RetailNext Platform, ShopperTrak)
- Microsoft Corporation (Azure Synapse Analytics, Power BI)
- Oracle Corporation (Oracle Retail Analytics, Oracle BI)
- SAP SE (SAP Analytics Cloud, SAP HANA)
- IBM Corporation (IBM Cognos Analytics, Watson AI)
- Happiest Minds Technologies (Smart Retail Solutions, Customer Analytics Services)
- Capillary Technologies (InTouch CRM+, VisitorMetrix)
- Scanalytics Inc. (Floor Sensor Systems, Foot Traffic Analytics)
- Thinkin (Smart Shelf, Analytics Dashboard)
- Stratacache (Walkbase Analytics, ActiVia Video Analytics)

By Solution Type, Shopper Traffic Analysis Leads Market with 27% Share in 2023, Driving Data-Driven Retail Optimization

In 2023, the shopper traffic analysis segment accounted a 27% of global in-store analytics revenue, thus becoming an indispensable tool for retailers in optimizing store layout and resource allocation. The data-driven insights continue to shape strategies by enabling businesses to assess movement, measure dwell times, and identify points of congestion. By utilizing real-time traffic tools, stores report conversion rates of up to 12% higher. Retailers leverage consumer behavior to increase efficiency and customer experiences by adapting store layouts and staffing. Moreover, government funding in developed markets such as the U.S. and U.K. is facilitating the rapid adoption of retail technologies.

By Organization Size, Large Enterprises Dominate the In-Store Analytics Market, Leveraging AI and Cloud for Retail Optimization

Large enterprises account for the largest share of the market due to their high capacity for investments, extensive retail networks, and early adoption of advanced analytics solutions. These organizations use AI-driven insights, cloud-based platforms, and real-time shopper data to boost operations, customer experience, and sales efficiency. Moreover, government incentives and regulatory compliance requirements also drive the large-scale adoption. SMEs are moving quickly to in-store analytics, but their growth is relatively slower due to budget limitations and resource challenges. Cloud-based and subscription models are making analytics more accessible to smaller retailers, though they will gradually increase market presence.

By Applications, Merchandising Analysis Leads Market in 2023, Driving Retail Revenue Growth and Inventory Optimization

In 2023, merchandising analysis emerged as the highest revenue-generating segment, as retailers prioritized product display optimization, inventory management, and consumer preference alignment. Businesses leveraging analytics-driven merchandising saw a 15% revenue increase, according to the U.S. Census Bureau. AI-powered tools predict demand, minimize stockouts, and enhance product visibility, improving promotional strategies. Government-funded AI research grants further accelerate adoption. Retailers utilizing these technologies reported a 20% reduction in inventory costs and a 10% boost in sales efficiency. As competition intensifies, data-driven merchandising remains crucial for maximizing profitability and ensuring strategic inventory planning in a rapidly evolving retail landscape.

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By Deployment, Cloud Segment Dominates with 61% Market Share in 2023, Driving Retail Digital Transformation

In 2023, the cloud segment led the in-store analytics market with a 61% revenue share, driven by growing demand for flexibility, scalability, and seamless system integration. Retailers leverage cloud-based solutions to process real-time data efficiently, enhancing decision-making. U.S. tax incentives further accelerate cloud adoption, supporting digital transformation. Cloud technology enables businesses, especially SMEs, to scale without heavy IT investment while improving data accuracy by 25%. Additionally, advanced cybersecurity features ensure compliance with government regulations, making cloud-based analytics a critical component of

modern retail operations, offering both operational efficiency and enhanced data protection.

North America Leads In-Store Analytics Market with 35% Share, Asia-Pacific Emerges as Fastest-Growing Market

North America dominated the market with a 35% of the global market share, which is driven by the world's strongest and most vigorous technological ecosystem, a matured retail sector, and tremendously fast adoption of AI and IoT. U.S. retailers are utilizing these technologies in a myriad of ways to analyze customer behavior, improve inventory efficiency, and enhance in-store experience. Furthermore, U.S. Federal government initiatives such as tax credits and grants for AI research always act as a huge lever in the acceleration of digital transformation, hence supplementing the dominance of the North America market.

Asia-Pacific is the fastest-growing region in the in-store analytics market, propelled by urbanization, expanding retail chains, and supportive government policies. India's National Retail Policy has lent momentum to modernization and digitalization, integrating analytics into traditional and modern retail operations. Governments in Southeast Asia facilitate smart technology adoption through grants and partnerships, making the region a key innovation hub. Growing consumer demands and legislative advancements make the Asia-Pacific the most dynamic growth market.

Access Complete Report: <https://www.snsinsider.com/reports/in-store-analytics-market-2622>

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