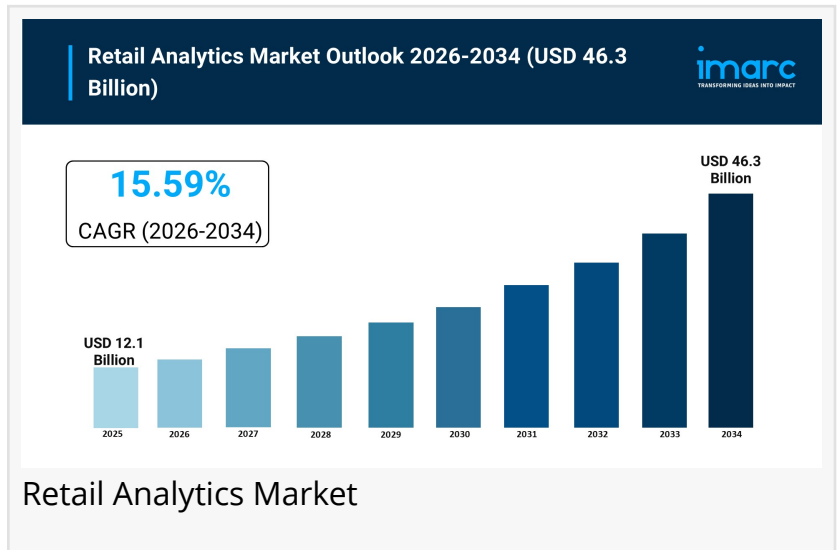


Retail Analytics Market Size to Hit USD 46.3 Billion by 2034 | With a 15.59% CAGR

The global retail analytics market size reached USD 12.1 Billion in 2025.

SHERIDAN, WY, UNITED STATES, May 7, 2026 /EINPresswire.com/ -- IMARC Group, a leading global market research and management consulting firm, has published its latest market intelligence report on the global retail analytics market. The global [retail analytics market size](#) reached USD 12.1 Billion in 2025. Looking forward, IMARC Group expects the market to reach



USD 46.3 Billion by 2034, exhibiting a growth rate (CAGR) of 15.59% during 2026-2034. The report provides a comprehensive analysis of market size, growth trends, key drivers, segmentation, regional dynamics, and competitive landscape, offering valuable insights for investors, business strategists, consultants, and C-suite executives.

The market is experiencing strong growth momentum driven by the increasing use of data to optimize inventory, personalize customer experiences, and improve supply chain efficiency. Growing integration of artificial intelligence and machine learning into analytics platforms, along with accelerating e-commerce expansion that generates vast volumes of transactional data, is further fueling market demand. Additionally, rising adoption of cloud-based deployment models, omnichannel retail strategies, and sustainability-focused analytics solutions is reinforcing demand across customer management, supply chain, marketing and merchandizing, and in-store operations segments.

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□ AI-Powered Demand Forecasting and Inventory Optimization: Machine learning algorithms process real-time sales data, seasonal patterns, and consumer behavior signals to enable retailers to predict stock requirements with precision, reduce overstock and stockout situations, and streamline replenishment across warehouse and store networks.

retail analytics investment.

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The report has segmented the market into the following categories:

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- Customer Management
- In-store Operation
- Strategy and Planning
- Supply Chain Management
- Marketing and Merchandizing
- Others

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- Software
- Services

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- On-premises
- Cloud-based

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- Small and Medium Enterprises
- Large Enterprises

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- North America
- Asia Pacific
- Europe
- Latin America
- Middle East and Africa

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- 1010data Inc. (Advance Publications Inc.)
- Adobe Inc.
- Altair Engineering Inc.

- Flir Systems Inc.
- Fujitsu Limited
- International Business Machines Corporation
- Information Builders Inc.
- Microsoft Corporation
- Microstrategy Incorporated
- Oracle Corporation
- Qlik Technologies Inc. (Thoma Bravo LLC)
- SAP SE
- SAS Institute Inc.
- Tableau Software LLC (Salesforce.com Inc.)
- Tibco Software Inc.

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<https://www.imarcgroup.com/request?type=report&id=2372&flag=E>

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If you are tracking the retail analytics market for investment decisions, market entry planning, competitive benchmarking, or strategic advisory, IMARC Group's report gives you everything in one place:

- Complete market sizing with revenue forecasts covering the full projection period
- Quantified growth driver analysis with impact scoring across all key demand catalysts
- Sub-segment breakdowns with share data across function, component, deployment mode, and end user
- Regional data covering North America, Asia Pacific, Europe, Latin America, and Middle East and Africa
- Competitive profiles of leading companies with SWOT analysis
- Porter's Five Forces, value chain analysis, and pricing intelligence
- Latest regulatory and technology developments and their measured impact on market direction

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[Distributed Antenna System Market Research Report](#)

[Geographic Information System Market Research Report](#)

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0 0000 0000: Retail Insight, an AI-driven analytics platform serving grocery retailers, revealed major upgrades to its WasteInsight platform, introducing Stock Exit Management, Intelligent Donation Facilitation, and Food Safety Alert capabilities that expand its expiration date management tools and further reduce food waste while optimizing in-store inventory performance.

0 0000 0000: Revenue Analytics announced the acquisition of Climber, a Portugal-based Revenue Management Software firm serving boutique, independent, and regional hotel chains across Europe, the Americas, and Brazil, where it holds the leading market position, as part of a strategic international expansion to strengthen its AI-driven revenue enhancement portfolio.

0 000 0000: Qlik revealed the acquisition of Qloud Cover Migration technology from Stretch Qconnect, rebranding it as the Qlik Analytics Migration Tool to simplify the migration of QlikView, Qlik Sense, and NPrinting users to Qlik Cloud, and made it available at no charge to customers and certified partners to accelerate cloud adoption across its global client base.

0 000 0000: Zepto launched Atom, a new data analytics tool for consumer brands listed on its platform, enabling pincode-level market share tracking, brand performance monitoring, and merchant query resolution through an integrated AI chatbot, giving brands granular visibility into hyperlocal retail performance.

0 000000000 0000: Achilles introduced Achilles Analytics, an advanced supply chain intelligence platform enabling businesses to monitor carbon, ESG, and regulatory compliance metrics across their supplier networks, respond to risks including political unrest and climate emergencies, and meet global sustainability reporting obligations with structured, verifiable data.

0 000000000 0000: Kroger partnered with Intelligence Node to enhance its marketplace product listings and provide clearer product guides for third-party vendors, improving discoverability and conversion performance within its growing digital retail ecosystem.

0 00000000 0000: Microsoft announced the launch of new generative AI tools specifically built for the retail industry, designed to personalize shopping experiences at scale and deliver real-time decision support to frontline retail workers across store and digital environments.

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- What is the current retail analytics market size and what is its projected value?
- Which is the fastest-growing functional segment in the retail analytics market?
- What are the key drivers of retail analytics market growth?
- Which region dominates the retail analytics market and why?
- How are AI and machine learning advancements reshaping the competitive landscape of retail analytics?
- Who are the top companies in the retail analytics market and what are their competitive strategies?
- What are the investment and market entry opportunities in the global retail analytics sector?

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IMARC Group is a global management consulting firm that helps the world's most ambitious changemakers to create a lasting impact. The company provides a comprehensive suite of market entry and expansion services. IMARC offerings include thorough market assessment, feasibility studies, company incorporation assistance, factory setup support, regulatory approvals and licensing navigation, branding, marketing and sales strategies, competitive landscape and benchmarking analyses, pricing and cost research, and procurement research.

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IMARC Group

Email: sales@imarcgroup.com

United States: +1-201-971-6302

India: +91-120-433-0800

United Kingdom: +44-753-714-6104

Elena Anderson

IMARC Services Private Limited

+1 201-971-6302

[email us here](#)

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