

Report Information

More information from: <https://www.marketresearchfuture.com/reports/retail-cloud-market-2414>

Retail Cloud Market Research Report - Global Forecast till 2030

Report / Search Code: MRFR/ICT/1784-CR

Publish Date: August, 2019

[Request Sample](#)

Price	1-user PDF : \$ 4950.0	Enterprise PDF : \$ 7250.0
-------	------------------------	----------------------------

Description:

Market Snapshot

Retail cloud has several benefits over conventional retailing. It provides several solutions to retailers such as CRM, disaster recovering, discounts & promotions, workforce management, and data analytics. The growing technology advancement has a wide range of applications.

The shift towards omnichannel retail is one of the driving factors of the global retail cloud market. Consumers are more connected than before, and omnichannel is a fully integrated approach to commerce that provides shoppers a unified experience across online and offline channels. This type of integration requires the amalgamation of cloud technologies through chatbots, data backup, and recovery, to store and analyze customer data to provide a seamless shopping experience.

The use of cloud in retail allows shoppers to experience a seamless experience across retail channels, be it in-store, online, or both. The growth of e-commerce is also pushing the retail market to integrate new technologies and remain competitive through new experience designs, including omnichannels.

The Global Retail Cloud Market is expected to expand at 17.42% CAGR and be valued at USD 109.14 Billion by 2030.

Market Segmentation

The global retail cloud market has been segmented based on component, type, service model, deployment, and region.

Based on component, the global retail cloud market has been segmented into solution and services. The services segment has been further bifurcated into managed and professional services. The solution segment had the largest market share in 2018, whereas the services segment has the highest CAGR.

Based on type, the global market has been segmented into supply chain management, customer management, merchandising, analytics, data security, workforce management, omnichannel, and others.

By service model, the global retail cloud market has been segmented into software as a service, platform as a service, and infrastructure as a service. The software as a service segment accounted for the larger market share in 2018, whereas the infrastructure as a service segment is expected to register the highest CAGR.

By deployment, the global retail cloud market has been segmented into public cloud, private cloud, and hybrid cloud. The public cloud segment accounted for the larger market share in 2018, whereas the hybrid cloud segment is expected to register the higher CAGR.

Regional Analysis

Geographically, the retail cloud market has been segmented into North America, Europe, Asia-Pacific, the Middle East & Africa, and South America

North America accounted for the largest market in the global retail cloud market. Presence of retailers such as Walmart and Costco are driving the retail cloud market in the region. Additionally, high penetration of smartphones is also a boost for the market in the US. Mexico is also observing high growth due to a surge in foreign investments. Canada is expected to have the highest CAGR, while the US is expected to have the largest market share during the forecast period.

Europe is the second-largest market in the retail cloud market. The region has been segmented into the UK, Germany, France, and the rest of Europe. The increase in investments in the European retail markets is driving the growth of the retail cloud market. Germany is expected to have the highest CAGR and market share during the forecast period. E-commerce players in the UK are investing in the German market and, hence driving the growth of the market in the region.

Companies Covered

- The key players of the global retail cloud market are Syntel (US), Oracle Corporation (US), Microsoft Corporation (US), SAP SE (Germany), IBM Corporation (US), Cisco Systems (US), Google Inc (US), Accenture (Ireland), Fujitsu Global (Japan), Infor Inc (US), Nutanix (US), T-Systems (Germany), Flux7 (US), Retail Cloud (UK), and Netmagic Solutions (India).

Key Developments

- **In May 2019** SAP launched its SAP Marketing Cloud 1905, a 360-degree customer profiler, which collects transactional and behavioral data from multiple channels and taps into trends in customer behavior with propensity models and advanced analytics that predict future buying behavior.
- **In April 2019** Oracle released version 19A of their Commerce Cloud Platform, a retail solution software. This version brought in new features such as geolocation, price editing on the storefront, and publishing filtered lists.
- **In February 2019** Microsoft released the latest version of Dynamics 365 for Retail, which offers new features such as distributed order management, mobile POS improvements, and omnichannel auto changes.

Market Segmentation

- By Component— Solution and Services.
- By Type— Supply Chain Management, Customer Management, Merchandising, Analytics, Data Security, Workforce Management, Omni-Channel, and Others
- By Service Model— Software as a Service, Platform as a Service, and Infrastructure as a Service
- By deployment mode — Public Cloud, Private Cloud, and Hybrid Cloud

Key questions addressed by the report

- What was the historic market size (2018)?
- Which segmentation (type/service model/deployment mode) is driving the market?
- What will be the growth rate by 2024?
- Who are the key players in this market?
- What are the strategies adopted by key players?

Table of Content:

Contents
1 EXECUTIVE SUMMARY
1.1. Market Attractiveness Analysis
1.1.1. Global Retail Cloud Market, By Component
1.1.2. Global Retail Cloud Market, By Type
1.1.3. Global Retail Cloud Market, By Service Model
1.1.4. Global Retail Cloud Market, By Deployment
1.1.5. Global Retail Cloud Market, By Region
2 MARKET INTRODUCTION
2.1. Definition
2.2. Scope Of The Study
2.3. Market Structure
2.4. Key Buying Criteria
2.5. Macro Factor Indicator Analysis
3 RESEARCH METHODOLOGY
3.1. Research Process
3.2. Primary Research
3.3. Secondary Research
3.4. Market Size Estimation
3.5. Forecast Model
3.6. List Of Assumptions

4 MARKET INSIGHTS

5 MARKET DYNAMICS

5.1. Introduction

5.2. Drivers

5.2.1. Shift Toward Omnichannel Experience In The Retail Industry

5.2.2. Increased Use Of Analytics For Better Retail Management

5.2.3. Drivers Impact Analysis

5.2.3.1. Shift Toward Omnichannel Experience In The Retail Industry

5.2.3.2. Increased Use Of Analytics For Better Retail Management

5.3. Restraints

5.3.1. Data Security Threats

5.3.2. Restraint Impact Analysis

5.4. Opportunities

5.4.1. Personalized Customer Service

5.5. Challenges

5.5.1. Slow Adoption Of Cloud Technologies

6 MARKET FACTOR ANALYSIS

6.1. Value Chain Analysis

6.2. Porter's Five Forces Model

6.2.1. Threat Of New Entrants

6.2.2. Bargaining Power Of Suppliers

6.2.3. Bargaining Power Of Buyers

6.2.4. Threat Of Substitutes

6.2.5. Intensity Of Rivalry

7 GLOBAL RETAIL CLOUD MARKET, BY COMPONENT

7.1. Overview

7.2. Solution: Market Estimates & Forecast, By Region/Country, 2020–2027

7.3. Services: Market Estimates & Forecast, By Region/Country, 2020–2027

7.3.1. Professional Services: Market Estimates & Forecast, By Region/Country, 2020–2027

7.3.2. Managed Services: Market Estimates & Forecast, By Region/Country, 2020–2027

8 GLOBAL RETAIL CLOUD MARKET, BY TYPE

8.1. Overview

8.2. Supply Chain Management: Market Estimates & Forecast, By Region/Country, 2020–2027

8.3. Customer Management: Market Estimates & Forecast, By Region/Country, 2020–2027

8.4. Merchandising: Market Estimates & Forecast, By Region/Country, 2020–2027

8.5. Analytics: Market Estimates & Forecast, By Region/Country, 2020–2027

8.6. Data Security: Market Estimates & Forecast, By Region/Country, 2020–2027

8.7. Workforce Management: Market Estimates & Forecast, By Region/Country, 2020–2027

8.8. Omni-Channel: Market Estimates & Forecast, By Region/Country, 2020–2027

8.9. Others: Market Estimates & Forecast, By Region/Country, 2020–2027

9 GLOBAL RETAIL CLOUD MARKET, BY SERVICE MODEL

9.1. Overview

9.2. Software As A Service: Market Estimates & Forecast, By Region/Country, 2020–2027

9.3. Platform As A Service: Market Estimates & Forecast, By Region/Country, 2020–2027

9.4. Infrastructure As A Service: Market Estimates & Forecast, By Region/Country, 2020–2027

10 GLOBAL RETAIL CLOUD MARKET, BY DEPLOYMENT

10.1. Overview	
10.2. Public Cloud: Market Estimates & Forecast, By Region/Country, 2020–2027	
10.3. Private Cloud: Market Estimates & Forecast, By Region/Country, 2020–2027	
10.4. Hybrid Cloud: Market Estimates & Forecast, By Region/Country, 2020–2027	
11 GLOBAL RETAIL CLOUD MARKET, BY REGION	
11.1. Overview	
11.2. North America	
11.2.1. US	
11.2.2. Canada	
11.2.3. Mexico	
11.3. Europe	
11.3.1. Germany	
11.3.2. UK	
11.3.3. France	
11.3.4. Italy	
11.3.5. Spain	
11.3.6. Rest Of Europe	
11.4. Asia Pacific	
11.4.1. China	
11.4.2. Japan	
11.4.3. India	
11.4.4. South Korea	
11.4.5. Singapore	
11.4.6. Rest Of Asia-Pacific	
11.5. Middle East & Africa	
11.6. South America	
12 COMPETITIVE LANDSCAPE	
12.1. Competitive Overview	
12.2. Competitor Dashboard	
12.3. Major Growth Strategy In The Global Retail Cloud Services Market	
12.4. Competitive Benchmarking	
12.5. Market Share Analysis	
12.6. The Leading Player In Terms Of Number Of Developments In Global Retail Cloud Services Market	
12.7. Key Developments & Growth Strategies	
12.7.1. New Product Launch/Service Deployment	
12.7.2. Merger & Acquisition	
12.7.3. Joint Ventures	
13 COMPANY PROFILES	
13.1. SAP SE	
13.1.1. Company Overview	
13.1.2. Financial Overview	
13.1.3. Products Offered	
13.1.4. Key Developments	
13.1.5. SWOT Analysis	
13.1.6. Key Strategies	
13.2. Oracle Corporation	

13.2.1. Company Overview

13.2.2. Financial Overview

13.2.3. Products Offered

13.2.4. Key Developments

13.2.5. SWOT Analysis

13.2.6. Key Strategies

13.3. Syntel

13.3.1. Company Overview

13.3.2. Financial Overview

13.3.3. Products Offered

13.3.4. Key Developments

13.3.5. SWOT Analysis

13.3.6. Key Strategies

13.4. IBM Corporation

13.4.1. Company Overview

13.4.2. Financial Overview

13.4.3. Products Offered

13.4.4. Key Developments

13.4.5. SWOT Analysis

13.4.6. Key Strategies

13.5. Microsoft Corporation.

13.5.1. Company Overview

13.5.2. Financial Overview

13.5.3. Products Offered

13.5.4. Key Developments

13.5.5. SWOT Analysis

13.5.6. Key Strategies

13.6. Fujitsu Global

13.6.1. Company Overview

13.6.2. Financial Overview

13.6.3. Products Offered

13.6.4. Key Developments

13.6.5. SWOT Analysis

13.6.6. Key Strategies

13.7. Infor, Inc.

13.7.1. Company Overview

13.7.2. Financial Overview

13.7.3. Products Offered

13.7.4. Key Developments

13.7.5. SWOT Analysis

13.7.6. Key Strategies

13.8. Google, Inc.

13.8.1. Company Overview

13.8.2. Financial Overview

13.8.3. Products Offered

13.8.4. Key Developments

13.8.5. SWOT Analysis

- 13.8.6. Key Strategies
- 13.9. Accenture
 - 13.9.1. Company Overview
 - 13.9.2. Financial Overview
 - 13.9.3. Products Offered
 - 13.9.4. Key Developments
 - 13.9.5. SWOT Analysis
 - 13.9.6. Key Strategies
- 13.10. Cisco Systems
 - 13.10.1. Company Overview
 - 13.10.2. Financial Overview
 - 13.10.3. Products Offered
 - 13.10.4. Key Developments
 - 13.10.5. SWOT Analysis
 - 13.10.6. Key Strategies
- 13.11. Nutanix
 - 13.11.1. Company Overview
 - 13.11.2. Financial Overview
 - 13.11.3. Products Offered
 - 13.11.4. Key Developments
 - 13.11.5. SWOT Analysis
 - 13.11.6. Key Strategies
- 13.12. T-Systems
 - 13.12.1. Company Overview
 - 13.12.2. Financial Overview
 - 13.12.3. Products Offered
 - 13.12.4. Key Developments
 - 13.12.5. SWOT Analysis
 - 13.12.6. Key Strategies
- 13.13. Flux7
 - 13.13.1. Company Overview
 - 13.13.2. Financial Overview
 - 13.13.3. Products Offered
 - 13.13.4. Key Developments
 - 13.13.5. SWOT Analysis
 - 13.13.6. Key Strategies
- 13.14. Netmagic Solutions
 - 13.14.1. Company Overview
 - 13.14.2. Financial Overview
 - 13.14.3. Products Offered
 - 13.14.4. Key Developments
 - 13.14.5. SWOT Analysis
 - 13.14.6. Key Strategies
- 13.15. Retail Cloud
 - 13.15.1. Company Overview
 - 13.15.2. Financial Overview

13.15.3. Products Offered

13.15.4. Key Developments

13.15.5. SWOT Analysis

13.15.6. Key Strategies

14 APPENDIX

14.1. References

14.2. Related Reports

14.3. List Of Abbreviation

15 List Of Tables

Table 1 Global Retail Cloud Market, By Region, 2020–2027

Table 2 North America: Retail Cloud Market, By Country, 2020–2027

Table 3 Europe: Retail Cloud Market, By Country, 2020–2027

Table 4 Asia-Pacific: Retail Cloud Market, By Country, 2020–2027

Table 5 Middle East & Africa: Retail Cloud Market, By Country, 2020–2027

Table 6 South America: Retail Cloud Market, By Country, 2020–2027

Table 7 Global Retail Cloud Component Market, By Region, 2020–2027

Table 8 North America: Retail Cloud Component Market, By Country, 2020–2027

Table 9 Europe: Retail Cloud Component Market, By Country, 2020–2027

Table10 Asia-Pacific: Retail Cloud Component Market, By Country, 2020–2027

Table11 Middle East & Africa: Retail Cloud Component Market, By Country, 2020–2027

Table12 South America: Retail Cloud Component Market, By Country, 2020–2027

Table13 Global Retail Cloud Type Market, By Region, 2020–2027

Table14 North America: Retail Cloud Type Market, By Country, 2020–2027

Table15 Europe: Retail Cloud Type Market, By Country, 2020–2027

Table16 Asia-Pacific: Retail Cloud Type Market, By Country, 2020–2027

Table17 Middle East & Africa: Retail Cloud Type Market, By Country, 2020–2027

Table18 South America: Retail Cloud Type Market, By Country, 2020–2027

Table19 Global Retail Cloud Service Model Market, By Region, 2020–2027

Table20 North America: Retail Cloud Service Model Market, By Country, 2020–2027

Table21 Europe: Retail Cloud Service Model Market, By Country, 2020–2027

Table22 Asia-Pacific: Retail Cloud Service Model Market, By Country, 2020–2027

Table23 Middle East & Africa: Retail Cloud Service Model Market, By Country, 2020–2027

Table24 South America: Retail Cloud Service Model Market, By Country, 2020–2027

Table25 Global Retail Cloud Deployment Market, By Region, 2020–2027

Table26 North America: Retail Cloud Deployment Market, By Country, 2020–2027

Table27 Europe: Retail Cloud Deployment Market, By Country, 2020–2027

Table28 Asia-Pacific: Retail Cloud Deployment Market, By Country, 2020–2027

Table29 Middle East & Africa: Retail Cloud Deployment Market, By Country, 2020–2027

Table30 South America: Retail Cloud Deployment Market, By Country, 2020–2027

Table31 Global Retail Cloud Industry Vertical Market, By Region, 2020–2027

Table32 North America: Retail Cloud Industry Vertical Market, By Country, 2020–2027

Table33 Europe: Retail Cloud Industry Vertical Market, By Country, 2020–2027

Table34 Asia-Pacific: Retail Cloud Industry Vertical Market, By Country, 2020–2027

Table35 Middle East & Africa: Retail Cloud Industry Vertical Market, By Country, 2020–2027

Table36 South America: Retail Cloud Industry Vertical Market, By Country, 2020–2027

16 LIST OF FIGURES

FIGURE 1 Global Retail Cloud Market Segmentation

FIGURE 2 Forecast Methodology

FIGURE 3 Porter's Five Forces Analysis Of The Global Retail Cloud Market

FIGURE 4 Value Chain Of The Global Retail Cloud Market

FIGURE 5 Share Of The Global Retail Cloud Market, By Country, 2020 (In %)

FIGURE 6 Global Retail Cloud Market, 2020–2027

FIGURE 7 Sub-Segments Of Component

FIGURE 8 Global Retail Cloud Market Size, By Component, 2020

FIGURE 9 Share Of The Global Retail Cloud Market, By Component, 2020–2027

FIGURE 10 Global Retail Cloud Market Size, By Type, 2020

FIGURE 11 Share Of The Global Retail Cloud Market, By Type, 2020–2027

FIGURE 12 Global Retail Cloud Market Size, By Service Model, 2020

FIGURE 13 Share Of The Global Retail Cloud Market, By Service Model, 2020–2027

FIGURE 14 Global Retail Cloud Market Size, By Deployment, 2020

FIGURE 15 Share Of The Global Retail Cloud Market, By Deployment, 2020–2027

FIGURE 16 Global Retail Cloud Market Size, By Industry Vertical, 2020–2027

FIGURE 17 Share Of The Global Retail Cloud Market, By Industry Vertical, 2020–2027