



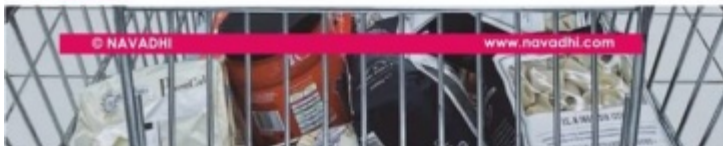
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**BIG DATA IN GLOBAL RETAIL MARKET
2021**



Publication ID:

NAV0518009

Publication Date:

May 04, 2018

Pages:

64

Countries:

[Global](#) [1]

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Global Big Data market is on an upward swing. The industry is maturing and is estimated to do well over the next few years. In the retail sector, the big data market will be growing as well due to the high growth rate by the retail companies in their own sector. More and more people are using big data in retail to use it to their advantage and gain competitive advantages.

This sector offers huge opportunity for firms to grow in future as there is a consistent increase in the customer base. Coupled with that, companies are more than willing to use newer products which will be much more precise and efficient to use. Despite, the high cost of implementation, the revenue earned from the insights given by big data technologies is huge and there is a visible change in revenue of the companies implementing the big data technologies.

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The Global Big Data Market in Retail Sector is to Grow at **CAGR of 15% by 2021.**

The retail companies are getting to see the difference that big data can make to a particular segment. It has been seen that there has been gains of around 50-60% in revenue, just because big data was implemented in that part. This has opened the eyes of the top management of the retail companies, to the usefulness of the big data technology. Coupled with that, the retail industry is also growing.

Another factor in the industry is the safety and security of the data that is captured by all these retailers. It is expected that the privacy is not breached by them and it should not feel like that the retail company is being too intrusive and are intruding into the personal sphere of the customers. Also, they should be aware of the threat of hackers, who can gain unlawful access to the databases and get away with all the data. So, it is essential that the company should take care of the data that is stored and captured.

Overall the industry will continue to grow. As with any new sector, this industry is also ripe to grow, although a downturn in market might lead to lowering of its growth rate. It's a mandatory technology for anyone to compete in the retail industry now, the only thing that can differ is the size of the implementation. Customer 360, Fraud detection, recommendations, inventory management, etc. are the various services offered in the retail segment by the big data companies. The number of companies providing big data services are also increasing as the demand is high in this segment.

Scope of the Global Big Data in retail Market 2021 Report

- This report provides a detailed view of the Global Big Data in retail market scenario.
- This report identifies the need for focusing on Big Data in retail Market
- This report provides detailed information on Global Big Data in retail market with growth forecasts up to 2021.
- This report also focuses on developing a better understanding of the current state of the Big Data in retail market Technology.
- The report identifies the growth drivers and inhibitors for the global Big Data in retail market.
- This report profiles 4 global players related to the Big Data in retail market.
- This report provides future trends for the global Big Data in retail market.
- This report analyses some case studies related to the Big Data in retail market.
- This report also looks at the market opportunities for Big Data in retail market.
- This report also provides recommendations for Big Data Users and service providers in the global big data in retail market.

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Contact Info

C-3/81, 3rd Floor, Vibhuti Khand, Gomti Nagar, Lucknow, Uttar Pradesh, India - 226010

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