This study provides an in-depth analysis of the Supply Chain Planning (SCP) business in Asia. In addition to market analysis and forecasts, the study also covers the current market nuances, strategic issues, and the future outlook. The report also highlights the factors that influence the SCP market in Asia and its dynamics.

The supply chain planning market did not grow at the desired pace in 2011; however, considering the current economic scenario, the market is expected to pick up. Some SCP solution providers have experienced growth while others are still combating the recession’s aftermath. ARC Advisory Group forecasts a good traction and above average growth for SCP solutions in the coming years. One reason is high economic growth in the region.

The major growth in SCP revenues continues to come from China and Japan. Countries like South Korea, Australia, India, and Indonesia represent slower yet growing trend in SCP adoption. ARC expects the top five growth industries in Asia to be electronics & electrical, household & personal care, machinery, food & beverage, and mining & metals in that order, with associated increases in SCP revenues. The growth of these industries is expected to be above average in the forecast period.

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