

North America Enterprise Resource Planning - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The North America Enterprise Resource Planning Market size is estimated at USD 22.23 billion in 2025, and is expected to reach USD 35.01 billion by 2030, at a CAGR of 9.51% during the forecast period (2025-2030).

Enterprise Resource Planning (ERP) systems play a pivotal role in North America, supporting operational and strategic functions across various industries such as retail, manufacturing, and financial services. These systems are crucial for enhancing productivity, streamlining processes, and improving decision-making. Over the years, ERP solutions have evolved by integrating advanced technologies like cloud computing, artificial intelligence (AI), and mobile functionalities to offer more flexible and scalable systems. With the digital transformation of businesses, ERP adoption has surged, particularly among small and medium-sized businesses (SMBs), seeking cost-effective solutions with high returns on investment (ROI).

Technological Evolution and ERP Adoption

Key Highlights

- Advanced technologies drive ERP software growth: Cloud computing, AI, and mobile functionalities have reshaped ERP solutions, making them more adaptable and accessible. Businesses benefit from these innovations by adopting flexible and scalable ERP systems that reduce costs and improve efficiency. ERP system implementation strategies are now highly tailored to specific industries such as education, defense, and telecom, addressing their unique challenges while enhancing the overall user experience and data security.
- ERP adoption rates among SMBs: The shift towards digital operations has accelerated ERP adoption, particularly among SMBs that require affordable yet robust systems to compete in the evolving marketplace. As these businesses digitize, ERP software growth is supported by innovations that promise high ROI while minimizing upfront infrastructure investments. This trend

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underscores ERP software's critical role in business growth across various sectors.

Cloud ERP Solutions and Market Dynamics

Key Highlights

- Cloud ERP systems increase flexibility and scalability: Cloud-based ERP solutions have become a game-changer for businesses, providing greater agility and eliminating the need for expensive on-premise infrastructure. These platforms also offer faster deployment, reduced maintenance costs, and the ability to scale systems as needed. Cloud ERP solutions are particularly beneficial for sectors experiencing fluctuating demand, such as retail and logistics, as they enable businesses to expand or contract their systems efficiently.
- Market shift towards hybrid ERP deployments: While cloud ERP adoption has surged, hybrid systems that combine on-premise and cloud functionalities are gaining traction. These systems offer the best of both worlds, providing cost-effective, scalable cloud solutions while maintaining the control and security associated with on-premise systems. This model has been especially favored by large enterprises with complex, global operations.

Key ERP Vendors and Competitive Landscape

Key Highlights

- Leading ERP vendors dominate the market: The North American ERP market is highly competitive, with major players like SAP SE, Oracle Corporation, and Microsoft Corporation leading the pack. These vendors offer comprehensive solutions that integrate core business functions such as finance, human resources, and supply chain management into unified platforms. Their ability to consistently innovate with cutting-edge features ensures their continued dominance in the ERP market.
- Fragmented market with specialized vendors: Despite the dominance of global giants, the market remains fragmented, with numerous mid-sized and smaller ERP vendors offering industry-specific solutions. This fragmentation ensures a diverse range of offerings tailored to the unique needs of businesses across different sectors, further driving ERP software market growth in North America.

Rising Demand for Real-Time Decision Making

Key Highlights

- Real-time ERP systems enhance decision-making: In today's fast-paced business environment, real-time data analytics and decision-making capabilities are critical for staying competitive. ERP systems equipped with real-time dashboards, analytics, and data visualization tools provide businesses with the ability to access up-to-date information, facilitating swift and informed decisions. These features are especially valuable in industries like manufacturing, retail, and logistics, where timely insights can significantly impact supply chain management and inventory control.
- Enhanced customer relationship management (CRM): Real-time ERP systems not only improve internal decision-making but also enhance CRM by giving businesses a comprehensive view of customer interactions and behaviors. By leveraging real-time insights, companies can anticipate customer needs, personalize services, and boost customer satisfaction. This capability further strengthens the position of ERP systems as indispensable tools for modern enterprises.

Cloud-Based ERP Solutions Gain Momentum

Key Highlights

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- **Cost-effectiveness drives cloud ERP adoption:** The rapid shift towards cloud ERP solutions in North America is largely due to their lower upfront costs and reduced maintenance requirements compared to traditional on-premise systems. Cloud ERP is especially appealing to SMBs, enabling them to access advanced functionalities without heavy investments in IT infrastructure. The subscription-based pricing models also make these solutions more accessible, further driving their adoption.
- **Security and compliance enhancements:** As businesses transition to cloud ERP, security and compliance are top concerns. Cloud ERP vendors have made significant strides in addressing these issues through enhanced security features like encryption, multi-factor authentication, and disaster recovery services. Automatic updates and regulatory compliance tools have also alleviated data privacy concerns, increasing the confidence of businesses in adopting cloud ERP platforms.

North America Enterprise Resource Planning Market Trends

Cloud ERP to be a Major Market Attraction

- **Diverse deployment models:** The North American ERP market offers several deployment options, including on-premise, cloud, and hybrid systems, catering to businesses of varying sizes and operational needs. Cloud ERP is favored for its scalability and cost-effectiveness, while hybrid systems offer flexibility by combining cloud and on-premise functionalities.
- **Segmentation by business size and type:** The market is divided into SMBs and large enterprises, each with distinct ERP requirements. SMBs are increasingly adopting cloud ERP systems to optimize their limited resources and achieve high ROI, while large enterprises implement complex ERP systems that integrate various business functions across global operations. ERP types such as mobile, cloud, and social ERP continue to gain popularity, with mobile and cloud ERP systems being especially sought after due to their ease of use and accessibility.
- **ERP in key industry applications:** The North American ERP market spans several applications, including retail, manufacturing, banking, financial services, and insurance (BFSI), government, telecom, military and defense, and transport and logistics. Manufacturing and BFSI remain the largest adopters of ERP systems due to their need for efficient supply chain management and regulatory compliance.

Artificial Intelligence and Machine Learning are Gaining Popularity as Emerging Technology in ERP

- **Cloud ERP:** Cloud-based ERP platforms are central to the North American ERP market's growth, offering flexibility, scalability, and cost savings for businesses of all sizes.
- **AI integration:** AI and ML technologies are becoming standard in ERP systems, boosting automation, predictive analytics, and intelligent decision-making.
- **Focus on SMEs:** Cloud ERP solutions make advanced ERP systems more accessible and affordable for SMBs, driving higher adoption rates.
- **Future trends:** AI and ML are expected to drive further innovation in ERP systems, shaping the future of the North American ERP market.

North America Enterprise Resource Planning Industry Overview

Global tech giants lead the market: Major players like Microsoft Corporation, Oracle Corporation, SAP SE, and IBM Corporation continue to dominate the North American ERP market due to their expansive portfolios and strong market reach. These companies offer full-suite ERP solutions designed to meet the needs of businesses across various sectors, incorporating the latest

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technologies such as AI and cloud-based functionalities.

Specialized vendors drive market fragmentation: Despite the dominance of global players, the market remains fragmented, with specialized ERP vendors offering tailored solutions for specific industries. This diversity ensures that businesses have access to a wide range of ERP options suited to their unique needs, further fueling market growth.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHT

4.1 Market Overview

4.2 Industry Value Chain Analysis

4.3 Industry Attractiveness - Porter's Five Forces Analysis

4.3.1 Bargaining Power of Suppliers

4.3.2 Bargaining Power of Consumers

4.3.3 Threat of New Entrants

4.3.4 Threat of Substitutes

4.3.5 Intensity of Competitive Rivalry

4.4 Assessment of Impact of COVID-19 on the Industry

5 MARKET DYNAMICS

5.1 Market Drivers

5.1.1 Increasing Focus on Real Time Decision Making

5.1.2 Rapid Adoption of Cloud Based ERP Solutions

5.2 Market Challenges

5.2.1 High Cost Associated with ERP Solutions

6 MARKET SEGMENTATION

6.1 By Deployment

6.1.1 On-premise

6.1.2 Cloud

6.1.3 Hybrid

6.2 By Size of Business

6.2.1 SMB's

6.2.2 Large Enterprises

6.3 By Type

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- 6.3.1 Mobile
- 6.3.2 Cloud
- 6.3.3 Social
- 6.3.4 Two-Tier
- 6.4 By Application
 - 6.4.1 Retail
 - 6.4.2 Manufacturing
 - 6.4.3 BFSI
 - 6.4.4 Government
 - 6.4.5 Telecom
 - 6.4.6 Military and Defense
 - 6.4.7 Education & Research
 - 6.4.8 Transport & Logistics
 - 6.4.9 Other End-user Industries
- 6.5 By Country
 - 6.5.1 United States
 - 6.5.2 Canada
 - 6.5.3 Mexico

7 COMPETITIVE LANDSCAPE

- 7.1 Company Profiles*
 - 7.1.1 SAP SE
 - 7.1.2 Oracle Corporation
 - 7.1.3 Microsoft Corporation
 - 7.1.4 Workday, Inc.
 - 7.1.5 Plex Systems Inc. (Rockwell Automation Inc.)
 - 7.1.6 FinancialForce.com Inc.
 - 7.1.7 Infor Inc.
 - 7.1.8 Epicor Software Corporation
 - 7.1.9 IBM Corporation
 - 7.1.10 The Sage Group PLC
 - 7.1.11 Unit4 NV
 - 7.1.12 Deacom Inc.
 - 7.1.13 Deltek Inc.

8 INVESTMENT ANALYSIS

9 FUTURE OF THE MARKET

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