

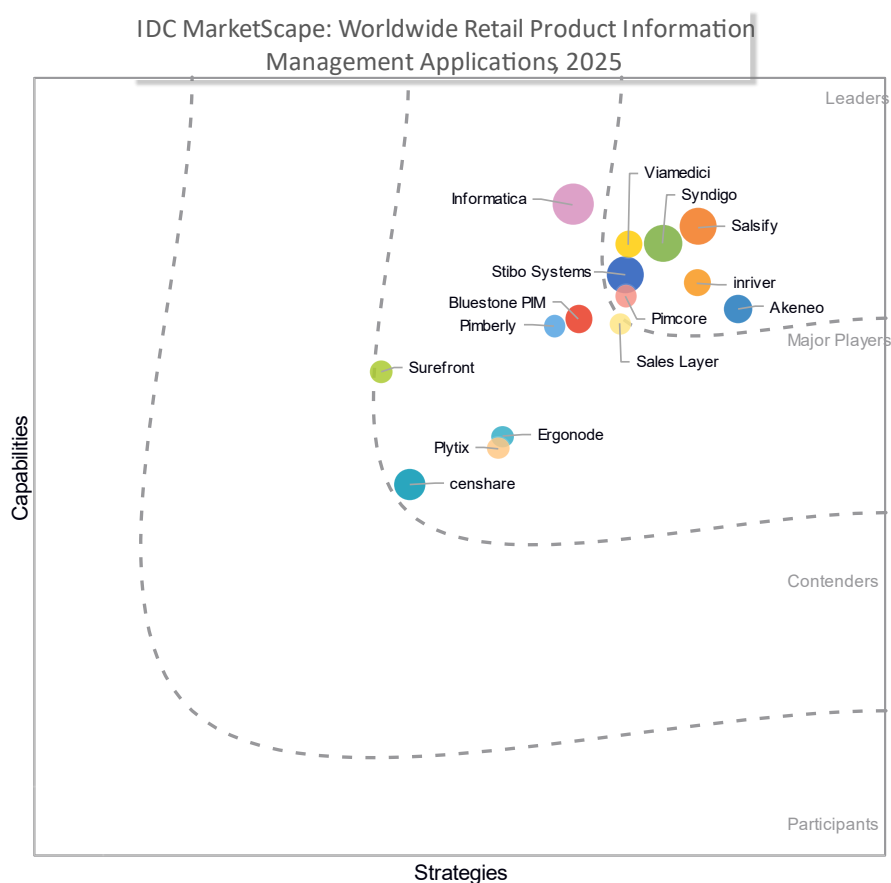
IDC MarketScape: Worldwide Retail Product Information Management Applications 2025 Vendor Assessment

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**THIS EXCERPT FEATURES STIBO SYSTEMS AS A LEADER
IDC MARKETSCAPE FIGURE**

FIGURE 1

IDC MarketScape: Worldwide Retail Product Information Management Applications Vendor Assessment



Source: IDC, 2025

Please see the *Appendix* for detailed methodology, market definition, and scoring criteria.

ABOUT THIS EXCERPT

The content for this excerpt was taken directly from IDC MarketScape: Worldwide Retail Product Information Management Applications 2025 Vendor Assessment (Doc # US51037024).

IDC OPINION

In today's retail landscape, product information management (PIM) systems are necessary to ensure accurate, complete, and engaging product information across all customer touchpoints. This is crucial for fostering strong customer relationships and loyalty. Modern PIM solutions go beyond traditional data organization, streamlining the flow of rich, precise, and relevant product information across channels to enhance customer experiences.

With increasingly complex retail operations, PIM becomes a key tool for retailers to deliver successful omni-channel customer journeys by ensuring consistent product information across online and offline channels, including supporting store associates in customer interactions and raising product visibility in search engines and online marketplaces.

PIM providers focus on AI-driven content generation, automated data syndication, and real-time updates to enhance data accuracy and reduce manual effort. Innovations include AI-powered content creation, dynamic content management, and advanced analytics for product performance monitoring. Providers are also expanding their geographical reach and strengthening partnerships to support global operations.

Key focus areas include enhancing platform integration, supporting omni-channel strategies, and improving data quality management. Providers are leveraging AI and machine learning to automate complex tasks, improve data accuracy, and accelerate time-to-market. They are also developing real-time inventory sync, personalization, and mobile point-of-sale (POS) integration features.

PIM solutions are evolving to meet the demands of modern retail, providing the tools necessary for retailers to optimize their digital presence, enhance customer trust, and drive revenue growth.

IDC MARKETSCAPE VENDOR INCLUSION CRITERIA

The vendors included in this evaluation meet the following inclusion criteria:

- The vendor should have at least 20 active customers reporting \$20 million or more in annual revenue.

- The vendor must syndicate product data into a minimum of five different major commerce channels, including (but not limited to) websites, marketplaces, and/or social commerce.
- The vendor must meet IDC's definition of a PIM application for commerce in terms of the functionality it supports, including the ingestion, management, and publication/syndication of product information (both structured [data] and unstructured [content]) to facilitate digital commerce (see the *Market Definition* section and refer to Figure 1).
- The vendor's PIM application should qualify as software as a service (SaaS) or cloud-enabled.
- The vendor must go to market as a PIM application for digital commerce, specifically seeking business-to-consumer (B2C) and business-to-business (B2B) online merchants.
- Vendors currently provide retail-specific functionalities.
- Vendors have live retail customers in at least two of the key geographic regions of North America, Europe, and Asia/Pacific, as well as support them through market presence and omni-channel retail support capabilities.
- Vendors are actively targeting retail industry clients and prospects as one of their key industry verticals.

ADVICE FOR TECHNOLOGY BUYERS

When selecting PIM solutions, retailers must consider their organizations' size, in-house technical expertise, scalability needs, and the complexity of their product data. Here are key capabilities and strategies to future-proof operations:

- **AI-driven content generation.** Choose PIM solutions that leverage AI for automated content creation, ensuring accurate and engaging product descriptions across all channels, reducing manual effort, and enhancing customer experience.
- **Real-time data updates.** Implement PIM systems with real-time data synchronization capabilities to maintain consistent and up-to-date product information across online and offline channels, supporting seamless omni-channel customer journeys.
- **Advanced analytics.** Choose PIM solutions with robust analytics tools to monitor product performance, identify trends, and make data-driven decisions to optimize inventory and marketing strategies.
- **Omni-channel integration.** Ensure the PIM system supports integration with various sales channels — including ecommerce platforms, mobile POS, and physical stores — to provide a unified and consistent customer experience.

- **Scalability and flexibility.** Select a PIM solution that can scale with your business growth and adapt to changing market demands, ensuring long-term viability and support for global operations.
- **Enhanced data quality management.** Focus on PIM systems that offer advanced data quality management features, including automated data validation and enrichment, to maintain high standards of product information accuracy and completeness.

VENDOR SUMMARY PROFILES

This section briefly explains IDC's key observations resulting in a vendor's position in the IDC MarketScape. While every vendor is evaluated against each of the criteria outlined in the *Appendix*, the description here provides a summary of each vendor's strengths and opportunities.

Stibo Systems

Stibo Systems is positioned in the Leaders category of this 2025 IDC MarketScape for Worldwide Retail Product Information Management Applications.

Founded in 1976, Stibo Systems is headquartered in Højbjerg, Denmark. The company has a network of over 150 technology and implementation partners and currently provides sales and service support in over 40 countries.

Stibo Systems' PIM offers configurable components for flexible product onboarding, data integration from sources such as GS1, and efficient data validation through business rules-driven workflows. It supports omni-channel strategies, ensuring consistent product data across all channels, and it integrates seamlessly with systems such as ERP, customer relationship management (CRM), and POS. In-store capabilities include managing digital displays and customizing product information for local markets. For marketplaces, it provides automated syndication, API integration, and multilingual support. The solution also includes advanced data quality management, compliance with local regulations, and enhancing customer experience and operational efficiency.

Stibo Systems' PIM road map for the next 12 to 24 months emphasizes product innovation with AI-driven content enrichment, sustainability data management, and digital shelf analytics. Key development areas include data quality, an open platform, accelerated time to value, and continuous UX enhancements. The strategy focuses on configurability, industry-specific starter packages, and expanding in regions such as NA, EMEA, LATAM, and APJ. Additionally, it aims to attract non-technical buyers by enhancing site materials and addressing emerging topics like AI and sustainability.

Strengths

- **Data governance.** Stibo Systems leverages its MDM capabilities to ensure data quality and transparency. The platform's robust data governance strengthens data accuracy and compliance, helping retailers and brands with quality and consistency of product information across all touchpoints.
- **Integration.** The platform offers extensive integration capabilities through APIs and product data exchange (PDX). This enables organizations to integrate existing tools and enhance their data management strategies.
- **Time to value.** Stibo Systems provides industry-specific starter packages to expedite time-to-value while retaining scalability. AI/Gen AI capabilities help retailers create product content and deliver tailored content across touchpoints.

Challenges

- **Limited free offerings.** The absence of a free or community version restricts accessibility for small businesses and those wanting to test the platform before committing.
- **Dependence on future features.** The current unavailability of planned automation for digital product passports (DPPs) may limit functionality for organizations needing these capabilities immediately.
- **Complex user experience.** The comprehensive platform's features can lead to a steep learning curve for new users, potentially hindering team adoption and efficient platform use.

Consider Stibo Systems When

Stibo Systems' PIM can be suitable for medium-sized and large retailers that require robust data governance, seamless integration with existing systems, and advanced data management capabilities. It is also ideal for organizations that can invest in comprehensive platforms and have the resources to manage potentially steep learning curves, ensuring accurate and consistent product information across multiple channels.

APPENDIX

Reading an IDC MarketScape Graph

For the purposes of this analysis, IDC divided potential key measures for success into two primary categories: capabilities and strategies.

Positioning on the y-axis reflects the vendor's current capabilities and menu of services and how well-aligned the vendor is with customer needs. The capabilities category focuses on the capabilities of the company and product today, here and

now. Under this category, IDC analysts will look at how well a vendor is building/delivering capabilities that enable it to execute its chosen strategy in the market.

Positioning on the x-axis or strategies axis indicates how well the vendor's future strategy aligns with what customers will require in three to five years. The strategies category focuses on high-level decisions and underlying assumptions about offerings, customer segments, and business and go-to-market plans for the next three to five years.

The size of the individual vendor markers in the IDC MarketScape represent the market share of each individual vendor within the specific market segment being assessed.

IDC MarketScape Methodology

IDC MarketScape criteria selection, weightings, and vendor scores represent well-researched IDC judgment about the market and specific vendors. IDC analysts tailor the range of standard characteristics by which vendors are measured through structured discussions, surveys, and interviews with market leaders, participants and end users. Market weightings are based on user interviews, buyer surveys, and the input of IDC experts in each market. IDC analysts base individual vendor scores — and ultimately, vendor positions on the IDC MarketScape — on detailed surveys and interviews with the vendors, publicly available information, and end-user experiences in an effort to provide an accurate and consistent assessment of each vendor's characteristics, behavior, and capabilities.

Market Definition

PIM applications provide a centralized platform for managing product and service data in digital commerce. Organizations use them to ensure consistency and quality in product data and content. PIM applications collect information from various sources and consolidate/format it into a single source of product information. They identify and fix problematic data and push product information to various digital and physical channels involved in customer journeys.

PIM applications originating from the data integration and intelligence market can be a subcategory of or related capability to product-focused MDM. PIM applications originated from the persuasive content management market to bring rich content to the product experience. PIM applications from digital commerce vendors reflect the need for more all-encompassing systems than standalone catalog software.

In summary, the key functions of PIM applications are:

- **Ingestion.** PIM applications provide UIs, connectors, and APIs that enable organizations to import product data and content from various sources, including files, other enterprise systems, supplier systems, and data pools. An

important aspect of ingestion is mapping data and content from these sources to product hierarchies in the PIM.

- **Management.** PIM applications enable organizations to define product hierarchies or taxonomies, product attributes and variants, and relationships between products. These applications manage structured and unstructured (content) product information and generally support enrichment for multiple languages, geographies, and channels. Key capabilities include setting up and enforcing data validation rules, deduplicating product records, identifying and connecting product variants, and managing the data quality process. Generally, PIM applications provide capabilities for task management (review and approval) and potentially more advanced workflow to support the completion of product information, along with analytical dashboards/reporting that guide people responsible for product data quality. Vendors are starting to leverage AI/ML to partially automate some of these tasks.
- **Syndication/publication.** PIM applications provide various export options that enable organizations to distribute product information to "downstream" channels and distribution partners. These may include export to files, connectors to digital commerce systems, integrations to data pools and popular digital marketplaces, and portals. A key requirement for customers selling through digital marketplaces is the ability to map export formats to the specific product hierarchies and taxonomies each specific marketplace requires.

LEARN MORE

Related Research

- *Transforming the Checkout Experience in Brick-and-Mortar Stores* (forthcoming)
- *Retail Experiential Operations Strategies: Trends from NRF 2025* (forthcoming)
- *Amazon's New Beauty Store in Milan: Focusing on Personalization and Brand Awareness* (forthcoming)
- *IDC MarketScape: Worldwide Mobile Point of Sale (POS) Software Vendors for Midsize Fashion Retail 2025 Vendor Assessment* (forthcoming)
- *IDC MarketScape: Worldwide Product Information Management Applications for Commerce 2024–2025 Vendor Assessment* (IDC #US49786923, December 2024)
- *How Are Retailers Transforming the Store?* (IDC #EUR152740624, December 2024)
- *IDC Retail Insights' Global Retail Survey, 2024: Findings and Implications* (IDC #US51558623, November 2024)
- *How Shoppers' Evolving Embrace of Self-Service Technologies Impacts Retail, 2024* (IDC #US52663824, October 2024)

- *Beyond Grocery Retail: Amazon's Just Walk Out Technology Expands to New Segments* (IDC #EUR152569724, September 2024)

Synopsis

This IDC MarketScape provides an assessment of principal product information management (PIM) solutions for retailers and companies selling direct to consumers (D2C) and discusses the most important criteria when selecting PIM solutions.

"Retailers must prioritize selecting PIM solutions that offer AI-driven content generation, real-time data updates, and advanced analytics to ensure accurate and engaging product information across all channels. These capabilities are essential for supporting seamless omni-channel customer journeys and optimizing digital presence, ultimately driving revenue growth," said Filippo Battaini, research manager, IDC Retail Insights.

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