

# IDC Names ClearDemand a “Leader” in Retail Pricing & Promotions Software

IDC MarketScape 2025-26

## RETAIL INDUSTRY EMERGENCE

Our arrival as a “Leader” in retail price and promotion optimization represents years of heavy investment in cutting edge technology, dedicated team collaboration, and co-building with our wonderful customers.

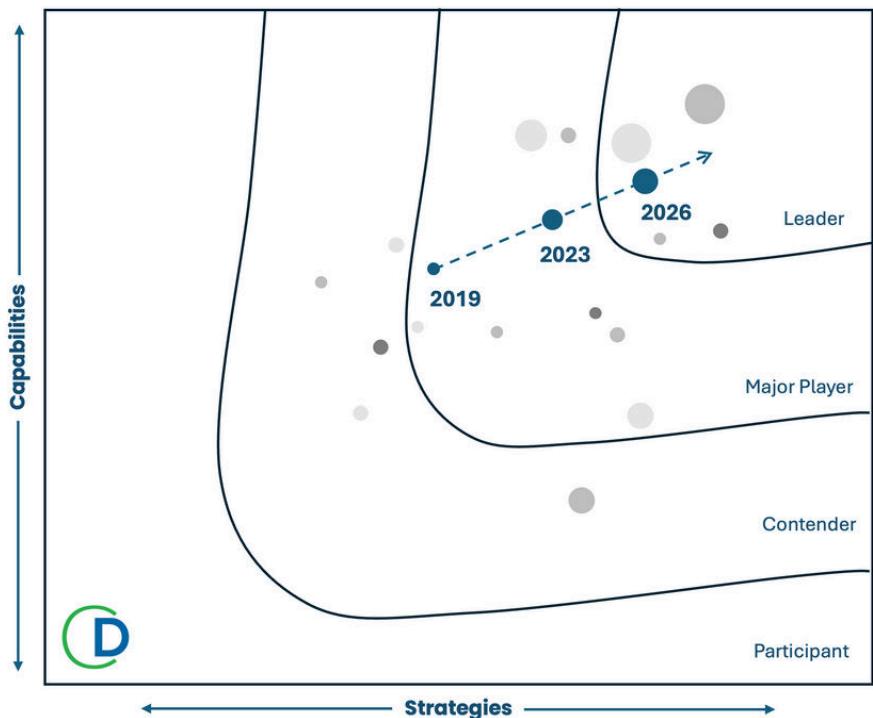
## CLEARDEMAND’S DIFFERENCE

Since our first appearance in the IDC Marketscape in 2019, we’ve shown steady year-over-year progression. We have done so by enabling retailers in Grocery & Convenience to:

**Make clearer, faster, smarter decisions** with unified data & AI-powered insights

**Take full control over P&L** for merchant & pricing teams with “Glass Box” transparency

**Gain efficiency for lean teams** to win locally and scale opportunistically without adding headcount



**Partner with ClearDemand**, the only unified pricing & promotions optimization software purpose-built for Grocery & Convenience.