

## IDC MarketScape 2025

### **Cegid Recognized as a Leader in the IDC MarketScape: Worldwide Mobile Point-of-Sale Software Platforms for Fashion Retail 2025 Vendor Assessment**

**Paris, September 3rd, 2025 – Cegid, a European leader in cloud management solutions for finance (treasury, tax, ERP), human resources (payroll, talent management), accounting, retail, and entrepreneurship professionals, has been recognized as a worldwide Leader in the IDC MarketScape: Worldwide Mobile Point-of-Sale Software Platforms for Fashion Retail 2025 Vendor Assessment (#US52037824, June 2025). We believe being recognized as a leader in IDC MarketScape highlights Cegid's exceptional innovation, the strategic depth and scope of its retail portfolio, and the excellence of its Cegid Retail Live Store solution. This recognition reinforces Cegid's ongoing commitment to delivering impactful, cutting-edge solutions that help retailers boost performance worldwide.**

Cegid was recognized by the IDC MarketScape for the following strengths:

- **Fashion/luxury expertise:** With expertise in sectors such as luxury, fashion, and beauty, Cegid offers tailored features for SKU complexity, clienteling, localized compliance, and personalized customer experiences that respond to the specific needs of these verticals.
- **Omni-channel capabilities:** Cegid's solution offers strong omni-channel capabilities, including endless aisle, click and collect, ship from store, and cross-channel returns. Its centralized transaction management facilitates a unified customer experience across touch points.
- **AI innovation:** Cegid leverages AI throughout its platform, from personalized product recommendations to real-time customer insights and natural language queries for KPIs. The company has a dedicated AI expertise center. Cegid Pulse, a GenAI-enabled feature that facilitates dynamic conversations between shoppers and store associates in-store, is an example of the company's AI innovations.
- **Mobile-first flexibility and extensive configurability:** Cegid's mPOS is device agnostic and cloud native, supporting iOS, Android, and Windows with robust offline functionality and easy onboarding for staff. Its extensive configurability allows retailers to tailor the UI/UX to specific business needs.

Commenting on the evolution of the retail technology market, Margot Juros, Research Director IDC Retail Insights, said: « *The retail fashion sector is increasingly demanding mobile-first, AI-driven point-of-sale platforms that blend seamless, personalized in-store experiences with robust omnichannel capabilities. Mobile POS solutions offering advanced configurability, seamless integrations, and that can leverage unified real-time data and AI, are best positioned to meet the evolving needs of global fashion retailers. The IDC MarketScape 2025 assessment highlights how innovation in mobile POS is critical for retailers aiming to enhance customer engagement and operational agility in a highly competitive market.* »

« *We are proud to be recognized as a Leader in the IDC MarketScape 2025 report for mPOS platforms dedicated to Retail Fashion. We believe this recognition reflects the quality of Cegid Retail Live Store, our relentless drive for innovation, and the strength of our strategy. We further believe that it cements our leadership, following our 'Leader & Ace Performer' recognition by QKS Group for unified commerce platforms, and confirms the power of our vision and the robustness of our offering* », noted Nathalie Echinard, General Manager of the Retail Business Division of Cegid.

## About IDC MarketScape

IDC MarketScape vendor assessment model is designed to provide an overview of the competitive fitness of technology and service suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

## About Cegid

Cegid is a European leader in cloud management solutions for professionals in the Finance (treasury, tax, ERP), Human Resources (payroll, talent management), Accounting, Retail and entrepreneurship sectors. With a solid full cloud business model, Cegid is committed to the long term with its customers and supports the digitalization of companies, from small businesses to large accounts, for a superior, distinctive and memorable experience in France and abroad. Cegid combines a forward-looking and pragmatic vision of the business, combined with its strong capacity for innovation, mastery of new technologies such as artificial intelligence and a unique knowledge of regulations. In a rapidly changing world, Cegid opens up possibilities and reveals the full value of its customers' businesses by providing them with useful and innovative solutions.

With its international ambitions and 750,000 customers, Cegid now has more than 5,000 employees and sells its solutions in 130 countries. Cegid generated annual revenue of €967 million (as of December 31, 2024). Bruno Vaffier serves as the General Manager since April 2025..

More information: [www.cegid.com](https://www.cegid.com)

## Follow Cegid on social media:



## Press contact

Fieldworks Marketing

Philippa Field

[philippa@fieldworksmarketing.co.uk](mailto:philippa@fieldworksmarketing.co.uk)