



## NEWS RELEASE

### **Centric Market Intelligence Unveils New Product Categories and Innovations for Superior Competitive Intelligence**

*Innovations reflect market preferences and desire to get ahead of consumer trends in fashion, outdoor, footwear and cosmetics*

**CAMPBELL, Calif., January 30, 2025**– Centric Software® is thrilled to announce new enhancements to Centric Market Intelligence™, the competitive market intelligence solution designed to empower fashion, outdoor, footwear and cosmetics brands and retailers with invaluable data for consumer product trends, pricing intelligence and competitor monitoring. The latest innovations reflect market preferences and functionality that brands and retailers need to get ahead of ever-evolving market conditions. Centric Software provides the most innovative enterprise best-of-breed solutions to plan, design, develop, source, buy, make, price, allocate, sell and replenish products, such as fashion, outdoor, luxury, multi-category retail, grocery, food & beverage, cosmetics & personal care and consumer electronics to achieve strategic and operational digital transformation goals.

Centric Software is regularly featured by leading industry analysts, including Gartner, Forrester and IDC. Centric Market Intelligence targets the unique challenges faced by the retail sector by providing an AI-powered market intelligence solution that integrates seamlessly with Centric Software's wider end-to-end product lifecycle platform, servicing the pre- to in- to end-season product lifecycle, from initial concept to product replenishment and clearance pricing.

In today's ever-evolving retail landscape, staying ahead of market trends and understanding a brand or retailer's positioning within it has never been more crucial. Centric Market Intelligence unlocks real-time insight into assortments, price changes, discounting, promotional strategies, timing and consumer trends

to optimize the product offering.

Now packed with new and upgraded categories including Beauty, Outdoor Equipment and Childrenswear, these enhancements enable brands to dive deeper with even more comprehensive insights into these growing markets.

“The latest innovations from Centric Market Intelligence offer the unique ability to categorize and visualize related products into personalized groups enabling users to focus only on the most relevant competitive products,” explains Robert Figiel, VP Centric Market Intelligence R&D. “Brands can easily identify gaps in product offerings and discover opportunities for new product development or line extensions. Retailers benefit from a more intuitive way to analyze competitor assortments and optimize their own product mix for better market positioning. This automation saves hundreds of hours it would take to attempt to do this manually and more importantly, is often simply skipped due to bandwidth.”

When used in conjunction with other Centric solutions like Centric PLM™, Centric Planning™ and Centric Pricing & Inventory™, Centric Market Intelligence seamlessly enhances decision-making throughout the end-to-end product lifecycle. Brands effortlessly incorporate market intelligence into their planning, development and pricing processes, leading to more agile and market-responsive strategies. Retailers benefit from a holistic view of their operations, allowing for better coordination between market insights, inventory management and pricing decisions, ultimately driving improved performance and profitability. Users can pull competitive data as they work; understand other products that exist during product development, compare assortment and pricing during planning.

“In order to drive margins and maximize sell-through, brands and retailers need insights into global market conditions including consumer desires and competitive positioning,” explains Centric Software CEO Chris Groves. “Centric Market Intelligence is the tool all brands and retailers need to make informed decisions on assortments, promotions and pricing to get closer to consumers, keep them loyal and maximize profitability.”

**Learn more about [Centric Software](#)**

## [Request a demo](#)

### **Centric Software® ([www.centricsoftware.com](http://www.centricsoftware.com))**

From its headquarters in Silicon Valley, Centric Software provides an innovative and AI-enabled product concept-to-replenishment platform for retailers, brands and manufacturers of all sizes. As experts in fast-moving consumer goods like fashion, outdoor, luxury, home, multi-category retail, grocery, food & beverage, cosmetics & personal care and consumer electronics, Centric Software delivers best-of-breed solutions to plan, design, develop, source, buy, make, price, allocate, sell and replenish products.

- **Centric PLM™**, the leading PLM solution for consumer goods, optimizes product execution from ideation to development, sourcing and manufacture, realizing up to 50% improvement in productivity and a 60% decrease in time to market.
- **Centric Planning™** is an innovative, cloud-native, AI solution delivering end-to-end planning capabilities to maximize retail and wholesale business performance resulting in an up to 110% increase in margins.
- **Centric Pricing & Inventory™** leverages AI to drive margins and boost revenues by up to 18% via price and inventory optimization from pre-season to in-season to season completion.
- **Centric Market Intelligence™** is an AI-driven platform giving insights into consumer trends, competitor offers and pricing to boost competitiveness and get closer to the consumer, with an up to 12% increase in average initial price point.
- **Centric Visual Boards™** pivot actionable data in a visual-first orientation to ensure robust, consumer-right assortments and product offers, dramatically decreasing assortment development cycle time.

Centric Software's market-driven solutions have the highest user adoption rate, customer satisfaction rate and fastest time to value in the industry. Centric Software has received multiple industry awards and recognition, appearing regularly in world-leading analyst reports and research.

Centric Software is a subsidiary of Dassault Systèmes (Euronext Paris: #13065, DSY.PA), the world leader in 3D design software, 3D digital mock-up and PLM solutions.

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