

Data Warehousing Market by Type of Offering (Extraction, Transportation & Loading (ETL) Solutions, Statistical Analysis, Data Mining, and Others), Type of Data (Unstructured and Semi-Structured & Structured), Deployment (On-Premise, Cloud, and Hybrid), Organization Size (Small & Medium Sized Enterprises and Large Enterprises), and Industry Vertical (BFSI, Telecom & IT, Government, Manufacturing, Retail, Healthcare, Media & Entertainment, and Others): Global Opportunity Analysis and Industry Forecast, 2018 - 2025

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Abstracts

Data warehousing is a collection of methods, techniques, and tools used to support knowledge staff such as senior managers, directors, managers, and analysts to conduct data analyses that help perform decision-making processes and improve information resources. Data warehousing contains additional tools compared to a relational database. Data warehousing facilitates users to access a vast amount of information. The data is organized in an effective and relevant manner, which is projected to boost the market growth. The growth in adoption of data warehousing helps organizations to optimize decisions and actions for planning regarding business development strategies. Data warehousing enables quick access to relevant data for making informed business decisions.

Increase in need for dedicated storage system for surge in volume of data, rise in demand for column-oriented data warehouse solutions to perform advanced analytics,

the need for low-latency, real-time view, and analytics on operational data are some of the major factors that drive the global data warehousing market growth. In addition, increase in awareness of enterprises to utilize growth in streams of data from various sources in innovative ways and adoption of modern business intelligence tools by enterprises for which data warehousing is critical, are expected to fuel the growth of the market. Conversely, emerging trend of adopting virtual data warehousing and growing application of AI in data warehouse are expected to provide lucrative opportunities for the growth of the global market.

The global data warehousing market is segmented based on type of offerings, type of data, deployment, organization size, industry verticals, and region. In terms of type of offerings, the market is bifurcated into extraction, transportation and loading (ETL) solutions, statistical analysis, data mining, and others. By type of data, the market is classified into unstructured data and semi structured & structured data. Based on deployment, it is fragmented into on-premise, cloud, and hybrid. Depending on organization size, it is segregated into small and medium-sized enterprises (SMEs) and large enterprises. By industry vertical segment, it is divided into BFSI, telecom & IT, government, manufacturing, retail, healthcare, media & entertainment, and others. Based on region, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The global data warehousing market is dominated by key players such as, Actian Corp, Amazon, Cloudera, Google, IBM Corporation, Microsoft, Oracle Corporation, SAP, Snowflake, and Teradata.

KEY BENEFITS FOR STAKEHOLDERS

The study presents an in-depth analysis of the market along with the current & future trends to elucidate imminent investment pockets.

Information about key drivers, restraints, and opportunities and their impact analysis on the market is provided in this study.

Porter's five forces analysis illustrates the potency of buyers and suppliers operating in the industry.

The quantitative analysis of the market from 2017 to 2025 is provided to determine the market potential.

KEY MARKET SEGMENTS

BY TYPE OF OFFERING

Extraction, Transportation and Loading (ETL) Solutions

Statistical Analysis

Data Mining

Others

BY TYPE OF DATA

Unstructured Data

Semi-structured & Structured Data

BY DEPLOYMENT

On-Premise

Cloud

Hybrid

BY ORGANIZATION SIZE

Small & Medium Sized Enterprises (SMEs)

Large Enterprises

BY INDUSTRY VERTICAL

BFSI

Telecom & IT

Government

Manufacturing

Retail

Healthcare

Media & Entertainment

Others

BY REGION

North America

U.S.

Canada

Europe

UK

Germany

France

Rest of Europe

Asia-Pacific

China

India

Japan

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

KEY MARKET PLAYERS

Actian Corp

Amazon

Cloudera

Google

IBM Corporation

Microsoft

Oracle Corporation

SAP

Snowflake

Teradata

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