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Hadoop-as-a-service (HaaS) Market by Deployment Type (Run it Yourself (RIY) and Pure Play (PP), Organization Size (Small & Medium-sized Enterprises and Large Enterprises), and End User (Manufacturing, BFSI, Retail & Consumer Goods, Healthcare & Life Sciences, Government & Defense, Media & Entertainment, Education, IT & Telecommunication, and Others): Global Opportunity Analysis and Industry Forecast, 2019–2026

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Abstracts

Hadoop-as-a-service (HaaS), also known as Hadoop in the cloud, is a Big Data analytics framework that stores and analyzes data in the cloud by using Hadoop. Users do not have to invest in or install additional infrastructure on premises when using the technology, as it is provided and managed by a third-party vendor. Hadoop is a software framework, which is used to manage data and storage for big data applications in clustered systems. It gives users the ability to collect, process, and analyze data. Despite Hadoop being the leader, not all organizations are capable of installing as well as maintaining in-house Hadoop environment. This helps them to concentrate on their core businesses. Hadoop-as-a-service tries to provide the same experience to users in the cloud. The adoption of HaaS has increased among medium & large scale organizations that do not have the infrastructure or ability to host Hadoop on premises.

Factors such as increase in penetration of Internet of Things (IoT) across the globe, increase in demand for cost-effective solutions for the management of Big Data, and wide acceptance of HaaS across different industry verticals such as IT, banking, manufacturing, and telecommunication fuel the growth of the Hadoop-as-a-service

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market. In addition, decline in prices of cloud-based services along with upsurge in demand for HaaS from small & medium enterprises (SMEs) drives the growth of the market. However, low security for highly confidential data and lack of awareness about benefits of this technology are expected to hinder the growth of the market. On the contrary, ongoing partnership and funding in Hadoop market and rising popularity of e-commerce are expected to provide lucrative opportunities for the market growth in the coming years.

The Hadoop-as-a-service market is segmented into deployment type, organization size, end user, and region. On the basis of deployment type, the market is bifurcated into run it yourself (RIY) and pure play (PP). By organization size, it is categorized into small & medium-sized enterprises and large enterprises. Depending on end user, it is segregated into manufacturing, BFSI, retail & consumer goods, healthcare & life sciences, government & defense, media & entertainment, education, IT & telecommunication, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The market players operating in the Hadoop-as-a-service market include Microsoft Corporation, IBM Corporation, Amazon web services, Cloudera Inc., Google Inc., MapR Technologies, EMC Corporation, Mortar Data (Datadog), SAP SE, and Datameer.

KEY BENEFITS FOR STAKEHOLDERS

The study provides an in-depth analysis of the Hadoop-as-a-service market and current & future trends to elucidate the imminent investment pockets.

Information about key drivers, restraints, and opportunities and their impact analyses on the market is provided.

Porter’s five forces analysis illustrates the potency of buyers and suppliers operating in the Hadoop-as-a-Service industry.

The quantitative analysis of the market from 2018 to 2026 is provided to determine the market potential.

KEY MARKET SEGMENTS

BY DEPLOYMENT TYPE

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Run it Yourself (RIY)

Pure Play (PP)

BY ORGANIZATION SIZE

Small & Medium-sized Enterprises

Large Enterprises

BY END USER

Manufacturing

BFSI

Retail & Consumer Goods

Healthcare & Life Sciences

Government & Defense

Media & Entertainment

Education

IT & Telecommunication

Others

BY REGION

North America

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Canada

Europe

UK

Germany

France

Spain

Rest of Europe

Asia-Pacific

China

India

Japan

Australia

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

KEY MARKET PLAYERS

Microsoft Corporation

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IBM Corporation

Amazon web services

Cloudera Inc.

Google Inc.

MapR Technologies

EMC Corporation

Mortar Data (Datadog)

SAP SE

Datameer

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