

Global Data Monetization Market Size, Manufacturers, Opportunities and Forecast to 2030

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Abstracts

Data monetization, a form of monetization, is the act of generating measurable economic benefits from available data sources. Typically these benefits accrue as revenue or expense savings, but may also include market share or corporate market value gains. Data monetization leverages data generated through business operations, available exogenous data or content, as well as data associated with individual actors such as that collected via electronic devices and sensors participating in the internet of things. For example, the ubiquity of the internet of things is generating location data and other data from sensors and mobile devices at an ever increasing rate. The data in this report is based on data analytics software fees and service fees for Data Monetization.

According to APO Research, The global Data Monetization market was estimated at US\$ million in 2023 and is projected to reach a revised size of US\$ million by 2030, witnessing a CAGR of xx% during the forecast period 2024-2030.

Global Data Monetization main players are Accenture, Viavi Solutions, Infosys, IBM, etc. Global top four manufacturers hold a share nearly 50%. North America is the largest market, with a share over 40%.

Report Scope

This report aims to provide a comprehensive presentation of the global market for Data Monetization, with both quantitative and qualitative analysis, to help readers develop business/growth strategies, assess the market competitive situation, analyze their position in the current marketplace, and make informed business decisions regarding Data Monetization.

The Data Monetization market size, estimations, and forecasts are provided in terms of revenue (\$ millions), considering 2023 as the base year, with history and forecast data for the period from 2019 to 2030. This report segments the global Data Monetization market comprehensively. Regional market sizes, concerning products by Type, by Application, and by players, are also provided. For a more in-depth understanding of the market, the report provides profiles of the competitive landscape, key competitors, and their respective market ranks. The report also discusses technological trends and new product developments.

Key Companies & Market Share Insights

In this section, the readers will gain an understanding of the key players competing. This report has studied the key growth strategies, such as innovative trends and developments, intensification of product portfolio, mergers and acquisitions, collaborations, new product innovation, and geographical expansion, undertaken by these participants to maintain their presence. Apart from business strategies, the study includes current developments and key financials. The readers will also get access to the data related to global revenue, gross margin by manufacturers for the period 2019-2024. This all-inclusive report will certainly serve the clients to stay updated and make effective decisions in their businesses. Some of the prominent players reviewed in the research report include:

Accenture

Viavi Solutions

Infosys

SAP

Adastra

Mahindra Comviva

Alepo

EMC

ALC

Redknee

SAS

Monetize Solutions

Reltio

IBM

Teradata

CellOS Software

Altruist India/Connectiva

Samsung ARTIK

1010DATA

Dawex Systems

Data Monetization segment by Type

On-Premises

Cloud

Data Monetization segment by Application

Telecom

Finance & Banking

E-Commerce & Retail

Network & Software

Manufacturing

Others

Data Monetization Segment by Region

North America

U.S.

Canada

Europe

Germany

France

U.K.

Italy

Russia

Asia-Pacific

China

Japan

South Korea

India

Australia

China Taiwan

Indonesia

Thailand

Malaysia

Latin America

Mexico

Brazil

Argentina

Middle East & Africa

Turkey

Saudi Arabia

UAE

Key Drivers & Barriers

High-impact rendering factors and drivers have been studied in this report to aid the readers to understand the general development. Moreover, the report includes restraints and challenges that may act as stumbling blocks on the way of the players. This will assist the users to be attentive and make informed decisions related to business. Specialists have also laid their focus on the upcoming business prospects.

Reasons to Buy This Report

1. This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Data Monetization market, and introduces in detail the market share, industry ranking, competitor

ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.

2. This report will help stakeholders to understand the global industry status and trends of Data Monetization and provides them with information on key market drivers, restraints, challenges, and opportunities.

3. This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in value), competitor ecosystem, new product development, expansion, and acquisition.

4. This report stays updated with novel technology integration, features, and the latest developments in the market

5. This report helps stakeholders to gain insights into which regions to target globally

6. This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Data Monetization.

7. This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

Chapter Outline

Chapter 1: Introduces the report scope of the report, executive summary of global and regional market size and CAGR for the history and forecast period (2019-2024, 2025-2030). It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 2: Provides the analysis of various market segments by type, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 3: Provides the analysis of various market segments by application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 4: Introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 5: Detailed analysis of Data Monetization companies' competitive landscape, revenue, market share and ranking, latest development plan, merger, and acquisition information, etc.

Chapter 6: Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product introduction, revenue, recent development, etc.

Chapter 7, 8, 9, 10 and 11: North America, Europe, Asia Pacific, Latin America, Middle East & Africa, revenue by country.

Chapter 12: Concluding Insights of the report

Chapter 12: Concluding Insights of the report

Contents

1 MARKET OVERVIEW

- 1.1 Product Definition
- 1.2 Global Market Growth Prospects
- 1.3 Global Data Monetization Market Size Overview by Region 2019 VS 2023 VS 2030
- 1.4 Global Data Monetization Market Size by Region (2019-2030)
 - 1.4.1 Global Data Monetization Market Size by Region (2019-2024)
 - 1.4.2 Global Data Monetization Market Size by Region (2025-2030)
- 1.5 Key Regions Data Monetization Market Size (2019-2030)
 - 1.5.1 North America Data Monetization Market Size Growth Rate (2019-2030)
 - 1.5.2 Europe Data Monetization Market Size Growth Rate (2019-2030)
 - 1.5.3 Asia-Pacific Data Monetization Market Size Growth Rate (2019-2030)
 - 1.5.4 Latin America Data Monetization Market Size Growth Rate (2019-2030)
 - 1.5.5 Middle East & Africa Data Monetization Market Size Growth Rate (2019-2030)

2 DATA MONETIZATION MARKET BY TYPE

- 2.1 Type Introduction
 - 2.1.1 On-Premises
 - 2.1.2 Cloud
- 2.2 Global Data Monetization Market Size by Type
 - 2.2.1 Global Data Monetization Market Size Overview by Type (2019-2030)
 - 2.2.2 Global Data Monetization Historic Market Size Review by Type (2019-2024)
 - 2.2.3 Global Data Monetization Market Size Forecasted by Type (2025-2030)
- 2.3 Global Data Monetization Market Size by Regions
 - 2.3.1 North America Data Monetization Market Size Breakdown by Type (2019-2024)
 - 2.3.2 Europe Data Monetization Market Size Breakdown by Type (2019-2024)
 - 2.3.3 Asia-Pacific Data Monetization Market Size Breakdown by Type (2019-2024)
 - 2.3.4 Latin America Data Monetization Market Size Breakdown by Type (2019-2024)
 - 2.3.5 Middle East and Africa Data Monetization Market Size Breakdown by Type (2019-2024)

3 DATA MONETIZATION MARKET BY APPLICATION

- 3.1 Type Introduction
 - 3.1.1 Telecom
 - 3.1.2 Finance & Banking

- 3.1.3 E-Commerce & Retail
- 3.1.4 Network & Software
- 3.1.5 Manufacturing
- 3.1.6 Others
- 3.2 Global Data Monetization Market Size by Application
 - 3.2.1 Global Data Monetization Market Size Overview by Application (2019-2030)
 - 3.2.2 Global Data Monetization Historic Market Size Review by Application (2019-2024)
 - 3.2.3 Global Data Monetization Market Size Forecasted by Application (2025-2030)
- 3.3 Global Data Monetization Market Size by Regions
 - 3.3.1 North America Data Monetization Market Size Breakdown by Application (2019-2024)
 - 3.3.2 Europe Data Monetization Market Size Breakdown by Application (2019-2024)
 - 3.3.3 Asia-Pacific Data Monetization Market Size Breakdown by Application (2019-2024)
 - 3.3.4 Latin America Data Monetization Market Size Breakdown by Application (2019-2024)
 - 3.3.5 Middle East and Africa Data Monetization Market Size Breakdown by Application (2019-2024)

4 GLOBAL MARKET DYNAMICS

- 4.1 Data Monetization Industry Trends
- 4.2 Data Monetization Industry Drivers
- 4.3 Data Monetization Industry Opportunities and Challenges
- 4.4 Data Monetization Industry Restraints

5 COMPETITIVE INSIGHTS BY COMPANY

- 5.1 Global Top Players by Data Monetization Revenue (2019-2024)
- 5.2 Global Data Monetization Industry Company Ranking, 2022 VS 2023 VS 2024
- 5.3 Global Data Monetization Key Company Headquarters & Area Served
- 5.4 Global Data Monetization Company, Product Type & Application
- 5.5 Global Data Monetization Company Commercialization Time
- 5.6 Market Competitive Analysis
 - 5.6.1 Global Data Monetization Market CR5 and HHI
 - 5.6.2 Global Top 5 and 10 Data Monetization Players Market Share by Revenue in 2023
 - 5.6.3 2023 Data Monetization Tier 1, Tier 2, and Tier

6 COMPANY PROFILES

6.1 Accenture

6.1.1 Accenture Company Information

6.1.2 Accenture Business Overview

6.1.3 Accenture Data Monetization Revenue, Global Share and Gross Margin
(2019-2024)

6.1.4 Accenture Data Monetization Product Portfolio

6.1.5 Accenture Recent Developments

6.2 Viavi Solutions

6.2.1 Viavi Solutions Company Information

6.2.2 Viavi Solutions Business Overview

6.2.3 Viavi Solutions Data Monetization Revenue, Global Share and Gross Margin
(2019-2024)

6.2.4 Viavi Solutions Data Monetization Product Portfolio

6.2.5 Viavi Solutions Recent Developments

6.3 Infosys

6.3.1 Infosys Company Information

6.3.2 Infosys Business Overview

6.3.3 Infosys Data Monetization Revenue, Global Share and Gross Margin
(2019-2024)

6.3.4 Infosys Data Monetization Product Portfolio

6.3.5 Infosys Recent Developments

6.4 SAP

6.4.1 SAP Company Information

6.4.2 SAP Business Overview

6.4.3 SAP Data Monetization Revenue, Global Share and Gross Margin (2019-2024)

6.4.4 SAP Data Monetization Product Portfolio

6.4.5 SAP Recent Developments

6.5 Adastra

6.5.1 Adastra Company Information

6.5.2 Adastra Business Overview

6.5.3 Adastra Data Monetization Revenue, Global Share and Gross Margin
(2019-2024)

6.5.4 Adastra Data Monetization Product Portfolio

6.5.5 Adastra Recent Developments

6.6 Mahindra Comviva

6.6.1 Mahindra Comviva Company Information

- 6.6.2 Mahindra Comviva Business Overview
- 6.6.3 Mahindra Comviva Data Monetization Revenue, Global Share and Gross Margin (2019-2024)
- 6.6.4 Mahindra Comviva Data Monetization Product Portfolio
- 6.6.5 Mahindra Comviva Recent Developments
- 6.7 Alepo
 - 6.7.1 Alepo Comapny Information
 - 6.7.2 Alepo Business Overview
 - 6.7.3 Alepo Data Monetization Revenue, Global Share and Gross Margin (2019-2024)
 - 6.7.4 Alepo Data Monetization Product Portfolio
 - 6.7.5 Alepo Recent Developments
- 6.8 EMC
 - 6.8.1 EMC Comapny Information
 - 6.8.2 EMC Business Overview
 - 6.8.3 EMC Data Monetization Revenue, Global Share and Gross Margin (2019-2024)
 - 6.8.4 EMC Data Monetization Product Portfolio
 - 6.8.5 EMC Recent Developments
- 6.9 ALC
 - 6.9.1 ALC Comapny Information
 - 6.9.2 ALC Business Overview
 - 6.9.3 ALC Data Monetization Revenue, Global Share and Gross Margin (2019-2024)
 - 6.9.4 ALC Data Monetization Product Portfolio
 - 6.9.5 ALC Recent Developments
- 6.10 Redknee
 - 6.10.1 Redknee Comapny Information
 - 6.10.2 Redknee Business Overview
 - 6.10.3 Redknee Data Monetization Revenue, Global Share and Gross Margin (2019-2024)
 - 6.10.4 Redknee Data Monetization Product Portfolio
 - 6.10.5 Redknee Recent Developments
- 6.11 SAS
 - 6.11.1 SAS Comapny Information
 - 6.11.2 SAS Business Overview
 - 6.11.3 SAS Data Monetization Revenue, Global Share and Gross Margin (2019-2024)
 - 6.11.4 SAS Data Monetization Product Portfolio
 - 6.11.5 SAS Recent Developments
- 6.12 Monetize Solutions
 - 6.12.1 Monetize Solutions Comapny Information
 - 6.12.2 Monetize Solutions Business Overview

6.12.3 Monetize Solutions Data Monetization Revenue, Global Share and Gross Margin (2019-2024)

6.12.4 Monetize Solutions Data Monetization Product Portfolio

6.12.5 Monetize Solutions Recent Developments

6.13 Reltio

6.13.1 Reltio Company Information

6.13.2 Reltio Business Overview

6.13.3 Reltio Data Monetization Revenue, Global Share and Gross Margin (2019-2024)

6.13.4 Reltio Data Monetization Product Portfolio

6.13.5 Reltio Recent Developments

6.14 IBM

6.14.1 IBM Company Information

6.14.2 IBM Business Overview

6.14.3 IBM Data Monetization Revenue, Global Share and Gross Margin (2019-2024)

6.14.4 IBM Data Monetization Product Portfolio

6.14.5 IBM Recent Developments

6.15 Teradata

6.15.1 Teradata Company Information

6.15.2 Teradata Business Overview

6.15.3 Teradata Data Monetization Revenue, Global Share and Gross Margin (2019-2024)

6.15.4 Teradata Data Monetization Product Portfolio

6.15.5 Teradata Recent Developments

6.16 Celios Software

6.16.1 Celios Software Company Information

6.16.2 Celios Software Business Overview

6.16.3 Celios Software Data Monetization Revenue, Global Share and Gross Margin (2019-2024)

6.16.4 Celios Software Data Monetization Product Portfolio

6.16.5 Celios Software Recent Developments

6.17 Altruist India/Connectiva

6.17.1 Altruist India/Connectiva Company Information

6.17.2 Altruist India/Connectiva Business Overview

6.17.3 Altruist India/Connectiva Data Monetization Revenue, Global Share and Gross Margin (2019-2024)

6.17.4 Altruist India/Connectiva Data Monetization Product Portfolio

6.17.5 Altruist India/Connectiva Recent Developments

6.18 Samsung ARTIK

- 6.18.1 Samsung ARTIK Comapny Information
- 6.18.2 Samsung ARTIK Business Overview
- 6.18.3 Samsung ARTIK Data Monetization Revenue, Global Share and Gross Margin (2019-2024)
- 6.18.4 Samsung ARTIK Data Monetization Product Portfolio
- 6.18.5 Samsung ARTIK Recent Developments
- 6.19 1010DATA
 - 6.19.1 1010DATA Comapny Information
 - 6.19.2 1010DATA Business Overview
 - 6.19.3 1010DATA Data Monetization Revenue, Global Share and Gross Margin (2019-2024)
 - 6.19.4 1010DATA Data Monetization Product Portfolio
 - 6.19.5 1010DATA Recent Developments
- 6.20 Dawex Systems
 - 6.20.1 Dawex Systems Comapny Information
 - 6.20.2 Dawex Systems Business Overview
 - 6.20.3 Dawex Systems Data Monetization Revenue, Global Share and Gross Margin (2019-2024)
 - 6.20.4 Dawex Systems Data Monetization Product Portfolio
 - 6.20.5 Dawex Systems Recent Developments

7 NORTH AMERICA

- 7.1 North America Data Monetization Market Size Growth Rate (CAGR) by Country: 2019 VS 2023 VS 2030
- 7.2 North America Data Monetization Market Size by Country (2019-2024)
- 7.3 North America Data Monetization Market Size Forecast by Country (2025-2030)

8 EUROPE

- 8.1 Europe Data Monetization Market Size Growth Rate (CAGR) by Country: 2019 VS 2023 VS 2030
- 8.2 Europe Data Monetization Market Size by Country (2019-2024)
- 8.3 Europe Data Monetization Market Size Forecast by Country (2025-2030)

9 ASIA-PACIFIC

- 9.1 Asia-Pacific Data Monetization Market Size Growth Rate (CAGR) by Country: 2019 VS 2023 VS 2030

9.2 Asia-Pacific Data Monetization Market Size by Country (2019-2024)

9.3 Asia-Pacific Data Monetization Market Size Forecast by Country (2025-2030)

10 LATIN AMERICA

10.1 Latin America Data Monetization Market Size Growth Rate (CAGR) by Country:
2019 VS 2023 VS 2030

10.2 Latin America Data Monetization Market Size by Country (2019-2024)

10.3 Latin America Data Monetization Market Size Forecast by Country (2025-2030)

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa Data Monetization Market Size Growth Rate (CAGR) by
Country: 2019 VS 2023 VS 2030

11.2 Middle East & Africa Data Monetization Market Size by Country (2019-2024)

11.3 Middle East & Africa Data Monetization Market Size Forecast by Country
(2025-2030)

12 CONCLUDING INSIGHTS

13 APPENDIX

13.1 Reasons for Doing This Study

13.2 Research Methodology

13.3 Research Process

13.4 Authors List of This Report

13.5 Data Source

13.5.1 Secondary Sources

13.5.2 Primary Sources

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