

Global Alternative Data Market Size study & Forecast, by Type (Credit and Debit Card Transactions, Email Receipts, Geo-Location Records, Mobile Application Usage, Satellite and Weather Data, Others), by Industry (Automotive, BFSI, Energy, Others), by End User (Hedge Fund Operators, Investment Institutions, Retail Companies, Others) and Regional Analysis, 2023-2030

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Abstracts

Global Alternative Data Market is valued at approximately USD xx billion in 2022 and is anticipated to grow with a healthy growth rate of more than xx% during the forecast period 2023-2030. Alternative Data refers to non-traditional, non-standard, or unconventional data sources that are used in the analysis and decision-making processes by businesses, investors, and researchers. Unlike traditional data sources, such as financial statements or government reports, alternative data encompasses a wide range of information derived from diverse sources. The Alternative Data Market is expanding because of factors such as rising spending on digital transformation and an increasing number of smartphone users. As a result, the demand for Alternative Data has progressively increased in the international market during the forecast period 2023-2030.

Digital transformation initiatives often involve the adoption of new technologies, such as IoT devices, sensors, and smart systems. These technologies generate vast amounts of data, contributing to the pool of alternative data available for analysis. As companies invest in digital transformation, the volume and variety of alternative data sources increase, providing more opportunities for insights. According to Statista, in 2022, the

global spending on digital transformation (DX) accounts for USD 1.6 trillion and digital transformation spending is projected to reach up to USD 3.4 trillion by the year 2026. Another important factor that drives the Alternative Data market is the increasing number of smartphone users. phones generate vast amounts of data through various sensors, applications, and user interactions. Activities such as location tracking, app usage, social media engagement, and online transactions generate valuable data points that can be utilized as alternative data sources. In addition, as per Statista, the global number of smartphone users was forecast to continuously increase between 2024 and 2028 by in total of 496.7 million users around 10.71%, and 2022, smartphone vendors sold around 1.39 billion smartphones globally. Moreover, growing demand from hedge funds and technological advancements in the automotive sector is anticipated to create lucrative growth opportunities for the market over the forecast period. However, a lack of Standardization in data structure and formatting and stringent regulatory challenges are going to impede overall market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Alternative Data Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the presence of key market players such as Advan Research Corporation Eagle Alpha, M Science LLC, and more in the region. Key players typically invest in developing robust infrastructure and advanced technologies for data collection, processing, and analysis. This investment contributes to the overall improvement of the capabilities and efficiency of alternative data solutions. The region's dominant performance is anticipated to propel the overall demand for Alternative Data. Furthermore, Asia Pacific is expected to grow fastest over the forecast period, owing to factors such as the increasing use of data-driven research by investors in the region.

Major market player included in this report are:

1010data, Inc

Advan Research Corporation

Dataminr Inc

Earnest Operations LLC

M Science LLC

Preqin Ltd

RavenPack International S.L.U.

Thinknum Alternative Data

UBS AG

Yipit LLC

Recent Developments in the Market:

In June 2020, Advan Research Corporation has announced substantial advancements to its platform's breadth of data and analytics, providing investors with a new degree of confidence in their trading and investment activities.

Global Alternative Data Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Type, Industry, End User, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to

incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

by Type

Credit and Debit Card Transactions

Email Receipts

Geo-Location (Foot Traffic) Records

Mobile Application Usage

Satellite and Weather Data

Others

by Industry

Automotive

BFSI

Energy

Industrial

IT and Telecommunication

Others

by End User

Hedge Fund Operators

Investment Institutions

Retail Companies

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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