

Global Augmented Analytics Market Size Study, by Component (Software, Services), Enterprise Size, Deployment Type (Cloud, On-premise), Vertical, and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/GDF3C851CB6BEN.html>

Date: February 2025

Pages: 285

Price: US\$ 3,750.00 (Single User License)

ID: GDF3C851CB6BEN

Abstracts

The Global Augmented Analytics Market was valued at approximately USD 16.60 billion in 2023 and is anticipated to expand at an impressive CAGR of 82.0% from 2024 to 2032. As organizations strive to extract meaningful insights from massive volumes of data, augmented analytics is emerging as a transformative force that enables businesses to automate data preparation, discover patterns, and derive actionable intelligence with minimal human intervention. The technology leverages machine learning, artificial intelligence (AI), and natural language processing (NLP) to enhance decision-making and democratize data access across enterprises.

With the increasing reliance on data-driven decision-making, augmented analytics solutions are reshaping business intelligence (BI) landscapes. The market is witnessing a surge in adoption due to its ability to automate data analysis, enabling users—even those without technical expertise—to extract deep insights from complex datasets effortlessly. The proliferation of cloud-based analytics platforms and AI-powered business intelligence tools is further fueling market expansion, ensuring organizations optimize operational efficiency and enhance competitive advantage.

The widespread integration of augmented analytics across diverse sectors, including BFSI, healthcare, retail, and manufacturing, underscores its versatility. As businesses look to bridge the gap between traditional analytics and AI-driven decision-making, the demand for sophisticated yet user-friendly solutions is surging. Moreover, the rise of self-service analytics tools empowers employees at all levels to engage with data dynamically, fostering a data-literate corporate culture. However, challenges such as

data security concerns and integration complexities may impede seamless adoption across industries.

The Global Augmented Analytics Market is thriving across major regions. North America remains at the forefront, benefiting from early adoption and the presence of key technology providers. Meanwhile, Europe is experiencing steady growth, supported by regulatory frameworks promoting AI and data analytics adoption. The Asia-Pacific (APAC) region is projected to witness the fastest growth, driven by digital transformation initiatives, expanding IT infrastructure, and increasing investments in AI-powered analytics platforms.

Major Market Players Included in This Report:

Microsoft Corporation

IBM Corporation

SAP SE

Oracle Corporation

Google LLC

Tableau Software (Salesforce.com, Inc.)

Qlik Technologies Inc.

Sisense Inc.

Domo, Inc.

TIBCO Software Inc.

ThoughtSpot Inc.

SAS Institute Inc.

Alteryx, Inc.

MicroStrategy Incorporated

Amazon Web Services, Inc.

The Detailed Segments and Sub-Segment of the Market Are Explained Below:

By Component:

Software

Services

By Enterprise Size:

Small & Medium Enterprises (SMEs)

Large Enterprises

By Deployment Type:

Cloud

On-premise

By Vertical:

BFSI

Healthcare

Retail

Manufacturing

IT & Telecom

Government

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Rest of Latin America

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

Key Takeaways:

Market estimates and forecasts from 2022 to 2032.

Comprehensive revenue analysis on a regional and segmental basis.

Country-level evaluation of major growth markets.

Insights into the competitive landscape, including key strategies adopted by market players.

Industry-driven recommendations for future market positioning.

In-depth demand and supply-side market assessment.

Contents

CHAPTER 1. GLOBAL AUGMENTED ANALYTICS MARKET EXECUTIVE SUMMARY

- 1.1. Global Augmented Analytics Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Component
 - 1.3.2. By Enterprise Size, Deployment Type & Vertical
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL AUGMENTED ANALYTICS MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
 - 2.3.1. Inclusion & Exclusion
 - 2.3.2. Limitations
 - 2.3.3. Supply Side Analysis
 - 2.3.3.1. Availability
 - 2.3.3.2. Infrastructure
 - 2.3.3.3. Regulatory Environment
 - 2.3.3.4. Market Competition
 - 2.3.3.5. Economic Viability (Consumer's Perspective)
 - 2.3.4. Demand Side Analysis
 - 2.3.4.1. Regulatory Frameworks
 - 2.3.4.2. Technological Advancements
 - 2.3.4.3. Environmental Considerations
 - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL AUGMENTED ANALYTICS MARKET DYNAMICS

3.1. Market Drivers

- 3.1.1. Increasing Data Volume & Complexity
- 3.1.2. Advancements in AI, ML, and NLP
- 3.1.3. Growing Demand for Automated Analytics

3.2. Market Challenges

- 3.2.1. Data Security & Privacy Concerns
- 3.2.2. Integration Complexities

3.3. Market Opportunities

- 3.3.1. Democratization of Data Access
- 3.3.2. Rise of Self-service Analytics
- 3.3.3. Expansion of Cloud-based Analytics Platforms

CHAPTER 4. GLOBAL AUGMENTED ANALYTICS MARKET INDUSTRY ANALYSIS

4.1. Porter's 5 Force Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model
- 4.1.7. Porter's 5 Force Impact Analysis

4.2. PESTEL Analysis

- 4.2.1. Political
- 4.2.2. Economical
- 4.2.3. Social
- 4.2.4. Technological
- 4.2.5. Environmental
- 4.2.6. Legal

4.3. Top Investment Opportunity

4.4. Top Winning Strategies

4.5. Disruptive Trends

4.6. Industry Expert Perspective

4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL AUGMENTED ANALYTICS MARKET SIZE & FORECASTS BY COMPONENT 2022-2032

5.1. Segment Dashboard

5.2.?Global Augmented Analytics Market: Component Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

5.2.1.?Software

5.2.2.?Services

CHAPTER 6.?GLOBAL AUGMENTED ANALYTICS MARKET SIZE & FORECASTS BY ENTERPRISE SIZE, DEPLOYMENT TYPE & VERTICAL 2022-2032

6.1.?Segment Dashboard

6.2.?Global Augmented Analytics Market: Segment Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

6.2.1.?Small & Medium Enterprises (SMEs)

6.2.2.?Large Enterprises

6.2.3.?Cloud Deployment

6.2.4.?On-premise Deployment

6.2.5.?BFSI

6.2.6.?Healthcare

6.2.7.?Retail

6.2.8.?Manufacturing

6.2.9.?IT & Telecom

6.2.10.?Government

6.2.11.?Others

CHAPTER 7.?GLOBAL AUGMENTED ANALYTICS MARKET SIZE & FORECASTS BY REGION 2022-2032

7.1.?North America Augmented Analytics Market

7.1.1.?U.S. Augmented Analytics Market

7.1.1.1.?Component Breakdown Size & Forecasts, 2022-2032

7.1.1.2.?Enterprise Size/Deployment & Vertical Breakdown Size & Forecasts, 2022-2032

7.1.2.?Canada Augmented Analytics Market

7.2.?Europe Augmented Analytics Market

7.2.1.?U.K. Augmented Analytics Market

7.2.2.?Germany Augmented Analytics Market

7.2.3.?France Augmented Analytics Market

7.2.4.?Spain Augmented Analytics Market

7.2.5.?Italy Augmented Analytics Market

7.2.6.?Rest of Europe Augmented Analytics Market

- 7.3.?Asia-Pacific Augmented Analytics Market
 - 7.3.1.?China Augmented Analytics Market
 - 7.3.2.?India Augmented Analytics Market
 - 7.3.3.?Japan Augmented Analytics Market
 - 7.3.4.?Australia Augmented Analytics Market
 - 7.3.5.?South Korea Augmented Analytics Market
 - 7.3.6.?Rest of Asia Pacific Augmented Analytics Market
- 7.4.?Latin America Augmented Analytics Market
 - 7.4.1.?Brazil Augmented Analytics Market
 - 7.4.2.?Mexico Augmented Analytics Market
 - 7.4.3.?Rest of Latin America Augmented Analytics Market
- 7.5.?Middle East & Africa Augmented Analytics Market
 - 7.5.1.?Saudi Arabia Augmented Analytics Market
 - 7.5.2.?South Africa Augmented Analytics Market
 - 7.5.3.?Rest of Middle East & Africa Augmented Analytics Market

CHAPTER 8.?COMPETITIVE INTELLIGENCE

- 8.1.?Key Company SWOT Analysis
 - 8.1.1.?Microsoft Corporation
 - 8.1.2.?IBM Corporation
 - 8.1.3.?SAP SE
- 8.2.?Top Market Strategies
- 8.3.?Company Profiles
 - 8.3.1.?Microsoft Corporation
 - 8.3.1.1.?Key Information
 - 8.3.1.2.?Overview
 - 8.3.1.3.?Financial (Subject to Data Availability)
 - 8.3.1.4.?Product Summary
 - 8.3.1.5.?Market Strategies
 - 8.3.2.?IBM Corporation
 - 8.3.3.?SAP SE
 - 8.3.4.?Oracle Corporation
 - 8.3.5.?Google LLC
 - 8.3.6.?Tableau Software (Salesforce.com, Inc.)
 - 8.3.7.?Qlik Technologies Inc.
 - 8.3.8.?Sisense Inc.
 - 8.3.9.?Domo, Inc.
 - 8.3.10.?TIBCO Software Inc.

- 8.3.11. ThoughtSpot Inc.
- 8.3.12. SAS Institute Inc.
- 8.3.13. Alteryx, Inc.
- 8.3.14. MicroStrategy Incorporated
- 8.3.15. Amazon Web Services, Inc.

CHAPTER 9. RESEARCH PROCESS

- 9.1. Research Process
 - 9.1.1. Data Mining
 - 9.1.2. Analysis
 - 9.1.3. Market Estimation
 - 9.1.4. Validation
 - 9.1.5. Publishing
- 9.2. Research Attributes

List Of Tables

LIST OF TABLES

TABLE 1.?Global Augmented Analytics Market, Report Scope

TABLE 2.?Global Augmented Analytics Market Estimates & Forecasts by Region
2022-2032 (USD Million/Billion)

TABLE 3.?Global Augmented Analytics Market Estimates & Forecasts by Component
2022-2032 (USD Million/Billion)

TABLE 4.?Global Augmented Analytics Market Estimates & Forecasts by Enterprise
Size, Deployment Type & Vertical 2022-2032 (USD Million/Billion)

TABLE 5.?Global Augmented Analytics Market by Segment, Estimates & Forecasts,
2022-2032 (USD Million/Billion)

TABLE 6.?Global Augmented Analytics Market by Region, Estimates & Forecasts,
2022-2032 (USD Million/Billion)

TABLE 7.?Global Augmented Analytics Market by Segment, Estimates & Forecasts,
2022-2032 (USD Million/Billion)

TABLE 8.?Global Augmented Analytics Market by Region, Estimates & Forecasts,
2022-2032 (USD Million/Billion)

TABLE 9.?Global Augmented Analytics Market by Segment, Estimates & Forecasts,
2022-2032 (USD Million/Billion)

TABLE 10.?Global Augmented Analytics Market by Region, Estimates & Forecasts,
2022-2032 (USD Million/Billion)

TABLE 11.?Global Augmented Analytics Market by Segment, Estimates & Forecasts,
2022-2032 (USD Million/Billion)

TABLE 12.?Global Augmented Analytics Market by Region, Estimates & Forecasts,
2022-2032 (USD Million/Billion)

TABLE 13.?Global Augmented Analytics Market by Segment, Estimates & Forecasts,
2022-2032 (USD Million/Billion)

TABLE 14.?Global Augmented Analytics Market by Region, Estimates & Forecasts,
2022-2032 (USD Million/Billion)

TABLE 15.?U.S. Augmented Analytics Market Estimates & Forecasts, 2022-2032 (USD
Million/Billion)

TABLE 16.?U.S. Augmented Analytics Market Estimates & Forecasts by Segment
2022-2032 (USD Million/Billion)

TABLE 17.?U.S. Augmented Analytics Market Estimates & Forecasts by Segment
2022-2032 (USD Million/Billion)

TABLE 18.?Canada Augmented Analytics Market Estimates & Forecasts, 2022-2032
(USD Million/Billion)

TABLE 19. Canada Augmented Analytics Market Estimates & Forecasts by Segment
2022-2032 (USD Million/Billion)

TABLE 20. Canada Augmented Analytics Market Estimates & Forecasts by Segment
2022-2032 (USD Million/Billion)

...

This list is not complete; the final report contains more than 100 tables. The list may be updated in the final deliverable.

List Of Figures

LIST OF FIGURES

- FIG 1.?Global Augmented Analytics Market, Research Methodology
- FIG 2.?Global Augmented Analytics Market, Market Estimation Techniques
- FIG 3.?Global Augmented Analytics Market Size Estimates & Forecast Methods
- FIG 4.?Global Augmented Analytics Market, Key Trends 2023
- FIG 5.?Global Augmented Analytics Market, Growth Prospects 2022-2032
- FIG 6.?Global Augmented Analytics Market, Porter's 5 Force Model
- FIG 7.?Global Augmented Analytics Market, PESTEL Analysis
- FIG 8.?Global Augmented Analytics Market, Value Chain Analysis
- FIG 9.?Global Augmented Analytics Market by Segment, 2022 & 2032 (USD Million/Billion)
- FIG 10.?Global Augmented Analytics Market by Segment, 2022 & 2032 (USD Million/Billion)
- FIG 11.?Global Augmented Analytics Market by Segment, 2022 & 2032 (USD Million/Billion)
- FIG 12.?Global Augmented Analytics Market by Segment, 2022 & 2032 (USD Million/Billion)
- FIG 13.?Global Augmented Analytics Market by Segment, 2022 & 2032 (USD Million/Billion)
- FIG 14.?Global Augmented Analytics Market, Regional Snapshot 2022 & 2032
- FIG 15.?North America Augmented Analytics Market 2022 & 2032 (USD Million/Billion)
- FIG 16.?Europe Augmented Analytics Market 2022 & 2032 (USD Million/Billion)
- FIG 17.?Asia Pacific Augmented Analytics Market 2022 & 2032 (USD Million/Billion)
- FIG 18.?Latin America Augmented Analytics Market 2022 & 2032 (USD Million/Billion)
- FIG 19.?Middle East & Africa Augmented Analytics Market 2022 & 2032 (USD Million/Billion)
- FIG 20.?Global Augmented Analytics Market, Company Market Share Analysis (2023)

...

This list is not complete; the final report contains more than 50 figures. The list may be updated in the final deliverable.

I would like to order

Product name: Global Augmented Analytics Market Size Study, by Component (Software, Services), Enterprise Size, Deployment Type (Cloud, On-premise), Vertical, and Regional Forecasts 2022-2032

Product link: <https://marketpublishers.com/r/GDF3C851CB6BEN.html>

Price: US\$ 3,750.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GDF3C851CB6BEN.html>