

# **Global Business Intelligence and Analytics Software Market Size study & Forecast, by Segment (BI platforms, CPM Suite, Advanced and Predictive Analytics, Content Analytics, Analytics Application), Services, Deployment Mode, Org. Size, Verticals and Regional Forecasts 2025-2035**

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## **Abstracts**

The Global Business Intelligence and Analytics Software Market was valued at approximately USD 36.99 billion in 2024 and is poised to expand at a compound annual growth rate (CAGR) of 8.40% during the forecast period of 2025–2035. Business Intelligence (BI) and Analytics Software empowers enterprises to transform raw data into actionable insights by combining reporting, data mining, benchmarking, predictive modeling, and visualization tools. These solutions help organizations drive efficiency, improve decision-making, and accelerate business performance across diverse industries. The demand for BI and analytics platforms has intensified with the proliferation of big data, rising digital transformation initiatives, and the critical need for organizations to remain agile in highly competitive markets. Additionally, the surge in cloud adoption, coupled with advanced AI-driven analytics, has unlocked new opportunities for businesses to harness real-time insights.

The ever-increasing data volumes generated by enterprises worldwide have fueled the adoption of business intelligence and analytics software across industries. Organizations are investing heavily in data-centric platforms to improve operational resilience, predict market shifts, and personalize customer experiences. According to industry insights, businesses leveraging BI tools report higher ROI through improved strategic alignment and faster time-to-market. The shift toward predictive and advanced analytics is expected to transform how companies forecast trends and optimize

processes. However, concerns around data security, integration complexities with legacy systems, and skill shortages in data analytics remain significant hurdles, restraining the market's growth momentum throughout 2025–2035.

The detailed segments and sub-segments included in the report are:

By Segment:

BI Platforms

CPM Suite

Advanced and Predictive Analytics

Content Analytics

Analytics Application

By Services:

Professional Services

Managed Services

By Deployment Mode:

On-Premises

Cloud

By Organization Size:

Large Enterprises

Small & Medium Enterprises (SMEs)

## By Verticals:

BFSI

Telecom & IT

Healthcare

Retail & E-commerce

Manufacturing

Government & Defense

Education

Energy & Utilities

Others

On the basis of segment, BI platforms are anticipated to dominate the market during the forecast period. Enterprises continue to rely on BI platforms as the backbone of their data-driven strategies, enabling them to streamline reporting, enhance decision-making, and maintain compliance in an increasingly regulated environment. The demand is particularly strong in industries that deal with high volumes of structured and unstructured data, such as BFSI and telecom, where real-time insights are crucial for customer engagement and risk management. With enterprises steadily scaling their analytics maturity, BI platforms remain the core solution anchoring broader analytics adoption.

In terms of revenue contribution, Advanced and Predictive Analytics currently hold a substantial share, driven by the rapid adoption of AI and machine learning-powered solutions. These tools empower organizations to forecast customer behaviors, optimize pricing strategies, and anticipate supply chain disruptions. The increased emphasis on automation and prescriptive analytics to achieve deeper business outcomes is accelerating demand in this segment. While BI platforms continue to serve as foundational, advanced analytics represents the growth engine, allowing businesses to move beyond descriptive reporting toward predictive and strategic foresight.

The market exhibits strong geographical variation. North America currently leads, underpinned by mature IT infrastructure, a high concentration of technology vendors, and early adoption of advanced analytics across enterprises. Meanwhile, the Asia Pacific region is expected to record the fastest growth over the forecast horizon, fueled by rapid digitalization in emerging economies such as India and China, rising investment in cloud-based analytics, and government-led initiatives promoting data-driven ecosystems. Europe follows closely, benefiting from stringent regulatory compliance that necessitates sophisticated data governance and analytics frameworks. On the other hand, Latin America and the Middle East & Africa are gradually embracing BI and analytics software, driven by growing investment in digital transformation and rising demand for operational efficiency.

Major market players included in this report are:

SAP SE

Microsoft Corporation

Oracle Corporation

Salesforce, Inc.

IBM Corporation

SAS Institute Inc.

Teradata Corporation

MicroStrategy Incorporated

TIBCO Software Inc.

QlikTech International AB

Infor, Inc.

Sisense Inc.

Board International

Domo, Inc.

Yellowfin BI

## Global Business Intelligence and Analytics Software Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period – 2025–2035

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

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

Customization Scope – Free report customization (equivalent to up to 8 analysts' 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 for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained below:

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of the geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of the competitive structure of the market.

Demand side and supply side analysis of the market.

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