

Global Data Marketplace Platform Market Size study & Forecast, by Component (Platform, Services), by Enterprise Size (Large Enterprises, SMEs), by Type (Personal Data Marketplace Platforms, B2B Data Marketplace Platforms, IoT Data Marketplace Platforms), by End-user (Financial Services, Advertising, Media & Entertainment, Retail & CPG, Healthcare & Life Sciences, Other) and Regional Analysis, 2022-2029

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Abstracts

Global Data Marketplace Platform Market is valued at approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2029. A data marketplace platform is a transactional platform that allows users to buy and sell data, which offers a unique user experience. This platform is a cloud-based service where individuals or businesses can upload data to the cloud. This platform includes the exchange of different types of data, such as demographic, firmographics, business intelligence, and personal data. The Data Marketplace Platform Market is expanding because of factors such as surging demand for the Internet of Things (IoT) connected devices, rising developments in machine-to-machine (M2M) in communications networks, and growing adoption of data marketplace platform across various end-use verticals including retail & consumer goods, and media & entertainment, BFSI, etc.

According to Statista, the number of Internet of Things (IoT) connected devices is expected to reach 29.4 billion devices in 2030 from 8.6 billion devices in the year 2019. Thereby, the rising proliferation of the Internet of Things (IoT) connected devices is exhibiting a positive influence on the market growth worldwide. The rising emphasis on

the usage of cloud services, as well as an increasing number of strategic initiatives by the key market players, is creating productive opportunities for market growth in the forthcoming years. However, high initial capital is required and a dearth of skilled professionals stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Data Marketplace Platform Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated the space in terms of revenue, owing to the increasing deployment of cutting-edge technologies like artificial intelligence (AI), augmented reality (AR)/ virtual reality (VR) orchestration capabilities, along with the presence of advanced data infrastructure. Asia Pacific is expected to grow significantly during the forecast period, owing to factors such as growing development of IoT technologies, coupled with the increasing penetration of data marketplace platform services in several applications.

Major market players included in this report are:

Acxiom LLC

AWS

Dawex

Quandl

BattleFin

Datatrade

Oracle

Microsoft

Adobe

SAP SE

Recent Developments in the Market:

In 2020, Aiisma- a data marketplace announced the launch of Aiisma App with Aiihealth feature, which includes health mapping and marketplaces' location sharing features.

This allows users to consensually and anonymously share their behavioral data in exchange for rewards, which is helpful in creating a digital fence against the pandemic.

In March 2022, Nokia unveils the company's collaboration with Equideum Health to use Nokia Data Marketplace (NDM) blockchain solutions to facilitate a multi-party ecosystem. This solution enables varied person-centric use cases by connecting innovative technologies in data management, data exchange, and data marketplace.

Global Data Marketplace Platform Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

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

Segments Covered Component, Enterprise Size, Type, End-user, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

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 Component:

Platform

Services

By Enterprise Size:

Large Enterprises

SMEs

By Type:

Personal Data Marketplace Platforms

B2B Data Marketplace Platforms

IoT Data Marketplace Platforms

By End-user:

Financial Services

Advertising, Media & Entertainment

Retail & CPG

Healthcare & Life Sciences

Other

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
Rest of the World

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