

# **Global Data Monetization Market Size study by Component (Tools and Services), by Deployment Mode (On-Premises and Cloud), by Organization Size (Large Enterprises and Small and Medium-Sized Enterprises), by Data Type (Consumer data, Product data, Financial data and Supplier data), by Business Function (Sales and marketing, Supply chain management, Operations and Finance), by Vertical (Banking, Financial Services, and Insurance (BFSI), Telecommunication, Consumer Goods and Retail, Information Technology (IT), Healthcare, Manufacturing, Media and Entertainment, Transportation and Logistics and Energy and Utilities) and Regional Forecasts 2020-2027**

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## **Abstracts**

Global Data Monetization Market is valued approximately at USD 1.9 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 21.7% over the forecast period 2020-2027. Data monetization generates high revenue from available data sources or real-time streamed data by storage, analysis, dissemination, and use of that data. It helps organization to convert raw/aggregated data based on multiple data sources into something valuable, to make right business decisions. The increase in volume of data generation and lower cost of data storage, rapid adoption of advanced analytics and visualization, increase in use of external data sources, growth in the

adoption of data-driven decision-making and rise in business data volume and variety are the factors responsible for the growth of the market over the forecast period. Furthermore, the introduction of new products and services and other strategic alliance by market key players will create a lucrative demand for this market. For instance: on 11th July 2019, Microsoft corporation launched Microsoft Azure service which helps organizations in sharing their internal data and focuses on providing the service for its customers to share data to comply with regulations and privacy policies. Also, In October 2019, Oracle introduced cloud-native deployment option for BRM to support emerging 5G-enabled use cases for CSPs. This will further expand the deployment model offering of a modern monetization solution to capture market position. However, varying structure of regulatory policies and lack of organizational capabilities and cultural barriers is the major factor restraining the growth of global Data Monetization market during the forecast period.

The regional analysis of global Data Monetization Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. Asia Pacific is the leading/significant region across the world in terms of market share owing to the advanced and dynamic adoption of new technologies and commercialization of big data, AI, and IoT technologies and the need for further advancements to leverage these technologies to the best are expected to drive the adoption of data monetization tools and services in the region.

Major market player included in this report are:

Microsoft Corporation  
Salesforce.com, inc.  
Oracle Corporation  
SAP  
SAS Institute  
Sisense  
TIBCO Software Inc.  
International Business Machines Corporation (IBM)  
Qlik  
Domo Inc.

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors &

challenges which will define the future growth of the market. Additionally, the report shall also incorporate available 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:**

Tools

Services

**Deployment Mode:**

On-Premises

Cloud

**By Organization Size:**

Small and Medium-sized Enterprises (SMEs)

Large Enterprises

**By Data Type:**

Consumer data

Product data

Financial data

Supplier data

**By Business Function:**

Sales and marketing

Supply chain management

Operations

Finance

**By Vertical:**

Banking, Financial Services, and Insurance (BFSI)

Telecommunication

Consumer Goods and Retail

Information Technology (IT)

Healthcare

Manufacturing

Media and Entertainment

Transportation and Logistics

Energy and Utilities

**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

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018

Base year – 2019

Forecast period – 2020 to 2027

Target Audience of the Global Data Monetization Market in Market Study:

Key Consulting Companies &amp; Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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