

# **Global Data Monetization Market Size study & Forecast, by Method (Data as a service, Insight as a service, Analytics-enabled platform as a service, Embedded analytics) by Enterprise Size (Large Enterprises, SMEs), by Vertical (BFSI, E-commerce & retail, Telecommunications & IT, Manufacturing, Healthcare, Energy & utilities, Others) and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Data Monetization Market is valued approximately at USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2023-2030. Data monetization is the process of generating revenue from the data that an organization collects, processes and manages. In today's era of data-driven environments, businesses accumulate vast amounts of information and find ways to extract value and generate income from this data has become increasingly important. Data monetization can take various forms and its applications span across different industries. Moreover, the increasing volume of data, rising awareness of data value, rapid adoption of advanced analytics and visualization and growing demand for personalized services that are anticipated to create lucrative demand for the market during forecast period 2023-2030.

Additionally, the exponential growth in the volume of data generated by organizations and individuals has created vast opportunities for data monetization. Businesses are looking for ways to extract value from the immense amount of data they collect. As per Statista, the global volume of data, encompassing creation, capture, replication, and consumption, is anticipated to experience swift growth across the world. In 2021, global

data volume was estimated for 79 zettabytes, which is projected to reach 181 zettabytes by 2025. As a result, the growing volume of data is anticipated to support the market growth. Moreover, the increasing need to create insights from a pool of data and rising adoption of AI for data processing is anticipated to create lucrative opportunity for the market growth. However, the privacy and security concerns and complexities in data structures stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Data Monetization Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 with largest market share owing to the increasing data generation, advanced data analytics technologies, and rising demand for personalized services. Whereas, Asia Pacific region is expected to grow with the fastest growth rate during the forecast period, owing to factors such as the increasing data generation, rising awareness and maturity in data analytics, and government initiatives and regulations.

Major market player included in this report are:

Accenture plc

Domo, Inc.

Cisco Systems, Inc.

Gemalto NV

IBM Corporation

Infosys Limited

Comviva

Revelate Data Monetization Corp

Reltio Inc

SAP SE

Recent Developments in the Market:

In March 2022, Domo has recently entered into a collaborative arrangement with Moss Adams, a leading national firm specializing in accounting, consulting, and wealth management. Through this partnership, Moss Adams aims to support its clients by integrating analytics using Domo's advanced Business Intelligence platform, thereby augmenting its client-centric approach and strategy.

#### Global Data Monetization 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 – Method, Enterprise Size, Vertical, 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 Method:**

Data as a service

Insight as a service

Analytics-enabled platform as a service

Embedded analytics

**By Enterprise Size:**

Large Enterprises

SMEs

**By Vertical:**

BFSI

E-commerce &amp; retail

Telecommunications &amp; IT

Manufacturing

Healthcare

Energy &amp; utilities

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

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South Africa

Rest of Middle East & Africa

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