

Global Embedded Analytics Market Size study & Forecast, by Deployment (Cloud and On-premise), by Enterprise Type (SMEs and Large Enterprises), by Application (ERP/CRM, Supply Chain Management, Sales and Marketing, Logistics and Delivery, and Others), by End-user (IT & Telecommunications, Retail and Consumer Goods, BFSI, Manufacturing, Healthcare, and Others) and Regional Forecasts 2025-2035

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Abstracts

The Global Embedded Analytics Market is valued at approximately USD 19.8 billion in 2024 and is anticipated to grow at a CAGR of 18.40% during the forecast period 2025-2035, reaching nearly USD 126.92 billion by 2035. Embedded analytics refers to the seamless integration of analytic capabilities directly into business applications, processes, and platforms, allowing decision-makers to access insights at the point of work without switching between systems. This capability empowers enterprises to leverage data intuitively for real-time decision-making, operational efficiency, and customer-centric innovation. Market growth is primarily being fueled by the growing reliance on data-driven strategies across industries, rising adoption of cloud-native technologies, and increasing digital transformation initiatives. Furthermore, the evolution of AI, machine learning, and IoT has bolstered the demand for embedded intelligence within operational ecosystems.

The increasing need for real-time data processing and personalized user experiences has driven enterprises to adopt embedded analytics at scale. Businesses across verticals are under pressure to derive actionable insights quickly to remain competitive

in dynamic markets. Embedded analytics enables organizations to improve customer engagement, enhance productivity, and accelerate decision-making by embedding dashboards, visualizations, and predictive models into everyday applications such as ERP, CRM, and supply chain platforms. According to industry insights, enterprises that adopt embedded analytics have demonstrated higher customer satisfaction and improved return on technology investments. However, the challenges of integration complexity, data governance, and security concerns remain substantial barriers, requiring careful vendor selection and robust implementation strategies over the forecast horizon.

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

By Deployment:

Cloud

On-premise

By Enterprise Type:

SMEs

Large Enterprises

By Application:

ERP/CRM

Supply Chain Management

Sales and Marketing

Logistics and Delivery

Others

By End-user:

IT & Telecommunications

Retail and Consumer Goods

BFSI

Manufacturing

Healthcare

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

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Cloud deployment is expected to dominate the market, capturing the largest share due to its flexibility, scalability, and cost-efficiency. Organizations are rapidly transitioning from legacy on-premise systems to cloud-driven embedded analytics platforms to achieve faster deployment, seamless updates, and easier integration with existing workflows. The ability of cloud solutions to handle growing volumes of data and enable real-time analytics across distributed teams has made it the preferred choice for both

SMEs and large enterprises. While on-premise solutions continue to serve industries with stringent regulatory or security requirements, cloud deployment is anticipated to accelerate rapidly, fueled by the rise of hybrid and multi-cloud strategies.

When analyzing revenue contribution, large enterprises currently generate the lion's share of the market. Owing to their vast data ecosystems, diversified operations, and pressing need for predictive and prescriptive analytics, large enterprises are investing heavily in embedded analytics to optimize workflows, enhance customer engagement, and innovate service delivery. Conversely, SMEs are emerging as the fastest-growing segment, propelled by increasing affordability of cloud-based solutions, subscription-based pricing models, and rising recognition of analytics as a strategic differentiator. This dual momentum highlights a market dynamic where large enterprises dominate in revenue while SMEs showcase the highest growth trajectory.

The key regions considered for the Global Embedded Analytics Market study include Asia Pacific, North America, Europe, Latin America, and the Middle East & Africa. North America led the market in 2025 with the largest market share, thanks to its mature digital infrastructure, early adoption of advanced analytics tools, and concentration of major technology vendors. Europe follows closely, supported by regulatory frameworks that promote digital innovation, data governance, and analytics adoption across industries. Asia Pacific, however, is projected to grow most rapidly over the forecast period, driven by the exponential increase in digital-first businesses, e-commerce growth, and government-backed digitization programs in China, India, and Southeast Asia. Latin America and the Middle East & Africa, though relatively nascent, are gradually accelerating their adoption of embedded analytics to support banking, telecom, and retail modernization.

Major market players included in this report are:

Microsoft Corporation

Salesforce Inc.

SAP SE

IBM Corporation

MicroStrategy Incorporated

Qlik Technologies Inc.

Sisense Inc.

SAS Institute Inc.

Oracle Corporation

Infor

Tableau Software (a Salesforce Company)

TIBCO Software Inc.

Yellowfin International Pty Ltd

Logi Analytics (InsightSoftware)

GoodData Corporation

Global Embedded Analytics 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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