

Global Smart Grid Analytics Market Size study & Forecast, by Deployment Model (Cloud-Based, On-Premise, Hybrid), by Component (Services, Solution, Managed, Professional), by Type (Generalized Solutions, Specialized Solutions), by End-User (Public Sector, Large Enterprises, Small & Medium Size Enterprises) and Regional Forecasts 2025-2035

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Abstracts

The Global Smart Grid Analytics Market was valued at nearly USD 54.16 billion in 2024 and is poised to expand at a CAGR of 12.80% during the forecast period from 2025 to 2035. Smart grid analytics represent the convergence of energy and digital intelligence, leveraging advanced data-driven technologies to optimize energy distribution, enhance operational efficiency, and strengthen grid resilience. These analytics enable utility providers and governments to anticipate demand fluctuations, reduce energy loss, and integrate renewable sources seamlessly into the grid infrastructure. The market has gained momentum on account of the surging need for reliable power distribution, rapid urbanization, and the growing emphasis on digital transformation within energy networks. Governments and energy providers across the globe are heavily investing in smart grid modernization projects, which are fostering the uptake of analytics platforms designed to forecast, monitor, and control grid operations in real-time.

The accelerating adoption of renewable energy and distributed generation has driven the demand for more intelligent, adaptive energy systems, thus bolstering the need for smart grid analytics. Utilities are increasingly deploying predictive analytics to enhance asset performance, streamline energy storage, and maintain grid security in response to the intermittent nature of solar and wind power. According to the International Energy Agency (IEA), renewable energy sources are expected to account for nearly 35% of

global electricity generation by 2030, creating unprecedented demand for advanced analytics solutions. Furthermore, the shift toward electrification of mobility and the proliferation of IoT-enabled devices are opening vast opportunities for market growth. Nonetheless, challenges such as cybersecurity risks and the complexities associated with integrating legacy infrastructure into smart systems remain persistent restraints throughout the forecast horizon.

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

By Deployment Model:

Cloud-Based

On-Premise

Hybrid

By Component:

Services

Solution

Managed

Professional

By Type:

Generalized Solutions

Specialized Solutions

By End-User:

Public Sector

Large Enterprises

Small & Medium Size Enterprises

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Cloud-based deployment is expected to dominate the market during the forecast period, capturing a commanding share due to its scalability, cost-efficiency, and ability to handle vast volumes of real-time data. Cloud-based platforms are increasingly preferred by utilities and governments as they enable faster decision-making, reduce infrastructure costs, and support seamless integration with AI-driven and IoT-enabled systems. Hybrid models are also growing rapidly, offering a balanced approach that combines the security of on-premise solutions with the flexibility of the cloud. While on-premise remains relevant in regions with stringent data governance policies, cloud adoption is anticipated to set the pace for the sector's future expansion.

Solutions are projected to lead in revenue contribution across the component segment. Analytics-driven solutions currently command the largest share, underpinned by robust demand for platforms that deliver predictive insights, outage management, demand response, and load forecasting. Meanwhile, the services segment, comprising both managed and professional services, is gaining traction as utilities increasingly seek

specialized expertise to implement, customize, and optimize their smart grid analytics frameworks. Professional services, in particular, play a critical role in facilitating digital transformation journeys, but it is the solutions category that continues to dominate the market's revenue landscape.

Across regional markets, North America is expected to retain its leadership position, fueled by substantial investments in smart grid modernization, high renewable energy penetration, and the presence of technology giants spearheading digital energy solutions. The U.S. remains at the forefront with advanced adoption of cloud-based platforms and government-backed initiatives promoting grid resiliency. Europe follows closely, propelled by strict carbon-neutrality targets and heavy adoption of renewable integration frameworks. The Asia Pacific region, however, is projected to grow at the fastest pace during 2025–2035. This surge is attributed to surging electricity demand from rapidly urbanizing economies like China and India, alongside government incentives promoting smart infrastructure deployment. Latin America and the Middle East & Africa are also showcasing promising adoption curves, with investments being channeled toward energy infrastructure upgrades and digital utility frameworks.

Major market players included in this report are:

Siemens AG

Oracle Corporation

General Electric Company

IBM Corporation

Schneider Electric SE

SAS Institute Inc.

Accenture Plc

Hitachi Energy Ltd.

Capgemini SE

Infosys Limited

Microsoft Corporation

Teradata Corporation

Huawei Technologies Co., Ltd.

Wipro Limited

Amdocs Inc.

Global Smart Grid 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.

Contents

CHAPTER 1. GLOBAL SMART GRID ANALYTICS MARKET REPORT SCOPE & METHODOLOGY

- 1.1. Research Objective
- 1.2. Research Methodology
 - 1.2.1. Forecast Model
 - 1.2.2. Desk Research
 - 1.2.3. Top Down and Bottom-Up Approach
- 1.3. Research Attributes
- 1.4. Scope of the Study
 - 1.4.1. Market Definition
 - 1.4.2. Market Segmentation
- 1.5. Research Assumption
 - 1.5.1. Inclusion & Exclusion
 - 1.5.2. Limitations
 - 1.5.3. Years Considered for the Study

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. CEO/CXO Standpoint
- 2.2. Strategic Insights
- 2.3. ESG Analysis
- 2.4. key Findings

CHAPTER 3. GLOBAL SMART GRID ANALYTICS MARKET FORCES ANALYSIS

- 3.1. Market Forces Shaping The Global Smart Grid Analytics Market (2024-2035)
- 3.2. Drivers
 - 3.2.1. Surging need for reliable power distribution
 - 3.2.2. Rapid urbanization
- 3.3. Restraints
 - 3.3.1. Cybersecurity risks and the complexities associated with integrating legacy infrastructure
- 3.4. Opportunities
 - 3.4.1. Growing emphasis on digital transformation

CHAPTER 4. GLOBAL SMART GRID ANALYTICS INDUSTRY ANALYSIS

- 4.1. Porter's 5 Forces Model
 - 4.1.1. Bargaining Power of Buyer
 - 4.1.2. Bargaining Power of Supplier
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
- 4.2. Porter's 5 Force Forecast Model (2024-2035)
- 4.3. PESTEL Analysis
 - 4.3.1. Political
 - 4.3.2. Economical
 - 4.3.3. Social
 - 4.3.4. Technological
 - 4.3.5. Environmental
 - 4.3.6. Legal
- 4.4. Top Investment Opportunities
- 4.5. Top Winning Strategies (2025)
- 4.6. Market Share Analysis (2024-2025)
- 4.7. Global Pricing Analysis And Trends 2025
- 4.8. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL SMART GRID ANALYTICS MARKET SIZE & FORECASTS BY DEPLOYMENT MODEL 2025-2035

- 5.1. Market Overview
- 5.2. Global Smart Grid Analytics Market Performance - Potential Analysis (2025)
- 5.3. Cloud Based
 - 5.3.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
 - 5.3.2. Market size analysis, by region, 2025-2035
- 5.4. On premise
 - 5.4.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
 - 5.4.2. Market size analysis, by region, 2025-2035
- 5.5. Hybrid
 - 5.5.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
 - 5.5.2. Market size analysis, by region, 2025-2035

CHAPTER 6. GLOBAL SMART GRID ANALYTICS MARKET SIZE & FORECASTS BY COMPONENT 2025-2035

- 6.1. Market Overview
- 6.2. Global Smart Grid Analytics Market Performance - Potential Analysis (2025)
- 6.3. Services
 - 6.3.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
 - 6.3.2. Market size analysis, by region, 2025-2035
- 6.4. Solutions
 - 6.4.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
 - 6.4.2. Market size analysis, by region, 2025-2035
- 6.5. Managed
 - 6.5.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
 - 6.5.2. Market size analysis, by region, 2025-2035
- 6.6. Professional
 - 6.6.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
 - 6.6.2. Market size analysis, by region, 2025-2035

CHAPTER 7. GLOBAL SMART GRID ANALYTICS MARKET SIZE & FORECASTS BY TYPE 2025–2035

- 7.1. Market Overview
- 7.2. Global Smart Grid Analytics Market Performance - Potential Analysis (2025)
- 7.3. Generalized Solutions
 - 7.3.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
 - 7.3.2. Market size analysis, by region, 2025-2035
- 7.4. Specialized Solutions
 - 7.4.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
 - 7.4.2. Market size analysis, by region, 2025-2035

CHAPTER 8. GLOBAL SMART GRID ANALYTICS MARKET SIZE & FORECASTS BY END USER 2025-2035

- 8.1. Market Overview
- 8.2. Global Smart Grid Analytics Market Performance - Potential Analysis (2025)
- 8.3. Public Sector
 - 8.3.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
 - 8.3.2. Market size analysis, by region, 2025-2035
- 8.4. Large Enterprises
 - 8.4.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
 - 8.4.2. Market size analysis, by region, 2025-2035
- 8.5. Small & Medium Size Enterprises

- 8.5.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
- 8.5.2. Market size analysis, by region, 2025-2035

CHAPTER 9. GLOBAL SMART GRID ANALYTICS MARKET SIZE & FORECASTS BY REGION 2025–2035

- 9.1. Growth Smart Grid Analytics Market, Regional Market Snapshot
- 9.2. Top Leading & Emerging Countries
- 9.3. North America Smart Grid Analytics Market
 - 9.3.1. U.S. Smart Grid Analytics Market
 - 9.3.1.1. Deployment Model breakdown size & forecasts, 2025-2035
 - 9.3.1.2. Component breakdown size & forecasts, 2025-2035
 - 9.3.1.3. Type breakdown size & forecasts, 2025-2035
 - 9.3.1.4. End User breakdown size & forecasts, 2025-2035
 - 9.3.2. Canada Smart Grid Analytics Market
 - 9.3.2.1. Deployment Model breakdown size & forecasts, 2025-2035
 - 9.3.2.2. Component breakdown size & forecasts, 2025-2035
 - 9.3.2.3. Type breakdown size & forecasts, 2025-2035
 - 9.3.2.4. End User breakdown size & forecasts, 2025-2035
- 9.4. Europe Smart Grid Analytics Market
 - 9.4.1. UK Smart Grid Analytics Market
 - 9.4.1.1. Deployment Model breakdown size & forecasts, 2025-2035
 - 9.4.1.2. Component breakdown size & forecasts, 2025-2035
 - 9.4.1.3. Type breakdown size & forecasts, 2025-2035
 - 9.4.1.4. End User breakdown size & forecasts, 2025-2035
 - 9.4.2. Germany Smart Grid Analytics Market
 - 9.4.2.1. Deployment Model breakdown size & forecasts, 2025-2035
 - 9.4.2.2. Component breakdown size & forecasts, 2025-2035
 - 9.4.2.3. Type breakdown size & forecasts, 2025-2035
 - 9.4.2.4. End User breakdown size & forecasts, 2025-2035
 - 9.4.3. France Smart Grid Analytics Market
 - 9.4.3.1. Deployment Model breakdown size & forecasts, 2025-2035
 - 9.4.3.2. Component breakdown size & forecasts, 2025-2035
 - 9.4.3.3. Type breakdown size & forecasts, 2025-2035
 - 9.4.3.4. End User breakdown size & forecasts, 2025-2035
 - 9.4.4. Spain Smart Grid Analytics Market
 - 9.4.4.1. Deployment Model breakdown size & forecasts, 2025-2035
 - 9.4.4.2. Component breakdown size & forecasts, 2025-2035
 - 9.4.4.3. Type breakdown size & forecasts, 2025-2035

- 9.4.4.4. End User breakdown size & forecasts, 2025-2035
- 9.4.5. Italy Smart Grid Analytics Market
 - 9.4.5.1. Deployment Model breakdown size & forecasts, 2025-2035
 - 9.4.5.2. Component breakdown size & forecasts, 2025-2035
 - 9.4.5.3. Type breakdown size & forecasts, 2025-2035
 - 9.4.5.4. End User breakdown size & forecasts, 2025-2035
- 9.4.6. Rest of Europe Smart Grid Analytics Market
 - 9.4.6.1. Deployment Model breakdown size & forecasts, 2025-2035
 - 9.4.6.2. Component breakdown size & forecasts, 2025-2035
 - 9.4.6.3. Type breakdown size & forecasts, 2025-2035
 - 9.4.6.4. End User breakdown size & forecasts, 2025-2035
- 9.5. Asia Pacific Smart Grid Analytics Market
 - 9.5.1. China Smart Grid Analytics Market
 - 9.5.1.1. Deployment Model breakdown size & forecasts, 2025-2035
 - 9.5.1.2. Component breakdown size & forecasts, 2025-2035
 - 9.5.1.3. Type breakdown size & forecasts, 2025-2035
 - 9.5.1.4. End User breakdown size & forecasts, 2025-2035
 - 9.5.2. India Smart Grid Analytics Market
 - 9.5.2.1. Deployment Model breakdown size & forecasts, 2025-2035
 - 9.5.2.2. Component breakdown size & forecasts, 2025-2035
 - 9.5.2.3. Type breakdown size & forecasts, 2025-2035
 - 9.5.2.4. End User breakdown size & forecasts, 2025-2035
 - 9.5.3. Japan Smart Grid Analytics Market
 - 9.5.3.1. Deployment Model breakdown size & forecasts, 2025-2035
 - 9.5.3.2. Component breakdown size & forecasts, 2025-2035
 - 9.5.3.3. Type breakdown size & forecasts, 2025-2035
 - 9.5.3.4. End User breakdown size & forecasts, 2025-2035
 - 9.5.4. Australia Smart Grid Analytics Market
 - 9.5.4.1. Deployment Model breakdown size & forecasts, 2025-2035
 - 9.5.4.2. Component breakdown size & forecasts, 2025-2035
 - 9.5.4.3. Type breakdown size & forecasts, 2025-2035
 - 9.5.4.4. End User breakdown size & forecasts, 2025-2035
 - 9.5.5. South Korea Smart Grid Analytics Market
 - 9.5.5.1. Deployment Model breakdown size & forecasts, 2025-2035
 - 9.5.5.2. Component breakdown size & forecasts, 2025-2035
 - 9.5.5.3. Type breakdown size & forecasts, 2025-2035
 - 9.5.5.4. End User breakdown size & forecasts, 2025-2035
 - 9.5.6. Rest of APAC Smart Grid Analytics Market
 - 9.5.6.1. Deployment Model breakdown size & forecasts, 2025-2035

- 9.5.6.2. Component breakdown size & forecasts, 2025-2035
- 9.5.6.3. Type breakdown size & forecasts, 2025-2035
- 9.5.6.4. End User breakdown size & forecasts, 2025-2035
- 9.6. Latin America Smart Grid Analytics Market
 - 9.6.1. Brazil Smart Grid Analytics Market
 - 9.6.1.1. Deployment Model breakdown size & forecasts, 2025-2035
 - 9.6.1.2. Component breakdown size & forecasts, 2025-2035
 - 9.6.1.3. Type breakdown size & forecasts, 2025-2035
 - 9.6.1.4. End User breakdown size & forecasts, 2025-2035
 - 9.6.2. Mexico Smart Grid Analytics Market
 - 9.6.2.1. Deployment Model breakdown size & forecasts, 2025-2035
 - 9.6.2.2. Component breakdown size & forecasts, 2025-2035
 - 9.6.2.3. Type breakdown size & forecasts, 2025-2035
 - 9.6.2.4. End User breakdown size & forecasts, 2025-2035
- 9.7. Middle East and Africa Smart Grid Analytics Market
 - 9.7.1. UAE Smart Grid Analytics Market
 - 9.7.1.1. Deployment Model breakdown size & forecasts, 2025-2035
 - 9.7.1.2. Component breakdown size & forecasts, 2025-2035
 - 9.7.1.3. Type breakdown size & forecasts, 2025-2035
 - 9.7.1.4. End User breakdown size & forecasts, 2025-2035
 - 9.7.2. Saudi Arabia (KSA) Smart Grid Analytics Market
 - 9.7.2.1. Deployment Model breakdown size & forecasts, 2025-2035
 - 9.7.2.2. Component breakdown size & forecasts, 2025-2035
 - 9.7.2.3. Type breakdown size & forecasts, 2025-2035
 - 9.7.2.4. End User breakdown size & forecasts, 2025-2035
 - 9.7.3. South Africa Smart Grid Analytics Market
 - 9.7.3.1. Deployment Model breakdown size & forecasts, 2025-2035
 - 9.7.3.2. Component breakdown size & forecasts, 2025-2035
 - 9.7.3.3. Type breakdown size & forecasts, 2025-2035
 - 9.7.3.4. End User breakdown size & forecasts, 2025-2035

CHAPTER 10. COMPETITIVE INTELLIGENCE

- 10.1. Top Market Strategies
- 10.2. Siemens AG
 - 10.2.1. Company Overview
 - 10.2.2. Key Executives
 - 10.2.3. Company Snapshot
 - 10.2.4. Financial Performance (Subject to Data Availability)

- 10.2.5. Product/Services Port
- 10.2.6. Recent Development
- 10.2.7. Market Strategies
- 10.2.8. SWOT Analysis
- 10.3. Oracle Corporation
- 10.4. General Electric Company
- 10.5. IBM Corporation
- 10.6. Schneider Electric SE
- 10.7. SAS Institute Inc.
- 10.8. Accenture Plc
- 10.9. Hitachi Energy Ltd.
- 10.10. Capgemini SE
- 10.11. Infosys Limited
- 10.12. Microsoft Corporation
- 10.13. Teradata Corporation
- 10.14. Huawei Technologies Co., Ltd.
- 10.15. Wipro Limited
- 10.16. Amdocs Inc.

List Of Tables

LIST OF TABLES

Table 1. Global Smart Grid Analytics Market, Report Scope

Table 2. Global Smart Grid Analytics Market Estimates & Forecasts By Region
2024–2035

Table 3. Global Smart Grid Analytics Market Estimates & Forecasts By Segment
2024–2035

Table 4. Global Smart Grid Analytics Market Estimates & Forecasts By Segment
2024–2035

Table 5. Global Smart Grid Analytics Market Estimates & Forecasts By Segment
2024–2035

Table 6. Global Smart Grid Analytics Market Estimates & Forecasts By Segment
2024–2035

Table 7. Global Smart Grid Analytics Market Estimates & Forecasts By Segment
2024–2035

Table 8. U.S. Smart Grid Analytics Market Estimates & Forecasts, 2024–2035

Table 9. Canada Smart Grid Analytics Market Estimates & Forecasts, 2024–2035

Table 10. UK Smart Grid Analytics Market Estimates & Forecasts, 2024–2035

Table 11. Germany Smart Grid Analytics Market Estimates & Forecasts, 2024–2035

Table 12. France Smart Grid Analytics Market Estimates & Forecasts, 2024–2035

Table 13. Spain Smart Grid Analytics Market Estimates & Forecasts, 2024–2035

Table 14. Italy Smart Grid Analytics Market Estimates & Forecasts, 2024–2035

Table 15. Rest Of Europe Smart Grid Analytics Market Estimates & Forecasts,
2024–2035

Table 16. China Smart Grid Analytics Market Estimates & Forecasts, 2024–2035

Table 17. India Smart Grid Analytics Market Estimates & Forecasts, 2024–2035

Table 18. Japan Smart Grid Analytics Market Estimates & Forecasts, 2024–2035

Table 19. Australia Smart Grid Analytics Market Estimates & Forecasts, 2024–2035

Table 20. South Korea Smart Grid Analytics Market Estimates & Forecasts, 2024–2035

.....

List Of Figures

LIST OF FIGURES

- Fig 1. Global Smart Grid Analytics Market, Research Methodology
 - Fig 2. Global Smart Grid Analytics Market, Market Estimation Techniques
 - Fig 3. Global Market Size Estimates & Forecast Methods
 - Fig 4. Global Smart Grid Analytics Market, Key Trends 2025
 - Fig 5. Global Smart Grid Analytics Market, Growth Prospects 2024–2035
 - Fig 6. Global Smart Grid Analytics Market, Porter’s Five Forces Model
 - Fig 7. Global Smart Grid Analytics Market, Pestel Analysis
 - Fig 8. Global Smart Grid Analytics Market, Value Chain Analysis
 - Fig 9. Smart Grid Analytics Market By Application, 2025 & 2035
 - Fig 10. Smart Grid Analytics Market By Segment, 2025 & 2035
 - Fig 11. Smart Grid Analytics Market By Segment, 2025 & 2035
 - Fig 12. Smart Grid Analytics Market By Segment, 2025 & 2035
 - Fig 13. Smart Grid Analytics Market By Segment, 2025 & 2035
 - Fig 14. North America Smart Grid Analytics Market, 2025 & 2035
 - Fig 15. Europe Smart Grid Analytics Market, 2025 & 2035
 - Fig 16. Asia Pacific Smart Grid Analytics Market, 2025 & 2035
 - Fig 17. Latin America Smart Grid Analytics Market, 2025 & 2035
 - Fig 18. Middle East & Africa Smart Grid Analytics Market, 2025 & 2035
 - Fig 19. Global Smart Grid Analytics Market, Company Market Share Analysis (2025)
-

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