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Global Streaming Analytics Market Size study, by Type (Software and Service), by Deployment (On-Premise and Cloud), by End-user Industry (Media and Entertainment, Retail, Manufacturing, Healthcare, BFSI, Other End-user Industries) and Regional Forecasts 2022-2032

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Abstracts

Global Streaming Analytics Market is valued approximately at USD 19.9 billion in 2023 and is anticipated to grow with a growth rate of more than 26.80% over the forecast period 2024-2032. Real-time insights are added to the decision-making toolkit of businesses process and analyze their application through streaming analytics, which enhances traditional analytics. It is also referred to as event stream processing, which is a method of automatically processing and analyzing massive amounts of real-time, in-motion data that are called event streams. Events that follow an action or series of actions, such as a financial transaction, equipment malfunction, or other acts, are included in the streams. Preventative maintenance, retail, smart energy, smart transportation, industrial automation, and healthcare are among the industries where streaming analytics is producing substantial commercial value. Thus, these trends are expected to further drive demand for the Global Streaming Analytics Market during the forecast period.

The proliferation of digital devices, sensors, and the Internet of Things (IoT) has dramatically increased data generation, driving demand for the global streaming analytics market. As billions of connected devices continuously generate vast volumes of real-time data, organizations require advanced analytics capabilities to process and analyze this information instantaneously. This surge in the data volume and velocity necessitates robust streaming analytics solutions to derive actionable insights, enhance

operational efficiencies, and make real-time decisions. Sectors such as manufacturing, healthcare, finance, and smart cities particularly benefit from these capabilities, leveraging streaming analytics to monitor systems, detect anomalies, and respond to events in real time. Additionally, the rise of edge computing, where data is processed closer to its source, further fuels the demand for streaming analytics by enabling low-latency and high-speed data processing. Consequently, the expanding IoT ecosystem and the need for real-time data analysis are key drivers propelling the growth of the global streaming analytics market. However, data quality & integration issues and security & privacy concerns stifle market growth between 2022 and 2032.

The key regions considered for the global Streaming Analytics market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2023, North America was the dominating regional market in terms of revenue. The North America streaming analytics market is experiencing robust growth, driven by the region's advanced technological infrastructure and the increasing need for real-time data processing. Organizations across various industries, including finance, healthcare, retail, and telecommunications, are leveraging streaming analytics to gain immediate insights and maintain a competitive edge. In finance, real-time analytics is crucial for detecting fraud and managing risks, while healthcare providers use it for patient monitoring and predictive diagnostics. The retail sector benefits from personalized customer experiences and dynamic inventory management facilitated by streaming analytics. The market in Asia Pacific, on the other hand, is expected to grow at the fastest rate over the forecast period.

Major market player included in this report are:
IBM Corporation
Striim Inc.
Tibco Software Inc.
Oracle Corporation
SAP SE
Software AG Inc.
Microsoft Corporation
Impetus Technologies Inc.
Apache Software Foundation
SAS Institute Inc.

The detailed segments and sub-segment of the market are explained below:

By Type

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Software
Services

By Deployment
On-Premise
Cloud-Based

By End-User Industry
Media and Entertainment
Retail
Manufacturing
Banking, Financial Services and Insurance (BFSI)
Healthcare
Other End-user Industries

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
Saudi Arabia
South Africa

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RoMEA

Years considered for the study are as follows:
Historical year – 2022
Base year – 2023
Forecast period – 2024 to 2032

Key Takeaways:
Market Estimates & Forecast for 10 years from 2022 to 2032.
Annualized revenues and regional level analysis for each market segment.
Detailed analysis of 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 competitive structure of the market.
Demand side and supply side analysis of the market

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Contents

CHAPTER 1. GLOBAL STREAMING ANALYTICS MARKET DEFINITION AND RESEARCH ASSUMPTIONS

1.1. Research Objective
1.2. Market Definition
1.3. Research Assumptions
  1.3.1. Inclusion & Exclusion
  1.3.2. Limitations
  1.3.3. Supply Side Analysis
    1.3.3.1. Availability
    1.3.3.2. Infrastructure
    1.3.3.3. Regulatory Environment
    1.3.3.4. Market Competition
    1.3.3.5. Economic Viability (Consumer’s Perspective)
  1.3.4. Demand Side Analysis
    1.3.4.1. Regulatory frameworks
    1.3.4.2. Technological Advancements
    1.3.4.3. Environmental Considerations
    1.3.4.4. Consumer Awareness & Acceptance
1.4. Estimation Methodology
1.5. Years Considered for the Study
1.6. Currency Conversion Rates

CHAPTER 2. EXECUTIVE SUMMARY

2.1. Global Streaming Analytics Market Size & Forecast (2022- 2032)
2.2. Regional Summary
2.3. Segmental Summary
  2.3.1. By Type
  2.3.2. By Deployment
  2.3.3. By End-User Industry
2.4. Key Trends
2.5. Recession Impact
2.6. Analyst Recommendation & Conclusion

CHAPTER 3. GLOBAL STREAMING ANALYTICS MARKET DYNAMICS

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3.1. Market Drivers
3.2. Market Challenges
3.3. Market Opportunities

CHAPTER 4. GLOBAL STREAMING ANALYTICS MARKET: INDUSTRY ANALYSIS

4.1. Porter’s 5 Force Model
  4.1.1. Bargaining Power of Suppliers
  4.1.2. Bargaining Power of Buyers
  4.1.3. Threat of New Entrants
  4.1.4. Threat of Substitutes
  4.1.5. Competitive Rivalry
  4.1.6. Futuristic Approach to Porter’s 5 Force Model
  4.1.7. Porter’s 5 Force Impact Analysis
4.2. PESTEL Analysis
  4.2.1. Political
  4.2.2. Economic
  4.2.3. Social
  4.2.4. Technological
  4.2.5. Environmental
  4.2.6. Legal
4.3. Top investment opportunity
4.4. Top winning strategies
4.5. Disruptive Trends
4.6. Industry Expert Perspective
4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL STREAMING ANALYTICS MARKET SIZE & FORECASTS BY TYPE 2022-2032

5.1. Software
5.2. Services

CHAPTER 6. GLOBAL STREAMING ANALYTICS MARKET SIZE & FORECASTS BY DEPLOYMENT 2022-2032

6.1. On-Premise
6.2. Cloud-Based

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CHAPTER 7. GLOBAL STREAMING ANALYTICS MARKET SIZE & FORECASTS BY END-USER INDUSTRY 2022-2032

7.1. Media and Entertainment
7.2. Retail
7.3. Manufacturing
7.4. Banking, Financial Services and Insurance (BFSI)
7.5. Healthcare
7.6. Other End-user Industries

CHAPTER 8. GLOBAL STREAMING ANALYTICS MARKET SIZE & FORECASTS BY REGION 2022-2032

8.1. North America Streaming Analytics Market
  8.1.1. U.S. Streaming Analytics Market
    8.1.1.1. Type breakdown size & forecasts, 2022-2032
    8.1.1.2. Deployment breakdown size & forecasts, 2022-2032
    8.1.1.3. End-User Industry breakdown size & forecasts, 2022-2032
  8.1.2. Canada Streaming Analytics Market
8.2. Europe Streaming Analytics Market
  8.2.1. U.K. Streaming Analytics Market
  8.2.2. Germany Streaming Analytics Market
  8.2.3. France Streaming Analytics Market
  8.2.4. Spain Streaming Analytics Market
  8.2.5. Italy Streaming Analytics Market
  8.2.6. Rest of Europe Streaming Analytics Market
8.3. Asia-Pacific Streaming Analytics Market
  8.3.1. China Streaming Analytics Market
  8.3.2. India Streaming Analytics Market
  8.3.3. Japan Streaming Analytics Market
  8.3.4. Australia Streaming Analytics Market
  8.3.5. South Korea Streaming Analytics Market
  8.3.6. Rest of Asia Pacific Streaming Analytics Market
8.4. Latin America Streaming Analytics Market
  8.4.1. Brazil Streaming Analytics Market
  8.4.2. Mexico Streaming Analytics Market
  8.4.3. Rest of Latin America Streaming Analytics Market
8.5. Middle East & Africa Streaming Analytics Market
  8.5.1. Saudi Arabia Streaming Analytics Market

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8.5.2. South Africa Streaming Analytics Market
8.5.3. Rest of Middle East & Africa Streaming Analytics Market

CHAPTER 9. COMPETITIVE INTELLIGENCE

9.1. Key Company SWOT Analysis
9.1.1. Company
9.1.2. Company
9.1.3. Company
9.2. Top Market Strategies
9.3. Company Profiles
9.3.1. IBM Corporation
9.3.1.1. Key Information
9.3.1.2. Overview
9.3.1.3. Financial (Subject to Data Availability)
9.3.1.4. Product Summary
9.3.1.5. Market Strategies
9.3.2. Striim Inc.
9.3.3. Tibco Software Inc.
9.3.4. Oracle Corporation
9.3.5. SAP SE
9.3.6. Software AG Inc.
9.3.7. Microsoft Corporation
9.3.8. Impetus Technologies Inc.
9.3.9. Apache Software Foundation
9.3.10. SAS Institute Inc.

CHAPTER 10. RESEARCH PROCESS

10.1. Research Process
10.1.1. Data Mining
10.1.2. Analysis
10.1.3. Market Estimation
10.1.4. Validation
10.1.5. Publishing
10.2. Research Attributes

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List Of Tables

LIST OF TABLES

TABLE 1. Global Streaming Analytics market, report scope
TABLE 2. Global Streaming Analytics market estimates & forecasts by Region 2022-2032 (USD Billion)
TABLE 3. Global Streaming Analytics market estimates & forecasts by Type 2022-2032 (USD Billion)
TABLE 4. Global Streaming Analytics market estimates & forecasts by Deployment 2022-2032 (USD Billion)
TABLE 5. Global Streaming Analytics market estimates & forecasts by End-User Industry 2022-2032 (USD Billion)
TABLE 6. Global Streaming Analytics market by segment, estimates & forecasts, 2022-2032 (USD Billion)
TABLE 7. Global Streaming Analytics market by region, estimates & forecasts, 2022-2032 (USD Billion)
TABLE 8. Global Streaming Analytics market by segment, estimates & forecasts, 2022-2032 (USD Billion)
TABLE 9. Global Streaming Analytics market by region, estimates & forecasts, 2022-2032 (USD Billion)
TABLE 10. Global Streaming Analytics market by segment, estimates & forecasts, 2022-2032 (USD Billion)
TABLE 11. Global Streaming Analytics market by region, estimates & forecasts, 2022-2032 (USD Billion)
TABLE 12. Global Streaming Analytics market by segment, estimates & forecasts, 2022-2032 (USD Billion)
TABLE 13. Global Streaming Analytics market by region, estimates & forecasts, 2022-2032 (USD Billion)
TABLE 14. Global Streaming Analytics market by segment, estimates & forecasts, 2022-2032 (USD Billion)
TABLE 15. Global Streaming Analytics market by region, estimates & forecasts, 2022-2032 (USD Billion)
TABLE 16. U.S. Streaming Analytics market estimates & forecasts, 2022-2032 (USD Billion)
TABLE 17. U.S. Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 18. U.S. Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)

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TABLE 19. Canada Streaming Analytics market estimates & forecasts, 2022-2032 (USD Billion)
TABLE 20. Canada Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 21. Canada Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 22. UK Streaming Analytics market estimates & forecasts, 2022-2032 (USD Billion)
TABLE 23. UK Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 24. UK Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 25. Germany Streaming Analytics market estimates & forecasts, 2022-2032 (USD Billion)
TABLE 26. Germany Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 27. Germany Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 28. France Streaming Analytics market estimates & forecasts, 2022-2032 (USD Billion)
TABLE 29. France Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 30. France Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 31. Italy Streaming Analytics market estimates & forecasts, 2022-2032 (USD Billion)
TABLE 32. Italy Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 33. Italy Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 34. Spain Streaming Analytics market estimates & forecasts, 2022-2032 (USD Billion)
TABLE 35. Spain Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 36. Spain Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 37. RoE Streaming Analytics market estimates & forecasts, 2022-2032 (USD Billion)
TABLE 38. RoE Streaming Analytics market estimates & forecasts by segment

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2022-2032 (USD Billion)
TABLE 39. RoE Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 40. China Streaming Analytics market estimates & forecasts, 2022-2032 (USD Billion)
TABLE 41. China Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 42. China Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 43. India Streaming Analytics market estimates & forecasts, 2022-2032 (USD Billion)
TABLE 44. India Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 45. India Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 46. Japan Streaming Analytics market estimates & forecasts, 2022-2032 (USD Billion)
TABLE 47. Japan Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 48. Japan Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 49. Australia Streaming Analytics market estimates & forecasts, 2022-2032 (USD Billion)
TABLE 50. Australia Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 51. Australia Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 52. South Korea Streaming Analytics market estimates & forecasts, 2022-2032 (USD Billion)
TABLE 53. South Korea Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 54. South Korea Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 55.
TABLE 56. RoAPAC Streaming Analytics market estimates & forecasts, 2022-2032 (USD Billion)
TABLE 57. RoAPAC Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 58. RoAPAC Streaming Analytics market estimates & forecasts by segment

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2022-2032 (USD Billion)
TABLE 59. Brazil Streaming Analytics market estimates & forecasts, 2022-2032 (USD Billion)
TABLE 60. Brazil Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 61. Brazil Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 62. Mexico Streaming Analytics market estimates & forecasts, 2022-2032 (USD Billion)
TABLE 63. Mexico Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 64. Mexico Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 65. RoLA Streaming Analytics market estimates & forecasts, 2022-2032 (USD Billion)
TABLE 66. RoLA Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 67. RoLA Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 68. Saudi Arabia Streaming Analytics market estimates & forecasts, 2022-2032 (USD Billion)
TABLE 69. Saudi Arabia Streaming Analytics market estimates & forecasts, 2022-2032 (USD Billion)
TABLE 70. Saudi Arabia Streaming Analytics market estimates & forecasts, 2022-2032 (USD Billion)
TABLE 71. South Africa Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 72.
TABLE 73. South Africa Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 74. South Africa Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 75. RoMEA Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 76. RoMEA Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 77. RoMEA Streaming Analytics market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 78. List of secondary sources, used in the study of Global Streaming Analytics

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Market.
TABLE 79. List of primary sources, used in the study of Global Streaming Analytics Market.
TABLE 80. Years considered for the study.
TABLE 81. Exchange rates considered

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List Of Figures

LIST OF FIGURES

FIG 1. Global Streaming Analytics market, research methodology
FIG 2. Global Streaming Analytics market, market estimation techniques
FIG 3. Global market size estimates & forecast methods.
FIG 4. Global Streaming Analytics market, key trends 2023
FIG 5. Global Streaming Analytics market, growth prospects 2022-2032
FIG 6. Global Streaming Analytics market, porters 5 force model
FIG 7. Global Streaming Analytics market, pestel analysis
FIG 8. Global Streaming Analytics market, value chain analysis
FIG 9. Global Streaming Analytics market by segment, 2022 & 2032 (USD Billion)
FIG 10. Global Streaming Analytics market by segment, 2022 & 2032 (USD Billion)
FIG 11. Global Streaming Analytics market by segment, 2022 & 2032 (USD Billion)
FIG 12. Global Streaming Analytics market by segment, 2022 & 2032 (USD Billion)
FIG 13. Global Streaming Analytics market by segment, 2022 & 2032 (USD Billion)
FIG 14. Global Streaming Analytics market, regional snapshot 2022 & 2032
FIG 15. North America Streaming Analytics market 2022 & 2032 (USD Billion)
FIG 16. Europe Streaming Analytics market 2022 & 2032 (USD Billion)
FIG 17. Asia pacific Streaming Analytics market 2022 & 2032 (USD Billion)
FIG 18. Latin America Streaming Analytics market 2022 & 2032 (USD Billion)
FIG 19. Middle East & Africa Streaming Analytics market 2022 & 2032 (USD Billion)
FIG 20. Global Streaming Analytics market, company market share analysis (2023)

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