

Global Visual Analytics Market Size Study & Forecast, by Component (Software and Services), by Deployment (On-Demand and On-Premise), by Industry (IT, Retail, BFSI, Manufacturing, Military & Defense, Transportation & Logistics, Others) and Regional Forecasts 2025-2035

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Abstracts

The Global Visual Analytics Market is valued approximately at USD 9.82 billion in 2024 and is anticipated to expand at a robust CAGR of 16.70% throughout the forecast period 2025-2035. Visual analytics represents the fusion of advanced data visualization with sophisticated analytical reasoning, enabling organizations to draw actionable insights from increasingly complex datasets. It empowers decision-makers to decode hidden patterns, anticipate market shifts, and respond with agility in hypercompetitive landscapes. The adoption of visual analytics is fueled by surging volumes of unstructured data, the imperative for real-time business intelligence, and the growing reliance on data-driven decision-making across industries. Moreover, technological breakthroughs in artificial intelligence (AI) and machine learning (ML) are further strengthening the capabilities of visual analytics platforms, thereby accelerating market growth.

The rising emphasis on operational efficiency and digital transformation has triggered a wave of demand for visual analytics solutions across sectors. Organizations are leveraging these tools not only to optimize internal workflows but also to enhance customer experience, strengthen risk management, and identify untapped growth opportunities. For instance, in the BFSI sector, visual analytics is increasingly used for fraud detection and regulatory compliance, while in retail, it powers predictive insights into consumer buying patterns. According to IDC, global data creation is projected to

reach over 180 zettabytes by 2025, underscoring the critical role of analytics platforms to process, interpret, and visualize this colossal data pool. While the adoption trajectory appears promising, high implementation costs and data privacy concerns remain substantial challenges that could temper the pace of growth.

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

By Component:

Software

Services

By Deployment:

On-Demand

On-Premise

By Industry:

IT

Retail

BFSI

Manufacturing

Military & Defense

Transportation & Logistics

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

Among all industries, the IT sector is poised to dominate the global market share. This dominance is driven by the relentless demand for real-time analytics in enterprise IT systems, cloud infrastructure, and cybersecurity frameworks. IT companies are increasingly embedding visual analytics into their digital ecosystems to streamline monitoring, troubleshoot anomalies, and reinforce operational resilience. The rapid growth of cloud-native applications and SaaS platforms further amplifies the need for scalable visual analytics solutions, cementing IT's position as the leading segment in this domain.

From a deployment perspective, on-demand (cloud-based) visual analytics solutions currently contribute the largest revenue share. Their popularity stems from lower upfront investments, scalability, and ease of integration across diverse platforms. As organizations accelerate their cloud migration journeys, the adoption of on-demand solutions continues to surge. Conversely, while on-premise deployments still find favor among highly regulated industries like defense and BFSI for their enhanced security, it is the on-demand model that remains the growth engine of the market.

The regional landscape reveals that North America holds the lion's share of the global visual analytics market, propelled by its mature technology ecosystem, presence of leading software vendors, and strong inclination of enterprises toward digital-first strategies. Meanwhile, Asia Pacific is forecasted to exhibit the fastest growth during 2025-2035, owing to the proliferation of mobile devices, surging e-commerce penetration, and large-scale investments in AI-driven analytics by enterprises in China

and India. Europe, with its robust regulatory environment around data privacy, is witnessing growing adoption across BFSI and healthcare industries, while Latin America and the Middle East & Africa are emerging as promising frontiers with gradual adoption of advanced analytics tools.

Major market players included in this report are:

IBM Corporation

Microsoft Corporation

Oracle Corporation

SAP SE

SAS Institute Inc.

Tableau Software (Salesforce)

Qlik Technologies Inc.

TIBCO Software Inc.

MicroStrategy Incorporated

Alteryx Inc.

Sisense Inc.

Dundas Data Visualization Inc.

Zoho Corporation Pvt. Ltd.

ThoughtSpot Inc.

Yellowfin International Pty Ltd

Global Visual Analytics Market Report Scope:

Global Visual Analytics Market Size Study & Forecast, by Component (Software and Services), by Deployment (On-...

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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