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US 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) Forecasts 2022-2032

https://marketpublishers.com/r/U3C0DA9278D0EN.html
Date: June 2024
Pages: 200
Price: US$ 4,950.00 (Single User License)
ID: U3C0DA9278D0EN

Abstracts

US Streaming Analytics Market is valued approximately at USD 4.86 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 29.62 % over the forecast period 2024-2032. Streaming analytics provide added real-time knowledge to the decision-making toolkit, that enhances traditional analytics. It offers automatic processing and analysis of massive amounts of real-time, in-motion data, or event streams. The streams include things such as equipment breakdown, financial transactions, and other events that happen as a result of an activity or series of activities. In the areas of industrial automation, smart energy, smart transportation, retail, preventative maintenance, and healthcare, streaming analytics is producing substantial corporate value. Moreover, adoption of serverless computing models that allow organizations to run streaming analytics applications without managing underlying infrastructure. Furthermore, increasing use of cloud providers' managed services such as AWS Kinesis, Azure Stream Analytics, Google Cloud Dataflow for easier scalability and management. Thus, these trends further help in driving demand for the US Streaming Analytics Market.

The demand for real-time decision making is a significant driver for the U.S. streaming analytics market. In today's fast-paced business environment, organizations across various sectors, including finance, healthcare, retail, and manufacturing, require instant insights to stay competitive and responsive. Streaming analytics enables companies to process and analyze continuous data streams from multiple sources, facilitating immediate reactions to emerging trends, operational issues, and customer behaviors.

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For instance, financial institutions utilize real-time analytics for fraud detection and risk management, while retailers use it to enhance customer experiences through personalized offers and dynamic pricing. In healthcare, streaming analytics supports critical applications like real-time patient monitoring and predictive diagnostics. The ability to make informed decisions promptly not only improves operational efficiency but also drives innovation and customer satisfaction. As a result, the need for timely and actionable insights is fueling the growth and adoption of streaming analytics solutions in the U.S. market. However, latency and scalability concerns will stifle market growth between 2022 and 2032.

Major market player included in this report are:
IBM Corporation
Striim Inc.
Tibco Software Inc.
Oracle Corporation
Microsoft Corporation
Impetus Technologies Inc.
Apache Software Foundation
SAS Institute Inc.
Qubole, Inc.
Company 10

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

By Type
Software
Services

By Deployment
On-Premise
Cloud-Based

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

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Other End-user Industries

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 Country 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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