

# Global Data Monetization Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Data Monetization market size will reach 5,721.07 Million USD in 2025 and is projected to reach 77,734.78 Million USD by 2032, with a CAGR of 45.17% (2025-2032). Notably, the China Data Monetization market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

Data monetization refers to the process of deriving value and generating revenue from the data that an organization collects and possesses. It involves identifying, analyzing, and leveraging data assets to create new revenue streams or enhance existing ones. Data monetization can take various forms, such as selling raw data, providing data insights or analytics services to other businesses, licensing data to third parties, or using data to enhance products and services. Organizations can also use data monetization to optimize internal operations, improve decision-making, and drive innovation. Data monetization is becoming increasingly important in the digital economy, where data has emerged as a valuable resource that can be harnessed to create economic and strategic advantages. However, data monetization also raises ethical and privacy considerations, and organizations must navigate the balance between deriving value from data and respecting data privacy and security.

The major global suppliers of Data Monetization include Accenture, Viavi Solutions, Infosys, SAP, Adastr, Mahindra Comviva, Alepo, EMC, ALC, Redknee, SAS, Monetize

Solutions, Reltio, IBM, Teradata, Celios Software, Altruist India/Connectiva, Samsung ARTIK, 1010DATA, Dawex Systems, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Data Monetization. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Data Monetization market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Data Monetization market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Data Monetization industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of Data Monetization Include:

Accenture

Viavi Solutions

Infosys

SAP

Adastra

Mahindra Comviva

Alepo

EMC

ALC

Redknee

SAS

Monetize Solutions

Reltio

IBM

Teradata

CellIOS Software

Altruist India/Connectiva

Samsung ARTIK

1010DATA

Dawex Systems

Data Monetization Product Segment Include:

On-Premises

Cloud

Data Monetization Product Application Include:

Telecom

Finance & Banking

E-Commerce & Retail

Network & Software

Manufacturing

Others

## **Chapter Scope**

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

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