

# Global Master Data Management (MDM) Competitive Landscape Professional Research Report 2025

<https://marketpublishers.com/r/M191BBD48BE9EN.html>

Date: June 2025

Pages: 165

Price: US\$ 3,500.00 (Single User License)

ID: M191BBD48BE9EN

## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Master Data Management (MDM) market size will reach 4,979.61 Million USD in 2025 and is projected to reach 6,326.89 Million USD by 2032, with a CAGR of 3.48% (2025-2032). Notably, the China Master Data Management (MDM) 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

Master Data Management (MDM) is a comprehensive approach to managing and ensuring the consistency, accuracy, and quality of critical data within an organization. It involves the processes, policies, and technologies implemented to create and maintain a single, reliable source of master data that can be shared across different systems and applications. Master data refers to the core data entities that are essential to the operations of an organization, such as customer data, product information, vendor details, and employee records. MDM aims to eliminate data silos, redundancies, and inconsistencies by establishing a centralized data repository that serves as the authoritative source for master data. It involves activities such as data cleansing, standardization, integration, governance, and maintenance to ensure data integrity and improve overall data quality. MDM enables organizations to have a unified and holistic view of their critical data assets, facilitating accurate decision-making, efficient business processes, improved customer experience, and regulatory compliance.

The major global suppliers of Master Data Management (MDM) include SAP, Oracle,

IBM, Informatica, Stibo Systems, TIBCO Software, Syndigo, Reltio, Winshuttle, Magnitude, Talend, SAS Institute, Microsoft, KPMG, Teradata Corporation, Software AG, Ataccama, Civica (VisionWare), SupplyOn AG, Yonyou, Sunway World, 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 Master Data Management (MDM). 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 Master Data Management (MDM) 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 Master Data Management (MDM) 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 Master Data Management (MDM) 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 Master Data Management (MDM) Include:

SAP

Oracle

IBM

Informatica

Stibo Systems

TIBCO Software

Syndigo

Reltio

Winshuttle

Magnitude

Talend

SAS Institute

Microsoft

KPMG

Teradata Corporation

Software AG

Ataccama

Civica (VisionWare)

SupplyOn AG

Yonyou

Sunway World

Master Data Management (MDM) Product Segment Include:

Customer Data

Product Data

Others

Master Data Management (MDM) Product Application Include:

Banking, Finance and Insurance (BFSI)

IT and Telecommunications

Government & Health Care

Manufacturing & Logistics

Others

## **Chapter Scope**

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