Global Big Data in E-commerce Market 2022 - Snapshot

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Abstracts

Gen Consulting Company predicts that the global big data in e-commerce market is estimated to touch a valuation of USD 5,655 million, registering a CAGR of 10.3% during the forecast period (2022-2028).

This industry report offers market estimates of the global market, followed by a detailed analysis of the component, solution, type of data, deployment mode, end user, and region. The global market data on big data in e-commerce can be segmented by component: software, hardware. Big data in e-commerce market is further segmented by solution: content analytics, customer analytics, fraud detection, risk management. In 2021, the customer analytics segment made up the largest share of revenue generated by the big data in e-commerce market. Based on type of data, the big data in e-commerce market is segmented into: semi-structured, structured, unstructured. Among these, the structured segment was accounted for the highest revenue generator in 2021. On the basis of deployment mode, the big data in e-commerce market also can be divided into: cloud-based, on-premises. Big data in e-commerce market by end user is categorized into: online classified ads, education, financial services, retail, travel and leisure, others. The big data in e-commerce market by region can be segmented into: Asia Pacific, Europe, North America, Rest of the World (RoW).

The global big data in e-commerce market is highly competitive. Key companies profiled in the report include Amazon Web Services Inc., Dell Inc., Hewlett Packard Enterprise Company, Hitachi Ltd., International Business Machines Corporation (IBM), Microsoft Corporation, Oracle Corporation, SAP SE, SAS Institute Inc., Splunk Inc., Teradata Corporation.

The data-centric report focuses on market trends, status and outlook for segments. With

comprehensive market assessment across the major geographies, the report is a valuable asset for the existing players, new entrants and the future investors.

Why buy this report?

Get a detailed picture of the Global Big Data in E-commerce Market

Identify segments/areas to invest in over the forecast period in the Global Big Data in E-commerce Market

Understand the competitive environment, the market's leading players

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

Print authentication provided for the single-user license.

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Financial services

Retail

Travel and leisure

Others

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Hewlett Packard Enterprise Company

Hitachi, Ltd.

International Business Machines Corporation (IBM)

Microsoft Corporation

Oracle Corporation

SAP SE

SAS Institute Inc.

Splunk Inc.

Teradata Corporation

PART 11. METHODOLOGY

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