

# Global Business Data Visualization Tools Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Business Data Visualization Tools market size was valued at US\$ 1136 million in 2025 and is forecast to a readjusted size of US\$ 1595 million by 2032 with a CAGR of 5.0% during review period.

In 2025, global Business Data Visualization Tools industry-average gross margin of approximately 70%.

Business Data Visualization Tools are software platforms that connect, model, and visualize multi-source enterprise data (databases, ERP, CRM, cloud warehouses, etc.), delivering dashboards, reports, and interactive charts to support analytics, business monitoring, and decision-making.

The Business Data Visualization Tools market is driven by enterprises' accelerating shift toward data-driven decision-making and digital transformation. Organizations increasingly require intuitive platforms that can integrate diverse data sources, translate complex datasets into actionable insights, and support real-time operational monitoring. Cloud-based and self-service solutions have expanded adoption beyond IT departments to business users, while embedded analytics is becoming a competitive differentiator for SaaS vendors. Market competition centers on ecosystem integration, scalability, governance, AI-enabled insights, and ease of use, with vendors balancing enterprise-grade functionality against accessibility for mid-sized firms. Long-term growth is closely tied to cloud migration, data volume expansion, regulatory reporting needs, and the broader adoption of advanced analytics and AI technologies.

This report is a detailed and comprehensive analysis for global Business Data Visualization Tools market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

### **Key Features:**

Global Business Data Visualization Tools market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Business Data Visualization Tools market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Business Data Visualization Tools market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Business Data Visualization Tools market shares of main players, in revenue (\$ Million), 2021-2026

### **The Primary Objectives in This Report Are:**

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Business Data Visualization Tools

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Business Data Visualization Tools market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Microsoft, Tableau (Salesforce), IBM, MicroStrategy, Oracle America, TIBCO Software, Domo, SAP, QlikTech, SAS Institute, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Business Data Visualization Tools market is split by Type and by Application. For the

period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

#### Market segment by Type

Linux

Windows

Mac

#### Market segment by Deployment

Cloud-based

On-premise

#### Market segment by Analytical Depth

Descriptive

Diagnostic

Predictive

Prescriptive

#### Market segment by Application

Large Enterprises

SMEs

Market segment by players, this report covers

Microsoft

Tableau (Salesforce)

IBM

MicroStrategy

Oracle America

TIBCO Software

Domo

SAP

QlikTech

SAS Institute

InsightSoftware

Sisense

Board International

Splunk

Google

Pyramid Analytics BV

Pentaho (HITACHI)

Infor (Koch Industries)

Alteryx

GoodData

Targit

ANA-DATA

Cloudera

Yellowfin BI (Idera)

Inetsoft

Zoho

FineReport

Yonghong

Guandata

Smartbi

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

**The content of the study subjects, includes a total of 13 chapters:**

Chapter 1, to describe Business Data Visualization Tools product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Business Data Visualization Tools, with revenue, gross margin, and global market share of Business Data Visualization Tools from 2021 to 2026.

Chapter 3, the Business Data Visualization Tools competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Business Data Visualization Tools market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Business Data Visualization Tools.

Chapter 13, to describe Business Data Visualization Tools research findings and conclusion.

## Contents

### 1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Classification of Business Data Visualization Tools by Type

1.3.1 Overview: Global Business Data Visualization Tools Market Size by Type: 2021 Versus 2025 Versus 2032

1.3.2 Global Business Data Visualization Tools Consumption Value Market Share by Type in 2025

1.3.3 Linux

1.3.4 Windows

1.3.5 Mac

1.4 Classification of Business Data Visualization Tools by Deployment

1.4.1 Overview: Global Business Data Visualization Tools Market Size by Deployment: 2021 Versus 2025 Versus 2032

1.4.2 Global Business Data Visualization Tools Consumption Value Market Share by Deployment in 2025

1.4.3 Cloud-based

1.4.4 On-premise

1.5 Classification of Business Data Visualization Tools by Analytical Depth

1.5.1 Overview: Global Business Data Visualization Tools Market Size by Analytical Depth: 2021 Versus 2025 Versus 2032

1.5.2 Global Business Data Visualization Tools Consumption Value Market Share by Analytical Depth in 2025

1.5.3 Descriptive

1.5.4 Diagnostic

1.5.5 Predictive

1.5.6 Prescriptive

1.6 Global Business Data Visualization Tools Market by Application

1.6.1 Overview: Global Business Data Visualization Tools Market Size by Application: 2021 Versus 2025 Versus 2032

1.6.2 Large Enterprises

1.6.3 SMEs

1.7 Global Business Data Visualization Tools Market Size & Forecast

1.8 Global Business Data Visualization Tools Market Size and Forecast by Region

1.8.1 Global Business Data Visualization Tools Market Size by Region: 2021 VS 2025 VS 2032

- 1.8.2 Global Business Data Visualization Tools Market Size by Region, (2021-2032)
- 1.8.3 North America Business Data Visualization Tools Market Size and Prospect (2021-2032)
- 1.8.4 Europe Business Data Visualization Tools Market Size and Prospect (2021-2032)
- 1.8.5 Asia-Pacific Business Data Visualization Tools Market Size and Prospect (2021-2032)
- 1.8.6 South America Business Data Visualization Tools Market Size and Prospect (2021-2032)
- 1.8.7 Middle East & Africa Business Data Visualization Tools Market Size and Prospect (2021-2032)

## **2 COMPANY PROFILES**

### 2.1 Microsoft

- 2.1.1 Microsoft Details
- 2.1.2 Microsoft Major Business
- 2.1.3 Microsoft Business Data Visualization Tools Product and Solutions
- 2.1.4 Microsoft Business Data Visualization Tools Revenue, Gross Margin and Market Share (2021-2026)
- 2.1.5 Microsoft Recent Developments and Future Plans

### 2.2 Tableau (Salesforce)

- 2.2.1 Tableau (Salesforce) Details
- 2.2.2 Tableau (Salesforce) Major Business
- 2.2.3 Tableau (Salesforce) Business Data Visualization Tools Product and Solutions
- 2.2.4 Tableau (Salesforce) Business Data Visualization Tools Revenue, Gross Margin and Market Share (2021-2026)
- 2.2.5 Tableau (Salesforce) Recent Developments and Future Plans

### 2.3 IBM

- 2.3.1 IBM Details
- 2.3.2 IBM Major Business
- 2.3.3 IBM Business Data Visualization Tools Product and Solutions
- 2.3.4 IBM Business Data Visualization Tools Revenue, Gross Margin and Market Share (2021-2026)
- 2.3.5 IBM Recent Developments and Future Plans

### 2.4 MicroStrategy

- 2.4.1 MicroStrategy Details
- 2.4.2 MicroStrategy Major Business
- 2.4.3 MicroStrategy Business Data Visualization Tools Product and Solutions

2.4.4 MicroStrategy Business Data Visualization Tools Revenue, Gross Margin and Market Share (2021-2026)

2.4.5 MicroStrategy Recent Developments and Future Plans

2.5 Oracle America

2.5.1 Oracle America Details

2.5.2 Oracle America Major Business

2.5.3 Oracle America Business Data Visualization Tools Product and Solutions

2.5.4 Oracle America Business Data Visualization Tools Revenue, Gross Margin and Market Share (2021-2026)

2.5.5 Oracle America Recent Developments and Future Plans

2.6 TIBCO Software

2.6.1 TIBCO Software Details

2.6.2 TIBCO Software Major Business

2.6.3 TIBCO Software Business Data Visualization Tools Product and Solutions

2.6.4 TIBCO Software Business Data Visualization Tools Revenue, Gross Margin and Market Share (2021-2026)

2.6.5 TIBCO Software Recent Developments and Future Plans

2.7 Domo

2.7.1 Domo Details

2.7.2 Domo Major Business

2.7.3 Domo Business Data Visualization Tools Product and Solutions

2.7.4 Domo Business Data Visualization Tools Revenue, Gross Margin and Market Share (2021-2026)

2.7.5 Domo Recent Developments and Future Plans

2.8 SAP

2.8.1 SAP Details

2.8.2 SAP Major Business

2.8.3 SAP Business Data Visualization Tools Product and Solutions

2.8.4 SAP Business Data Visualization Tools Revenue, Gross Margin and Market Share (2021-2026)

2.8.5 SAP Recent Developments and Future Plans

2.9 QlikTech

2.9.1 QlikTech Details

2.9.2 QlikTech Major Business

2.9.3 QlikTech Business Data Visualization Tools Product and Solutions

2.9.4 QlikTech Business Data Visualization Tools Revenue, Gross Margin and Market Share (2021-2026)

2.9.5 QlikTech Recent Developments and Future Plans

2.10 SAS Institute

- 2.10.1 SAS Institute Details
- 2.10.2 SAS Institute Major Business
- 2.10.3 SAS Institute Business Data Visualization Tools Product and Solutions
- 2.10.4 SAS Institute Business Data Visualization Tools Revenue, Gross Margin and Market Share (2021-2026)
- 2.10.5 SAS Institute Recent Developments and Future Plans
- 2.11 InsightSoftware
  - 2.11.1 InsightSoftware Details
  - 2.11.2 InsightSoftware Major Business
  - 2.11.3 InsightSoftware Business Data Visualization Tools Product and Solutions
  - 2.11.4 InsightSoftware Business Data Visualization Tools Revenue, Gross Margin and Market Share (2021-2026)
  - 2.11.5 InsightSoftware Recent Developments and Future Plans
- 2.12 Sisense
  - 2.12.1 Sisense Details
  - 2.12.2 Sisense Major Business
  - 2.12.3 Sisense Business Data Visualization Tools Product and Solutions
  - 2.12.4 Sisense Business Data Visualization Tools Revenue, Gross Margin and Market Share (2021-2026)
  - 2.12.5 Sisense Recent Developments and Future Plans
- 2.13 Board International
  - 2.13.1 Board International Details
  - 2.13.2 Board International Major Business
  - 2.13.3 Board International Business Data Visualization Tools Product and Solutions
  - 2.13.4 Board International Business Data Visualization Tools Revenue, Gross Margin and Market Share (2021-2026)
  - 2.13.5 Board International Recent Developments and Future Plans
- 2.14 Splunk
  - 2.14.1 Splunk Details
  - 2.14.2 Splunk Major Business
  - 2.14.3 Splunk Business Data Visualization Tools Product and Solutions
  - 2.14.4 Splunk Business Data Visualization Tools Revenue, Gross Margin and Market Share (2021-2026)
  - 2.14.5 Splunk Recent Developments and Future Plans
- 2.15 Google
  - 2.15.1 Google Details
  - 2.15.2 Google Major Business
  - 2.15.3 Google Business Data Visualization Tools Product and Solutions
  - 2.15.4 Google Business Data Visualization Tools Revenue, Gross Margin and Market Share (2021-2026)

## Share (2021-2026)

### 2.15.5 Google Recent Developments and Future Plans

## 2.16 Pyramid Analytics BV

### 2.16.1 Pyramid Analytics BV Details

### 2.16.2 Pyramid Analytics BV Major Business

### 2.16.3 Pyramid Analytics BV Business Data Visualization Tools Product and Solutions

### 2.16.4 Pyramid Analytics BV Business Data Visualization Tools Revenue, Gross

## Margin and Market Share (2021-2026)

### 2.16.5 Pyramid Analytics BV Recent Developments and Future Plans

## 2.17 Pentaho (HITACHI)

### 2.17.1 Pentaho (HITACHI) Details

### 2.17.2 Pentaho (HITACHI) Major Business

### 2.17.3 Pentaho (HITACHI) Business Data Visualization Tools Product and Solutions

### 2.17.4 Pentaho (HITACHI) Business Data Visualization Tools Revenue, Gross Margin

## and Market Share (2021-2026)

### 2.17.5 Pentaho (HITACHI) Recent Developments and Future Plans

## 2.18 Infor (Koch Industries)

### 2.18.1 Infor (Koch Industries) Details

### 2.18.2 Infor (Koch Industries) Major Business

### 2.18.3 Infor (Koch Industries) Business Data Visualization Tools Product and Solutions

### 2.18.4 Infor (Koch Industries) Business Data Visualization Tools Revenue, Gross

## Margin and Market Share (2021-2026)

### 2.18.5 Infor (Koch Industries) Recent Developments and Future Plans

## 2.19 Alteryx

### 2.19.1 Alteryx Details

### 2.19.2 Alteryx Major Business

### 2.19.3 Alteryx Business Data Visualization Tools Product and Solutions

### 2.19.4 Alteryx Business Data Visualization Tools Revenue, Gross Margin and Market

## Share (2021-2026)

### 2.19.5 Alteryx Recent Developments and Future Plans

## 2.20 GoodData

### 2.20.1 GoodData Details

### 2.20.2 GoodData Major Business

### 2.20.3 GoodData Business Data Visualization Tools Product and Solutions

### 2.20.4 GoodData Business Data Visualization Tools Revenue, Gross Margin and

## Market Share (2021-2026)

### 2.20.5 GoodData Recent Developments and Future Plans

## 2.21 Targit

### 2.21.1 Targit Details

- 2.21.2 Targit Major Business
- 2.21.3 Targit Business Data Visualization Tools Product and Solutions
- 2.21.4 Targit Business Data Visualization Tools Revenue, Gross Margin and Market Share (2021-2026)
- 2.21.5 Targit Recent Developments and Future Plans
- 2.22 ANA-DATA
  - 2.22.1 ANA-DATA Details
  - 2.22.2 ANA-DATA Major Business
  - 2.22.3 ANA-DATA Business Data Visualization Tools Product and Solutions
  - 2.22.4 ANA-DATA Business Data Visualization Tools Revenue, Gross Margin and Market Share (2021-2026)
  - 2.22.5 ANA-DATA Recent Developments and Future Plans
- 2.23 Cloudera
  - 2.23.1 Cloudera Details
  - 2.23.2 Cloudera Major Business
  - 2.23.3 Cloudera Business Data Visualization Tools Product and Solutions
  - 2.23.4 Cloudera Business Data Visualization Tools Revenue, Gross Margin and Market Share (2021-2026)
  - 2.23.5 Cloudera Recent Developments and Future Plans
- 2.24 Yellowfin BI (Idera)
  - 2.24.1 Yellowfin BI (Idera) Details
  - 2.24.2 Yellowfin BI (Idera) Major Business
  - 2.24.3 Yellowfin BI (Idera) Business Data Visualization Tools Product and Solutions
  - 2.24.4 Yellowfin BI (Idera) Business Data Visualization Tools Revenue, Gross Margin and Market Share (2021-2026)
  - 2.24.5 Yellowfin BI (Idera) Recent Developments and Future Plans
- 2.25 Inetsoft
  - 2.25.1 Inetsoft Details
  - 2.25.2 Inetsoft Major Business
  - 2.25.3 Inetsoft Business Data Visualization Tools Product and Solutions
  - 2.25.4 Inetsoft Business Data Visualization Tools Revenue, Gross Margin and Market Share (2021-2026)
  - 2.25.5 Inetsoft Recent Developments and Future Plans
- 2.26 Zoho
  - 2.26.1 Zoho Details
  - 2.26.2 Zoho Major Business
  - 2.26.3 Zoho Business Data Visualization Tools Product and Solutions
  - 2.26.4 Zoho Business Data Visualization Tools Revenue, Gross Margin and Market Share (2021-2026)

- 2.26.5 Zoho Recent Developments and Future Plans
- 2.27 FineReport
  - 2.27.1 FineReport Details
  - 2.27.2 FineReport Major Business
  - 2.27.3 FineReport Business Data Visualization Tools Product and Solutions
  - 2.27.4 FineReport Business Data Visualization Tools Revenue, Gross Margin and Market Share (2021-2026)
  - 2.27.5 FineReport Recent Developments and Future Plans
- 2.28 Yonghong
  - 2.28.1 Yonghong Details
  - 2.28.2 Yonghong Major Business
  - 2.28.3 Yonghong Business Data Visualization Tools Product and Solutions
  - 2.28.4 Yonghong Business Data Visualization Tools Revenue, Gross Margin and Market Share (2021-2026)
  - 2.28.5 Yonghong Recent Developments and Future Plans
- 2.29 Guandata
  - 2.29.1 Guandata Details
  - 2.29.2 Guandata Major Business
  - 2.29.3 Guandata Business Data Visualization Tools Product and Solutions
  - 2.29.4 Guandata Business Data Visualization Tools Revenue, Gross Margin and Market Share (2021-2026)
  - 2.29.5 Guandata Recent Developments and Future Plans
- 2.30 Smartbi
  - 2.30.1 Smartbi Details
  - 2.30.2 Smartbi Major Business
  - 2.30.3 Smartbi Business Data Visualization Tools Product and Solutions
  - 2.30.4 Smartbi Business Data Visualization Tools Revenue, Gross Margin and Market Share (2021-2026)
  - 2.30.5 Smartbi Recent Developments and Future Plans

### **3 MARKET COMPETITION, BY PLAYERS**

- 3.1 Global Business Data Visualization Tools Revenue and Share by Players (2021-2026)
- 3.2 Market Share Analysis (2025)
  - 3.2.1 Market Share of Business Data Visualization Tools by Company Revenue
  - 3.2.2 Top 3 Business Data Visualization Tools Players Market Share in 2025
  - 3.2.3 Top 6 Business Data Visualization Tools Players Market Share in 2025
- 3.3 Business Data Visualization Tools Market: Overall Company Footprint Analysis

- 3.3.1 Business Data Visualization Tools Market: Region Footprint
- 3.3.2 Business Data Visualization Tools Market: Company Product Type Footprint
- 3.3.3 Business Data Visualization Tools Market: Company Product Application

Footprint

- 3.4 New Market Entrants and Barriers to Market Entry
- 3.5 Mergers, Acquisition, Agreements, and Collaborations

## **4 MARKET SIZE SEGMENT BY TYPE**

- 4.1 Global Business Data Visualization Tools Consumption Value and Market Share by Type (2021-2026)
- 4.2 Global Business Data Visualization Tools Market Forecast by Type (2027-2032)

## **5 MARKET SIZE SEGMENT BY APPLICATION**

- 5.1 Global Business Data Visualization Tools Consumption Value Market Share by Application (2021-2026)
- 5.2 Global Business Data Visualization Tools Market Forecast by Application (2027-2032)

## **6 NORTH AMERICA**

- 6.1 North America Business Data Visualization Tools Consumption Value by Type (2021-2032)
- 6.2 North America Business Data Visualization Tools Market Size by Application (2021-2032)
- 6.3 North America Business Data Visualization Tools Market Size by Country
  - 6.3.1 North America Business Data Visualization Tools Consumption Value by Country (2021-2032)
  - 6.3.2 United States Business Data Visualization Tools Market Size and Forecast (2021-2032)
  - 6.3.3 Canada Business Data Visualization Tools Market Size and Forecast (2021-2032)
  - 6.3.4 Mexico Business Data Visualization Tools Market Size and Forecast (2021-2032)

## **7 EUROPE**

- 7.1 Europe Business Data Visualization Tools Consumption Value by Type (2021-2032)
- 7.2 Europe Business Data Visualization Tools Consumption Value by Application

(2021-2032)

7.3 Europe Business Data Visualization Tools Market Size by Country

7.3.1 Europe Business Data Visualization Tools Consumption Value by Country

(2021-2032)

7.3.2 Germany Business Data Visualization Tools Market Size and Forecast

(2021-2032)

7.3.3 France Business Data Visualization Tools Market Size and Forecast (2021-2032)

7.3.4 United Kingdom Business Data Visualization Tools Market Size and Forecast

(2021-2032)

7.3.5 Russia Business Data Visualization Tools Market Size and Forecast (2021-2032)

7.3.6 Italy Business Data Visualization Tools Market Size and Forecast (2021-2032)

## **8 ASIA-PACIFIC**

8.1 Asia-Pacific Business Data Visualization Tools Consumption Value by Type

(2021-2032)

8.2 Asia-Pacific Business Data Visualization Tools Consumption Value by Application

(2021-2032)

8.3 Asia-Pacific Business Data Visualization Tools Market Size by Region

8.3.1 Asia-Pacific Business Data Visualization Tools Consumption Value by Region

(2021-2032)

8.3.2 China Business Data Visualization Tools Market Size and Forecast (2021-2032)

8.3.3 Japan Business Data Visualization Tools Market Size and Forecast (2021-2032)

8.3.4 South Korea Business Data Visualization Tools Market Size and Forecast

(2021-2032)

8.3.5 India Business Data Visualization Tools Market Size and Forecast (2021-2032)

8.3.6 Southeast Asia Business Data Visualization Tools Market Size and Forecast

(2021-2032)

8.3.7 Australia Business Data Visualization Tools Market Size and Forecast

(2021-2032)

## **9 SOUTH AMERICA**

9.1 South America Business Data Visualization Tools Consumption Value by Type

(2021-2032)

9.2 South America Business Data Visualization Tools Consumption Value by Application (2021-2032)

9.3 South America Business Data Visualization Tools Market Size by Country

9.3.1 South America Business Data Visualization Tools Consumption Value by

Country (2021-2032)

9.3.2 Brazil Business Data Visualization Tools Market Size and Forecast (2021-2032)

9.3.3 Argentina Business Data Visualization Tools Market Size and Forecast  
(2021-2032)

## **10 MIDDLE EAST & AFRICA**

10.1 Middle East & Africa Business Data Visualization Tools Consumption Value by  
Type (2021-2032)

10.2 Middle East & Africa Business Data Visualization Tools Consumption Value by  
Application (2021-2032)

10.3 Middle East & Africa Business Data Visualization Tools Market Size by Country

10.3.1 Middle East & Africa Business Data Visualization Tools Consumption Value by  
Country (2021-2032)

10.3.2 Turkey Business Data Visualization Tools Market Size and Forecast  
(2021-2032)

10.3.3 Saudi Arabia Business Data Visualization Tools Market Size and Forecast  
(2021-2032)

10.3.4 UAE Business Data Visualization Tools Market Size and Forecast (2021-2032)

## **11 MARKET DYNAMICS**

11.1 Business Data Visualization Tools Market Drivers

11.2 Business Data Visualization Tools Market Restraints

11.3 Business Data Visualization Tools Trends Analysis

11.4 Porters Five Forces Analysis

11.4.1 Threat of New Entrants

11.4.2 Bargaining Power of Suppliers

11.4.3 Bargaining Power of Buyers

11.4.4 Threat of Substitutes

11.4.5 Competitive Rivalry

## **12 INDUSTRY CHAIN ANALYSIS**

12.1 Business Data Visualization Tools Industry Chain

12.2 Business Data Visualization Tools Upstream Analysis

12.3 Business Data Visualization Tools Midstream Analysis

12.4 Business Data Visualization Tools Downstream Analysis

## **13 RESEARCH FINDINGS AND CONCLUSION**

## **14 APPENDIX**

14.1 Methodology

14.2 Research Process and Data Source

14.3 Disclaimer

## List Of Tables

### LIST OF TABLES

- Table 1. Global Business Data Visualization Tools Consumption Value by Type, (USD Million), 2021 & 2025 & 2032
- Table 2. Global Business Data Visualization Tools Consumption Value by Deployment, (USD Million), 2021 & 2025 & 2032
- Table 3. Global Business Data Visualization Tools Consumption Value by Analytical Depth, (USD Million), 2021 & 2025 & 2032
- Table 4. Global Business Data Visualization Tools Consumption Value by Application, (USD Million), 2021 & 2025 & 2032
- Table 5. Global Business Data Visualization Tools Consumption Value by Region (2021-2026) & (USD Million)
- Table 6. Global Business Data Visualization Tools Consumption Value by Region (2027-2032) & (USD Million)
- Table 7. Microsoft Company Information, Head Office, and Major Competitors
- Table 8. Microsoft Major Business
- Table 9. Microsoft Business Data Visualization Tools Product and Solutions
- Table 10. Microsoft Business Data Visualization Tools Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 11. Microsoft Recent Developments and Future Plans
- Table 12. Tableau (Salesforce) Company Information, Head Office, and Major Competitors
- Table 13. Tableau (Salesforce) Major Business
- Table 14. Tableau (Salesforce) Business Data Visualization Tools Product and Solutions
- Table 15. Tableau (Salesforce) Business Data Visualization Tools Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 16. Tableau (Salesforce) Recent Developments and Future Plans
- Table 17. IBM Company Information, Head Office, and Major Competitors
- Table 18. IBM Major Business
- Table 19. IBM Business Data Visualization Tools Product and Solutions
- Table 20. IBM Business Data Visualization Tools Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 21. MicroStrategy Company Information, Head Office, and Major Competitors
- Table 22. MicroStrategy Major Business
- Table 23. MicroStrategy Business Data Visualization Tools Product and Solutions
- Table 24. MicroStrategy Business Data Visualization Tools Revenue (USD Million), Gross Margin and Market Share (2021-2026)

- Table 25. MicroStrategy Recent Developments and Future Plans
- Table 26. Oracle America Company Information, Head Office, and Major Competitors
- Table 27. Oracle America Major Business
- Table 28. Oracle America Business Data Visualization Tools Product and Solutions
- Table 29. Oracle America Business Data Visualization Tools Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 30. Oracle America Recent Developments and Future Plans
- Table 31. TIBCO Software Company Information, Head Office, and Major Competitors
- Table 32. TIBCO Software Major Business
- Table 33. TIBCO Software Business Data Visualization Tools Product and Solutions
- Table 34. TIBCO Software Business Data Visualization Tools Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 35. TIBCO Software Recent Developments and Future Plans
- Table 36. Domo Company Information, Head Office, and Major Competitors
- Table 37. Domo Major Business
- Table 38. Domo Business Data Visualization Tools Product and Solutions
- Table 39. Domo Business Data Visualization Tools Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 40. Domo Recent Developments and Future Plans
- Table 41. SAP Company Information, Head Office, and Major Competitors
- Table 42. SAP Major Business
- Table 43. SAP Business Data Visualization Tools Product and Solutions
- Table 44. SAP Business Data Visualization Tools Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 45. SAP Recent Developments and Future Plans
- Table 46. QlikTech Company Information, Head Office, and Major Competitors
- Table 47. QlikTech Major Business
- Table 48. QlikTech Business Data Visualization Tools Product and Solutions
- Table 49. QlikTech Business Data Visualization Tools Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 50. QlikTech Recent Developments and Future Plans
- Table 51. SAS Institute Company Information, Head Office, and Major Competitors
- Table 52. SAS Institute Major Business
- Table 53. SAS Institute Business Data Visualization Tools Product and Solutions
- Table 54. SAS Institute Business Data Visualization Tools Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 55. SAS Institute Recent Developments and Future Plans
- Table 56. InsightSoftware Company Information, Head Office, and Major Competitors
- Table 57. InsightSoftware Major Business

- Table 58. InsightSoftware Business Data Visualization Tools Product and Solutions
- Table 59. InsightSoftware Business Data Visualization Tools Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 60. InsightSoftware Recent Developments and Future Plans
- Table 61. Sisense Company Information, Head Office, and Major Competitors
- Table 62. Sisense Major Business
- Table 63. Sisense Business Data Visualization Tools Product and Solutions
- Table 64. Sisense Business Data Visualization Tools Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 65. Sisense Recent Developments and Future Plans
- Table 66. Board International Company Information, Head Office, and Major Competitors
- Table 67. Board International Major Business
- Table 68. Board International Business Data Visualization Tools Product and Solutions
- Table 69. Board International Business Data Visualization Tools Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 70. Board International Recent Developments and Future Plans
- Table 71. Splunk Company Information, Head Office, and Major Competitors
- Table 72. Splunk Major Business
- Table 73. Splunk Business Data Visualization Tools Product and Solutions
- Table 74. Splunk Business Data Visualization Tools Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 75. Splunk Recent Developments and Future Plans
- Table 76. Google Company Information, Head Office, and Major Competitors
- Table 77. Google Major Business
- Table 78. Google Business Data Visualization Tools Product and Solutions
- Table 79. Google Business Data Visualization Tools Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 80. Google Recent Developments and Future Plans
- Table 81. Pyramid Analytics BV Company Information, Head Office, and Major Competitors
- Table 82. Pyramid Analytics BV Major Business
- Table 83. Pyramid Analytics BV Business Data Visualization Tools Product and Solutions
- Table 84. Pyramid Analytics BV Business Data Visualization Tools Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 85. Pyramid Analytics BV Recent Developments and Future Plans
- Table 86. Pentaho (HITACHI) Company Information, Head Office, and Major Competitors

- Table 87. Pentaho (HITACHI) Major Business
- Table 88. Pentaho (HITACHI) Business Data Visualization Tools Product and Solutions
- Table 89. Pentaho (HITACHI) Business Data Visualization Tools Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 90. Pentaho (HITACHI) Recent Developments and Future Plans
- Table 91. Infor (Koch Industries) Company Information, Head Office, and Major Competitors
- Table 92. Infor (Koch Industries) Major Business
- Table 93. Infor (Koch Industries) Business Data Visualization Tools Product and Solutions
- Table 94. Infor (Koch Industries) Business Data Visualization Tools Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 95. Infor (Koch Industries) Recent Developments and Future Plans
- Table 96. Alteryx Company Information, Head Office, and Major Competitors
- Table 97. Alteryx Major Business
- Table 98. Alteryx Business Data Visualization Tools Product and Solutions
- Table 99. Alteryx Business Data Visualization Tools Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 100. Alteryx Recent Developments and Future Plans
- Table 101. GoodData Company Information, Head Office, and Major Competitors
- Table 102. GoodData Major Business
- Table 103. GoodData Business Data Visualization Tools Product and Solutions
- Table 104. GoodData Business Data Visualization Tools Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 105. GoodData Recent Developments and Future Plans
- Table 106. Targit Company Information, Head Office, and Major Competitors
- Table 107. Targit Major Business
- Table 108. Targit Business Data Visualization Tools Product and Solutions
- Table 109. Targit Business Data Visualization Tools Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 110. Targit Recent Developments and Future Plans
- Table 111. ANA-DATA Company Information, Head Office, and Major Competitors
- Table 112. ANA-DATA Major Business
- Table 113. ANA-DATA Business Data Visualization Tools Product and Solutions
- Table 114. ANA-DATA Business Data Visualization Tools Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 115. ANA-DATA Recent Developments and Future Plans
- Table 116. Cloudera Company Information, Head Office, and Major Competitors
- Table 117. Cloudera Major Business

- Table 118. Cloudera Business Data Visualization Tools Product and Solutions
- Table 119. Cloudera Business Data Visualization Tools Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 120. Cloudera Recent Developments and Future Plans
- Table 121. Yellowfin BI (Idera) Company Information, Head Office, and Major Competitors
- Table 122. Yellowfin BI (Idera) Major Business
- Table 123. Yellowfin BI (Idera) Business Data Visualization Tools Product and Solutions
- Table 124. Yellowfin BI (Idera) Business Data Visualization Tools Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 125. Yellowfin BI (Idera) Recent Developments and Future Plans
- Table 126. Inetsoft Company Information, Head Office, and Major Competitors
- Table 127. Inetsoft Major Business
- Table 128. Inetsoft Business Data Visualization Tools Product and Solutions
- Table 129. Inetsoft Business Data Visualization Tools Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 130. Inetsoft Recent Developments and Future Plans
- Table 131. Zoho Company Information, Head Office, and Major Competitors
- Table 132. Zoho Major Business
- Table 133. Zoho Business Data Visualization Tools Product and Solutions
- Table 134. Zoho Business Data Visualization Tools Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 135. Zoho Recent Developments and Future Plans
- Table 136. FineReport Company Information, Head Office, and Major Competitors
- Table 137. FineReport Major Business
- Table 138. FineReport Business Data Visualization Tools Product and Solutions
- Table 139. FineReport Business Data Visualization Tools Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 140. FineReport Recent Developments and Future Plans
- Table 141. Yonghong Company Information, Head Office, and Major Competitors
- Table 142. Yonghong Major Business
- Table 143. Yonghong Business Data Visualization Tools Product and Solutions
- Table 144. Yonghong Business Data Visualization Tools Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 145. Yonghong Recent Developments and Future Plans
- Table 146. Guandata Company Information, Head Office, and Major Competitors
- Table 147. Guandata Major Business
- Table 148. Guandata Business Data Visualization Tools Product and Solutions
- Table 149. Guandata Business Data Visualization Tools Revenue (USD Million), Gross

Margin and Market Share (2021-2026)

Table 150. Guandata Recent Developments and Future Plans

Table 151. Smartbi Company Information, Head Office, and Major Competitors

Table 152. Smartbi Major Business

Table 153. Smartbi Business Data Visualization Tools Product and Solutions

Table 154. Smartbi Business Data Visualization Tools Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 155. Smartbi Recent Developments and Future Plans

Table 156. Global Business Data Visualization Tools Revenue (USD Million) by Players (2021-2026)

Table 157. Global Business Data Visualization Tools Revenue Share by Players (2021-2026)

Table 158. Breakdown of Business Data Visualization Tools by Company Type (Tier 1, Tier 2, and Tier 3)

Table 159. Market Position of Players in Business Data Visualization Tools, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025

Table 160. Head Office of Key Business Data Visualization Tools Players

Table 161. Business Data Visualization Tools Market: Company Product Type Footprint

Table 162. Business Data Visualization Tools Market: Company Product Application Footprint

Table 163. Business Data Visualization Tools New Market Entrants and Barriers to Market Entry

Table 164. Business Data Visualization Tools Mergers, Acquisition, Agreements, and Collaborations

Table 165. Global Business Data Visualization Tools Consumption Value (USD Million) by Type (2021-2026)

Table 166. Global Business Data Visualization Tools Consumption Value Share by Type (2021-2026)

Table 167. Global Business Data Visualization Tools Consumption Value Forecast by Type (2027-2032)

Table 168. Global Business Data Visualization Tools Consumption Value by Application (2021-2026)

Table 169. Global Business Data Visualization Tools Consumption Value Forecast by Application (2027-2032)

Table 170. North America Business Data Visualization Tools Consumption Value by Type (2021-2026) & (USD Million)

Table 171. North America Business Data Visualization Tools Consumption Value by Type (2027-2032) & (USD Million)

Table 172. North America Business Data Visualization Tools Consumption Value by

Application (2021-2026) & (USD Million)

Table 173. North America Business Data Visualization Tools Consumption Value by Application (2027-2032) & (USD Million)

Table 174. North America Business Data Visualization Tools Consumption Value by Country (2021-2026) & (USD Million)

Table 175. North America Business Data Visualization Tools Consumption Value by Country (2027-2032) & (USD Million)

Table 176. Europe Business Data Visualization Tools Consumption Value by Type (2021-2026) & (USD Million)

Table 177. Europe Business Data Visualization Tools Consumption Value by Type (2027-2032) & (USD Million)

Table 178. Europe Business Data Visualization Tools Consumption Value by Application (2021-2026) & (USD Million)

Table 179. Europe Business Data Visualization Tools Consumption Value by Application (2027-2032) & (USD Million)

Table 180. Europe Business Data Visualization Tools Consumption Value by Country (2021-2026) & (USD Million)

Table 181. Europe Business Data Visualization Tools Consumption Value by Country (2027-2032) & (USD Million)

Table 182. Asia-Pacific Business Data Visualization Tools Consumption Value by Type (2021-2026) & (USD Million)

Table 183. Asia-Pacific Business Data Visualization Tools Consumption Value by Type (2027-2032) & (USD Million)

Table 184. Asia-Pacific Business Data Visualization Tools Consumption Value by Application (2021-2026) & (USD Million)

Table 185. Asia-Pacific Business Data Visualization Tools Consumption Value by Application (2027-2032) & (USD Million)

Table 186. Asia-Pacific Business Data Visualization Tools Consumption Value by Region (2021-2026) & (USD Million)

Table 187. Asia-Pacific Business Data Visualization Tools Consumption Value by Region (2027-2032) & (USD Million)

Table 188. South America Business Data Visualization Tools Consumption Value by Type (2021-2026) & (USD Million)

Table 189. South America Business Data Visualization Tools Consumption Value by Type (2027-2032) & (USD Million)

Table 190. South America Business Data Visualization Tools Consumption Value by Application (2021-2026) & (USD Million)

Table 191. South America Business Data Visualization Tools Consumption Value by Application (2027-2032) & (USD Million)

Table 192. South America Business Data Visualization Tools Consumption Value by Country (2021-2026) & (USD Million)

Table 193. South America Business Data Visualization Tools Consumption Value by Country (2027-2032) & (USD Million)

Table 194. Middle East & Africa Business Data Visualization Tools Consumption Value by Type (2021-2026) & (USD Million)

Table 195. Middle East & Africa Business Data Visualization Tools Consumption Value by Type (2027-2032) & (USD Million)

Table 196. Middle East & Africa Business Data Visualization Tools Consumption Value by Application (2021-2026) & (USD Million)

Table 197. Middle East & Africa Business Data Visualization Tools Consumption Value by Application (2027-2032) & (USD Million)

Table 198. Middle East & Africa Business Data Visualization Tools Consumption Value by Country (2021-2026) & (USD Million)

Table 199. Middle East & Africa Business Data Visualization Tools Consumption Value by Country (2027-2032) & (USD Million)

Table 200. Global Key Players of Business Data Visualization Tools Upstream (Raw Materials)

Table 201. Global Business Data Visualization Tools Typical Customers

## List Of Figures

### LIST OF FIGURES

Figure 1. Business Data Visualization Tools Picture

Figure 2. Global Business Data Visualization Tools Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 3. Global Business Data Visualization Tools Consumption Value Market Share by Type in 2025

Figure 4. Linux

Figure 5. Windows

Figure 6. Mac

Figure 7. Global Business Data Visualization Tools Consumption Value by Deployment, (USD Million), 2021 & 2025 & 2032

Figure 8. Global Business Data Visualization Tools Consumption Value Market Share by Deployment in 2025

Figure 9. Cloud-based

Figure 10. On-premise

Figure 11. Global Business Data Visualization Tools Consumption Value by Analytical Depth, (USD Million), 2021 & 2025 & 2032

Figure 12. Global Business Data Visualization Tools Consumption Value Market Share by Analytical Depth in 2025

Figure 13. Descriptive

Figure 14. Diagnostic

Figure 15. Predictive

Figure 16. Prescriptive

Figure 17. Global Business Data Visualization Tools Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 18. Business Data Visualization Tools Consumption Value Market Share by Application in 2025

Figure 19. Large Enterprises Picture

Figure 20. SMEs Picture

Figure 21. Global Business Data Visualization Tools Consumption Value, (USD Million): 2021 & 2025 & 2032

Figure 22. Global Business Data Visualization Tools Consumption Value and Forecast (2021-2032) & (USD Million)

Figure 23. Global Market Business Data Visualization Tools Consumption Value (USD Million) Comparison by Region (2021 VS 2025 VS 2032)

Figure 24. Global Business Data Visualization Tools Consumption Value Market Share

by Region (2021-2032)

Figure 25. Global Business Data Visualization Tools Consumption Value Market Share by Region in 2025

Figure 26. North America Business Data Visualization Tools Consumption Value (2021-2032) & (USD Million)

Figure 27. Europe Business Data Visualization Tools Consumption Value (2021-2032) & (USD Million)

Figure 28. Asia-Pacific Business Data Visualization Tools Consumption Value (2021-2032) & (USD Million)

Figure 29. South America Business Data Visualization Tools Consumption Value (2021-2032) & (USD Million)

Figure 30. Middle East & Africa Business Data Visualization Tools Consumption Value (2021-2032) & (USD Million)

Figure 31. Company Three Recent Developments and Future Plans

Figure 32. Global Business Data Visualization Tools Revenue Share by Players in 2025

Figure 33. Business Data Visualization Tools Market Share by Company Type (Tier 1, Tier 2, and Tier 3) in 2025

Figure 34. Market Share of Business Data Visualization Tools by Player Revenue in 2025

Figure 35. Top 3 Business Data Visualization Tools Players Market Share in 2025

Figure 36. Top 6 Business Data Visualization Tools Players Market Share in 2025

Figure 37. Global Business Data Visualization Tools Consumption Value Share by Type (2021-2026)

Figure 38. Global Business Data Visualization Tools Market Share Forecast by Type (2027-2032)

Figure 39. Global Business Data Visualization Tools Consumption Value Share by Application (2021-2026)

Figure 40. Global Business Data Visualization Tools Market Share Forecast by Application (2027-2032)

Figure 41. North America Business Data Visualization Tools Consumption Value Market Share by Type (2021-2032)

Figure 42. North America Business Data Visualization Tools Consumption Value Market Share by Application (2021-2032)

Figure 43. North America Business Data Visualization Tools Consumption Value Market Share by Country (2021-2032)

Figure 44. United States Business Data Visualization Tools Consumption Value (2021-2032) & (USD Million)

Figure 45. Canada Business Data Visualization Tools Consumption Value (2021-2032) & (USD Million)

Figure 46. Mexico Business Data Visualization Tools Consumption Value (2021-2032) & (USD Million)

Figure 47. Europe Business Data Visualization Tools Consumption Value Market Share by Type (2021-2032)

Figure 48. Europe Business Data Visualization Tools Consumption Value Market Share by Application (2021-2032)

Figure 49. Europe Business Data Visualization Tools Consumption Value Market Share by Country (2021-2032)

Figure 50. Germany Business Data Visualization Tools Consumption Value (2021-2032) & (USD Million)

Figure 51. France Business Data Visualization Tools Consumption Value (2021-2032) & (USD Million)

Figure 52. United Kingdom Business Data Visualization Tools Consumption Value (2021-2032) & (USD Million)

Figure 53. Russia Business Data Visualization Tools Consumption Value (2021-2032) & (USD Million)

Figure 54. Italy Business Data Visualization Tools Consumption Value (2021-2032) & (USD Million)

Figure 55. Asia-Pacific Business Data Visualization Tools Consumption Value Market Share by Type (2021-2032)

Figure 56. Asia-Pacific Business Data Visualization Tools Consumption Value Market Share by Application (2021-2032)

Figure 57. Asia-Pacific Business Data Visualization Tools Consumption Value Market Share by Region (2021-2032)

Figure 58. China Business Data Visualization Tools Consumption Value (2021-2032) & (USD Million)

Figure 59. Japan Business Data Visualization Tools Consumption Value (2021-2032) & (USD Million)

Figure 60. South Korea Business Data Visualization Tools Consumption Value (2021-2032) & (USD Million)

Figure 61. India Business Data Visualization Tools Consumption Value (2021-2032) & (USD Million)

Figure 62. Southeast Asia Business Data Visualization Tools Consumption Value (2021-2032) & (USD Million)

Figure 63. Australia Business Data Visualization Tools Consumption Value (2021-2032) & (USD Million)

Figure 64. South America Business Data Visualization Tools Consumption Value Market Share by Type (2021-2032)

Figure 65. South America Business Data Visualization Tools Consumption Value

Market Share by Application (2021-2032)

Figure 66. South America Business Data Visualization Tools Consumption Value

Market Share by Country (2021-2032)

Figure 67. Brazil Business Data Visualization Tools Consumption Value (2021-2032) & (USD Million)

Figure 68. Argentina Business Data Visualization Tools Consumption Value (2021-2032) & (USD Million)

Figure 69. Middle East & Africa Business Data Visualization Tools Consumption Value Market Share by Type (2021-2032)

Figure 70. Middle East & Africa Business Data Visualization Tools Consumption Value Market Share by Application (2021-2032)

Figure 71. Middle East & Africa Business Data Visualization Tools Consumption Value Market Share by Country (2021-2032)

Figure 72. Turkey Business Data Visualization Tools Consumption Value (2021-2032) & (USD Million)

Figure 73. Saudi Arabia Business Data Visualization Tools Consumption Value (2021-2032) & (USD Million)

Figure 74. UAE Business Data Visualization Tools Consumption Value (2021-2032) & (USD Million)

Figure 75. Business Data Visualization Tools Market Drivers

Figure 76. Business Data Visualization Tools Market Restraints

Figure 77. Business Data Visualization Tools Market Trends

Figure 78. Porters Five Forces Analysis

Figure 79. Business Data Visualization Tools Industrial Chain

Figure 80. Methodology

Figure 81. Research Process and Data Source

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