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Global Data De-identification or Pseudonymity Software Market 2025 by Company, Regions, Type and Application, Forecast to 2031

https://marketpublishers.com/r/GF40CFB881ADEN.html
Date: June 2025
Pages: 134
Price: US$ 3,480.00 (Single User License)
ID: GF40CFB881ADEN

Abstracts

According to our (Global Info Research) latest study, the global Data De-identification or Pseudonymity Software market size was valued at US$ 440 million in 2024 and is forecast to a readjusted size of USD 585 million by 2031 with a CAGR of 4.2% during review period.

De-identification is the process used to prevent someone's personal identity from being revealed.

The global market for data de-identification or pseudonymity software refers to the market for software solutions designed to anonymize or de-identify sensitive data. Data de-identification involves removing or altering personally identifiable information (PII) from datasets while maintaining the data's utility for analysis and research purposes. Pseudonymization involves replacing identifiable information with pseudonyms or aliases. With the rise in data breaches and privacy concerns, organizations across various industries are focusing on safeguarding sensitive data. Data de-identification or pseudonymity software is being adopted as a means to protect personal information while enabling data analysis and sharing for research, analytics, and other purposes. Regulatory Compliance and Data Protection Laws: Stringent data protection regulations, such as the General Data Protection Regulation (GDPR) in the European Union and the California Consumer Privacy Act (CCPA) in the United States, mandate the anonymization or pseudonymization of personal data. Organizations are adopting data de-identification software to achieve compliance with these regulations. Growing Adoption in Healthcare and Life Sciences: The healthcare and life sciences sectors handle vast amounts of sensitive personal data for research and analysis. Data de-identification or pseudonymity software is crucial in these industries to ensure patient

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privacy and comply with regulations such as the Health Insurance Portability and Accountability Act (HIPAA). These sectors are significant contributors to the demand for such software solutions. The development of advanced algorithms, such as differential privacy and generative models, has enhanced the capabilities of data de-identification and pseudonymity software. Machine learning techniques are being used to automate the process of anonymizing or pseudonymizing data, improving efficiency and accuracy. The adoption of cloud computing and the increasing need for data sharing among organizations has led to the demand for cloud-based data de-identification software. Cloud-based solutions offer scalability, flexibility, and ease of collaboration while maintaining data privacy.

This report is a detailed and comprehensive analysis for global Data De-identification or Pseudonymity Software 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 Data De-identification or Pseudonymity Software market size and forecasts, in consumption value ($ Million), 2020-2031

Global Data De-identification or Pseudonymity Software market size and forecasts by region and country, in consumption value ($ Million), 2020-2031

Global Data De-identification or Pseudonymity Software market size and forecasts, by Type and by Application, in consumption value ($ Million), 2020-2031

Global Data De-identification or Pseudonymity Software market shares of main players, in revenue ($ Million), 2020-2025

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 Data De-identification or Pseudonymity Software

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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 Data De-identification or Pseudonymity Software 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 TokenEx, Privacy Analytics, MENTISoftware, KI DESIGN, Thales Group, Semele, Imperva, ARCAD Software, Aircloak, AvePoint, etc.

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

Market segmentation

Data De-identification or Pseudonymity Software market is split by Type and by Application. For the period 2020-2031, 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

Cloud-Based

On-Premises

Market segment by Application

Individual

Enterprise

Others

Market segment by players, this report covers

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TokenEx

Privacy Analytics

MENTISoftware

KI DESIGN

Thales Group

Semele

Imperva

ARCAD Software

Aircloak

AvePoint

BigID

Privitar

Orion Health

VGS Platform

Immuta

KIProtect Kodex

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

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

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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 Data De-identification or Pseudonymity Software product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Data De-identification or Pseudonymity Software, with revenue, gross margin, and global market share of Data De-identification or Pseudonymity Software from 2020 to 2025.

Chapter 3, the Data De-identification or Pseudonymity Software 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 2020 to 2031

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 2020 to 2025.and Data De-identification or Pseudonymity Software market forecast, by regions, by Type and by Application, with consumption value, from 2026 to 2031.

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

Chapter 12, the key raw materials and key suppliers, and industry chain of Data De-identification or Pseudonymity Software.

Chapter 13, to describe Data De-identification or Pseudonymity Software research findings and conclusion.

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Contents

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List Of Tables

LIST OF TABLES

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List Of Figures

LIST OF FIGURES

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