

Global Data Lifecycle Management Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Data Lifecycle Management market size is expected to reach \$ 17241 million by 2032, rising at a market growth of 10.7% CAGR during the forecast period (2026-2032).

Data Lifecycle Management refer to enterprise-grade platforms, cloud services and related professional services designed to govern, control and automate the lifecycle of business data, records, databases, files, object storage, log indexes, collaboration content, data lake tables, master data and sensitive data.

Data Lifecycle Management is not a conventional market built around one single software SKU. It is a capability-oriented market formed by the convergence of data governance, information archiving, records retention, privacy compliance, object lifecycle management, database lifecycle management, backup retention and unstructured data governance. The core industry logic is to convert enterprise data from a passive storage burden into a governable, classifiable, retainable, movable, deletable and auditable asset. As enterprise data volumes continue to expand, organizations can no longer rely solely on manual inventories, storage expansion or project-based governance. DLM is therefore moving from a back-office IT utility toward a foundational layer of enterprise data governance, data security, cloud cost control and AI data readiness. Under the narrow scope used in this report, only software, SaaS, cloud functionality and related professional services with identifiable lifecycle, retention, archiving, deletion, tiering, retirement or data asset lifecycle governance capabilities are included.

From the supply side, the global DLM market is structured around platform leaders, specialist archiving vendors, data governance innovators, cloud-native lifecycle

capabilities and regional data governance platforms. Microsoft, SAP, Oracle, OpenText, IBM and Informatica benefit from deep enterprise customer bases and embedded platform positions. AWS, Google Cloud and Snowflake integrate lifecycle capabilities into object storage, cloud data platforms and table-level storage policies. BigID, Collibra, Alation, Atlan, OneTrust, Securiti, Varonis, Spirion and Komprise compete through privacy, sensitive data discovery, data cataloging, unstructured data governance, data minimization and defensible deletion. In China, Huawei Cloud, Alibaba Cloud, Tencent Cloud, Transwarp, SunwayWorld, Primeton and EsenSoft represent the most relevant local supply base, although their DLM capabilities are often bundled with broader data development, data governance, data asset management and industry digitalization projects rather than sold as standalone DLM software.

Demand is broadening from traditional archiving and records retention into cloud cost optimization, AI-ready data governance, privacy operations, data minimization and cyber resilience. Financial services, government, healthcare, energy and large manufacturing enterprises remain the most stable demand groups because they face strong obligations around auditability, records retention, legal hold, sensitive data protection and defensible disposition. Technology, internet, retail and digital-native companies are increasingly adopting lifecycle policies to manage object storage growth, lakehouse tables, logs, indexes, model-training data and expired personal data. Regulatory pressure remains an important long-term driver. GDPR continues to influence storage limitation, retention and deletion practices, while the EU Data Act adds pressure on organizations to reassess data access, portability and governance mechanisms. At the same time, generative AI initiatives are creating a new layer of demand for trusted, permissioned, high-quality and traceable enterprise data assets.

The market is expected to evolve along three major directions. First, large platform vendors will continue to embed lifecycle capabilities into cloud storage, collaboration suites, databases, lakehouses, data catalogs and backup platforms, making DLM a default enterprise platform function. Second, specialist vendors will defend high-value use cases such as sensitive data discovery, ROT data cleanup, compliant deletion, unstructured data governance, application retirement and enterprise archiving. Third, consolidation will accelerate as data protection, privacy governance, data security and information archiving converge. Veeam's announced acquisition of Securiti and the separation of Veritas' data compliance business into Arctera illustrate how market boundaries are being redrawn. We expect the global market to maintain double-digit growth through 2032, but competition will shift from standalone functions toward platform breadth, policy automation, cross-cloud coverage, AI data governance and compliance-grade auditability.

This report studies the global Data Lifecycle Management demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Data Lifecycle Management, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Data Lifecycle Management that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Data Lifecycle Management total market, 2021-2032, (USD Million)

Global Data Lifecycle Management total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Data Lifecycle Management total market, key domestic companies, and share, (USD Million)

Global Data Lifecycle Management revenue by player, revenue and market share 2021-2026, (USD Million)

Global Data Lifecycle Management total market by Type, CAGR, 2021-2032, (USD Million)

Global Data Lifecycle Management total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Data Lifecycle Management 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 Corporation, OpenText Corporation, SAP SE, Oracle Corporation, Tencent Cloud, Informatica LLC, AWS, IBM Corporation, Veeam Software Group GmbH, Rubrik, Inc., etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Data Lifecycle Management market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$

Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Data Lifecycle Management Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Data Lifecycle Management Market, Segmentation by Type:

Pure Software Platform-based

Cloud-Native Service-based

Global Data Lifecycle Management Market, Segmentation by Deployment Model:

Cloud-based

On-premise

Global Data Lifecycle Management Market, Segmentation by Data Management Granularity:

File-level DLM

Block-level DLM

Object-level DLM

Global Data Lifecycle Management Market, Segmentation by Application:

Financial Services

Government and Public Sector

Healthcare and Life Sciences

Others

Companies Profiled:

Microsoft Corporation

OpenText Corporation

SAP SE

Oracle Corporation

Tencent Cloud

Informatica LLC

AWS

IBM Corporation

Veeam Software Group GmbH

Rubrik, Inc.

Collibra NV

Arctera

Commvault Systems, Inc.

Google Cloud

BigID, Inc.

Varonis Systems, Inc.

Cohesity, Inc.

NetApp, Inc.

OneTrust, LLC

Snowflake Inc.

Alation, Inc.

Huawei Cloud

Alibaba Cloud

Qlik

Securiti AI

Ataccama Corporation

Precisely Holdings, LLC

Transwarp Technology

Key Questions Answered

1. How big is the global Data Lifecycle Management market?
2. What is the demand of the global Data Lifecycle Management market?
3. What is the year over year growth of the global Data Lifecycle Management market?
4. What is the total value of the global Data Lifecycle Management market?
5. Who are the Major Players in the global Data Lifecycle Management market?
6. What are the growth factors driving the market demand?

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