

Global Decision Intelligence Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Decision Intelligence market size is expected to reach \$ 44605 million by 2032, rising at a market growth of 14.5% CAGR during the forecast period (2026-2032).

Decision Intelligence is a software-based decision support approach that combines artificial intelligence, machine learning, data analytics, business rules, optimization models, knowledge graphs, simulation, and workflow automation to improve enterprise decision-making. It helps organizations convert complex data into actionable recommendations, evaluate alternative scenarios, automate repeatable decisions, and support strategic, operational, and risk-related choices. Compared with traditional business intelligence, decision intelligence focuses not only on data visualization but also on decision modeling, causal analysis, predictive insights, optimization, and execution feedback. It is widely used in finance, retail, healthcare, manufacturing, supply chain, telecom, government, energy, insurance, and enterprise management. The industrial chain of Decision Intelligence includes upstream cloud infrastructure, databases, data integration tools, AI models, machine learning frameworks, data governance tools, computing chips, cybersecurity modules, APIs, and development platforms. The midstream consists of software providers and system integrators combining data ingestion, model training, decision logic, optimization engines, visualization dashboards, workflow automation, and enterprise system interfaces into decision intelligence platforms or customized solutions. Downstream applications mainly include financial risk control, customer analytics, supply chain planning, pricing optimization, fraud detection, healthcare operations, manufacturing scheduling, public-sector decision support, energy management, and enterprise strategy. Related services include consulting, implementation, customization, model tuning, training, maintenance, and software updates. The gross profit margin of major companies in the industry was between 60%-80%.

The Decision Intelligence market is mainly driven by enterprise digital transformation, AI adoption, data-driven management, risk control, supply chain optimization, financial analytics, healthcare operations, and intelligent automation. As organizations face more complex business environments, faster decision cycles, and larger volumes of structured and unstructured data, demand for decision intelligence platforms continues to increase. Enterprises are shifting from traditional reporting tools toward systems that can recommend actions, simulate outcomes, optimize decisions, and connect insights with execution workflows. Cloud deployment, generative AI, knowledge graphs, predictive analytics, and integration with ERP, CRM, SCM, and BI systems further support market growth. Overall, the market is expected to expand rapidly, with stronger demand from finance, retail, manufacturing, healthcare, government, and large enterprise management scenarios.

This report studies the global Decision Intelligence demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Decision Intelligence, 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 Decision Intelligence that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Decision Intelligence total market, 2021-2032, (USD Million)

Global Decision Intelligence total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Decision Intelligence total market, key domestic companies, and share, (USD Million)

Global Decision Intelligence revenue by player, revenue and market share 2021-2026, (USD Million)

Global Decision Intelligence total market by Type, CAGR, 2021-2032, (USD Million)

Global Decision Intelligence total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Decision Intelligence 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 Aera Technology, FICO, SAS Institute, IBM, Gurobi Optimization,

Pegasystems, InRule Technology, Decisions, Sparkling Logic, Diwo, 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 Decision Intelligence 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 Decision Intelligence Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Decision Intelligence Market, Segmentation by Type:

Cloud Native SaaS Deployment

Private Cloud Deployment

Hybrid Cloud Deployment

On Premises Deployment

Global Decision Intelligence Market, Segmentation by Decision Response Delay Level:

Batch Decision Processing: above 1 hour

Scheduled Decision Processing: 5 minutes to 1 hour

Near Real Time Decisioning: 1 second to below 5 minutes

Real Time Decisioning: 100 milliseconds to below 1 second

Low Latency Transaction Decisioning: below 100 milliseconds

Global Decision Intelligence Market, Segmentation by Decision Automation Level:

Decision Support Only

Human Approval Required Decisioning

Semi Automated Decisioning

Fully Automated Decisioning

Autonomous Agentic Decisioning

Global Decision Intelligence Market, Segmentation by Application:

BFSI

Healthcare

Media and Entertainment

Retail

Transportation

Others

Companies Profiled:

Aera Technology

FICO

SAS Institute

IBM

Gurobi Optimization

Pegasystems

InRule Technology

Decisions

Sparkling Logic

Diwo

Tellius

Provenir

Kinaxis

River Logic

UiPath

Mastercard

Oracle

C3 AI

Decision Lens

Cloverpop

Quantexa

Pyramid Analytics

Board International

Squirro

AIMMS

ACTICO

CRIF

Experian

causaLens

Fujitsu

NTT DATA

NEC Corporation

4Paradigm

Tongdun Technology

BaiRong Inc.

Alibaba Cloud Computing Co., Ltd.

Cardinal Operations

Baifendian Technology

Key Questions Answered

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

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