

Global Insights-as-a-Service Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Insights as a service is a type of cloud service that involves providing specific data results. It essentially combines the idea of business intelligence with the concept of vendor-delivered cloud services and analytics.

Scope of the Report:

This report studies the Insights-as-a-Service market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Insights-as-a-Service market by product type and applications/end industries.

The retail and consumer goods vertical has the highest growing CAGR during the forecast period. This vertical is expected to grow rapidly in the insights services adoption as this industry focus on customer experience. Enhancement in customer experience is an important factor to maintain competitiveness, which will provide emerging players in this sector an opportunity to grow faster.

North America is expected to have the largest market share in 2018, whereas the APAC region is expected to grow at the highest CAGR from 2018 to 2023 in the Insights-as-a-Service market. High penetration rate into various industry verticals, increasing demand for business flexibility and agility, and a large number of data science companies located in the U.S are some of the major driving factors contributing to the growth of cloud computing in North America. This has led the software organizations to opt for cloud-based solutions.

The global Insights-as-a-Service market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions. North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Insights-as-a-Service. Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

IBM

Capgemini

Accenture

Oracle

Deloitte Touche Tohmatsu

Dell EMC

NTT Data

Good Data

Zephyr Health

Smartfocus

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

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

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

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Predictive Insights

Descriptive Insights

Prescriptive Insights

Market Segment by Applications, can be divided into

BFSI

Healthcare and Life Sciences

Retail and Consumer Goods

Energy and Utilities

Manufacturing

Telecommunication and IT

Government and Public Sector

Others

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