

Global Insights-as-a-Service Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Insights-as-a-Service market size was valued at USD 1812.3 million in 2023 and is forecast to a readjusted size of USD 4118.2 million by 2030 with a CAGR of 12.4% during review period.

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.

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.

The Global Info Research report includes an overview of the development of the Insights-as-a-Service industry chain, the market status of BFSI (Predictive Insights, Prescriptive Insights), Healthcare and Life Sciences (Predictive Insights, Prescriptive Insights), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Insights-as-a-Service.

Regionally, the report analyzes the Insights-as-a-Service markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Insights-as-a-Service market, with robust domestic demand, supportive policies, and a

strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Insights-as-a-Service market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Insights-as-a-Service industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Predictive Insights, Prescriptive Insights).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Insights-as-a-Service market.

Regional Analysis: The report involves examining the Insights-as-a-Service market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Insights-as-a-Service market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Insights-as-a-Service:

Company Analysis: Report covers individual Insights-as-a-Service players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Insights-as-a-Service This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (BFSI,

Healthcare and Life Sciences).

Technology Analysis: Report covers specific technologies relevant to Insights-as-a-Service. It assesses the current state, advancements, and potential future developments in Insights-as-a-Service areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Insights-as-a-Service market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Insights-as-a-Service market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Predictive Insights

Prescriptive Insights

Descriptive Insights

Market segment by Application

BFSI

Healthcare and Life Sciences

Retail and Consumer Goods

Energy and Utilities

Manufacturing

Telecommunication and IT

Government and Public Sector

Others

Market segment by players, 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, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and

Rest of Asia-Pacific)

South America (Brazil, Argentina and 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 Insights-as-a-Service product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Insights-as-a-Service, with revenue, gross margin and global market share of Insights-as-a-Service from 2019 to 2024.

Chapter 3, the Insights-as-a-Service 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 application, with consumption value and growth rate by Type, application, from 2019 to 2030.

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 2019 to 2024. and Insights-as-a-Service market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

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

Chapter 12, the key raw materials and key suppliers, and industry chain of Insights-as-a-Service.

Chapter 13, to describe Insights-as-a-Service research findings and conclusion.

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