

# Global Low-Code Embedded Analytics Market 2026 by Company, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/G43D577959F0EN.html>

Date: July 2026

Pages: 139

Price: US\$ 3,480.00 (Single User License)

ID: G43D577959F0EN

## Abstracts

According to our (Global Info Research) latest study, the global Low-Code Embedded Analytics market size was valued at US\$ 17002 million in 2025 and is forecast to a readjusted size of US\$ 33295 million by 2032 with a CAGR of 10.0% during review period.

Low-Code Embedded Analytics refers to the integration of business intelligence (BI) and data analytics capabilities directly into software applications through low-code development platforms, enabling users to create, customize, and embed interactive dashboards, reports, and visualizations without extensive hand-coding. Unlike traditional BI tools that require separate logins and specialized technical skills, low-code embedded analytics allows software vendors and enterprise IT teams to add analytics features directly into their existing applications (SaaS, CRM, ERP) using drag-and-drop interfaces, pre-built components, and visual data modeling.

The upstream segment includes raw technology suppliers of data visualization libraries, embedded BI SDKs, cloud infrastructure providers, and open-source analytics frameworks. The midstream segment encompasses low-code platform development, analytics engine integration, embedding APIs/SDKs, security and governance frameworks, and quality testing performed by specialized software vendors and BI platform providers. Low-code embedded analytics platforms are categorized by deployment into cloud-based platforms (dominant with 63.47% share in 2025) and on-premises platforms; by application into CRM analytics, marketing analytics, financial analytics, supply chain analytics, and HR analytics; by industry into BFSI (largest end-user), healthcare, retail, manufacturing, and IT/telecom; and by enterprise size into small offices, small enterprises, medium-sized enterprises, large enterprises, and very

large enterprises. The downstream segment serves independent software vendors (ISVs) embedding analytics into their SaaS products, enterprise IT teams building internal applications, and business users accessing insights directly within their daily workflow applications.

The industry maintains gross margins between 70% and 85%, reflecting the scalable software-as-a-service economics, recurring subscription revenue models, and the high-value nature of embedded data intelligence capabilities.

The global low-code embedded analytics market is experiencing rapid growth, driven by the increasing demand for data-driven decision-making, the proliferation of SaaS applications, and organizational pressure to provide non-technical business users with on-demand access to actionable insights without requiring coding expertise. Low-code interfaces let business professionals create dashboards without relying on developers, significantly accelerating insight delivery and freeing IT staff for strategic work.

A notable trend reshaping the market is the integration of artificial intelligence with low-code embedded analytics platforms. AI-powered platforms enable businesses to leverage machine learning algorithms for predictive analytics, improving decision-making processes through automatic insight generation from large datasets without manual intervention. Many low-code platforms now feature AI tools that automatically suggest insights, allowing users to discover patterns and trends they may not have noticed, reducing the need for data scientists and empowering non-technical users. The expansion of AI-driven analytics automation, natural language queries, and predictive modeling is accelerating market growth.

Another significant development is the shift toward cloud-based deployment models, which dominate the market due to their scalability, lower infrastructure costs, ease of integration, and accessibility for businesses of all sizes, especially small and medium enterprises. The rise of composable analytics architecture allows businesses to dynamically build and connect low-code analytics features, enhancing scalability and flexibility. The growing volume of enterprise data and the widespread use of SaaS platforms are further driving the addressable market for low-code platforms.

This report is a detailed and comprehensive analysis for global Low-Code Embedded Analytics 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 Low-Code Embedded Analytics market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Low-Code Embedded Analytics market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Low-Code Embedded Analytics market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Low-Code Embedded Analytics market shares of main players, in revenue (\$ Million), 2021-2026

#### 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 Low-Code Embedded Analytics

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 Low-Code Embedded Analytics 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, Google LLC (Looker), Salesforce (Tableau), Amazon Web Services (Amazon QuickSight), Domo, Inc., TIBCO Software Inc., Sisense Inc., Qlik Sense (QlikTech), GoodData Corporation, Logi Analytics (Insight Software), etc.

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

## Market segmentation

Low-Code Embedded Analytics market is split by Type and by Application. For the period 2021-2032, 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 Platforms

On-Premises Platforms

### Market segment by Offering

Platform / Software

Integration & Implementation Services

Training & Support

### Market segment by AI Feature Maturity

Basic (Natural Language Query)

Intermediate (Automated Insights)

Advanced (Predictive Modeling, Anomaly Detection)

### Market segment by Application

Independent Software Vendors (ISVs)

Enterprise IT / Development Teams

Business Analysts

## Citizen Data Scientists

Market segment by players, this report covers

Microsoft Corporation

Google LLC (Looker)

Salesforce (Tableau)

Amazon Web Services (Amazon QuickSight)

Domo, Inc.

TIBCO Software Inc.

Sisense Inc.

Qlik Sense (QlikTech)

GoodData Corporation

Logi Analytics (Insight Software)

Zoho Analytics

MicroStrategy Incorporated

Infor (Birst)

SAP SE

Oracle Corporation

Yellowfin International Pty Ltd

Dundas Data Visualization (Magnitude)

Izenda, Inc.

Wyn Enterprise (GrapeCity)

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 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 Low-Code Embedded Analytics product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Low-Code Embedded Analytics, with revenue, gross margin, and global market share of Low-Code Embedded Analytics from 2021 to 2026.

Chapter 3, the Low-Code Embedded Analytics 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 2021 to 2032.

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 2021 to 2026. and Low-Code Embedded Analytics market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

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

Chapter 12, the key raw materials and key suppliers, and industry chain of Low-Code Embedded Analytics.

Chapter 13, to describe Low-Code Embedded Analytics research findings and conclusion.

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