

# Global Low-Code Embedded Analytics Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Low-Code Embedded Analytics market size is expected to reach \$ 33295 million by 2032, rising at a market growth of 10.0% CAGR during the forecast period (2026-2032).

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 studies the global Low-Code Embedded Analytics demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Low-Code Embedded Analytics, 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 Low-Code Embedded Analytics that

contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Low-Code Embedded Analytics total market, 2021-2032, (USD Million)

Global Low-Code Embedded Analytics total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Low-Code Embedded Analytics total market, key domestic companies, and share, (USD Million)

Global Low-Code Embedded Analytics revenue by player, revenue and market share 2021-2026, (USD Million)

Global Low-Code Embedded Analytics total market by Type, CAGR, 2021-2032, (USD Million)

Global Low-Code Embedded Analytics total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Low-Code Embedded Analytics 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 Low-Code Embedded Analytics Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Low-Code Embedded Analytics Market, Segmentation by Type:

Cloud-Based Platforms

On-Premises Platforms

#### Global Low-Code Embedded Analytics Market, Segmentation by Offering:

Platform / Software

Integration & Implementation Services

Training & Support

#### Global Low-Code Embedded Analytics Market, Segmentation by AI Feature Maturity:

Basic (Natural Language Query)

Intermediate (Automated Insights)

Advanced (Predictive Modeling, Anomaly Detection)

## Global Low-Code Embedded Analytics Market, Segmentation by Application:

Independent Software Vendors (ISVs)

Enterprise IT / Development Teams

Business Analysts

Citizen Data Scientists

## Companies Profiled:

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)

#### Key Questions Answered

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

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