

Global Predictive Analytics Market 2024 by Company, Regions, Type and Application, Forecast to 2030

<https://marketpublishers.com/r/GB124C1BB106EN.html>

Date: June 2024

Pages: 115

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

ID: GB124C1BB106EN

Abstracts

According to our (Global Info Research) latest study, the global Predictive Analytics market size was valued at USD 5754.7 million in 2023 and is forecast to a readjusted size of USD 12690 million by 2030 with a CAGR of 12.0% during review period.

Predictive analytics is the branch of the advanced analytics which is used to make predictions about unknown future events. Predictive analytics uses many techniques from data mining, statistics, modeling, machine learning, and artificial intelligence to analyze current data to make predictions about future.

The Banking, Financial Services, and Insurance (BFSI) industry vertical is projected to have the largest market share and is expected to lead the market during the forecast period. The financial organizations, through their credit scoring techniques, try to minimize frauds and risks. Predictive analytics introduces the forward-looking perspectives of businesses to its existing processes.

The Global Info Research report includes an overview of the development of the Predictive Analytics industry chain, the market status of Retail and E-commerce (Services, Solutions), Manufacturing (Services, Solutions), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Predictive Analytics.

Regionally, the report analyzes the Predictive Analytics 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 Predictive Analytics market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Predictive Analytics 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 Predictive Analytics 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., Services, Solutions).

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 Predictive Analytics market.

Regional Analysis: The report involves examining the Predictive Analytics 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 Predictive Analytics market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Predictive Analytics:

Company Analysis: Report covers individual Predictive Analytics 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 Predictive Analytics This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Retail and E-commerce, Manufacturing).

Technology Analysis: Report covers specific technologies relevant to Predictive Analytics. It assesses the current state, advancements, and potential future developments in Predictive Analytics areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Predictive Analytics 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

Predictive Analytics 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

Services

Solutions

Market segment by Application

Retail and E-commerce

Manufacturing

Government and Defense

Healthcare and Life Sciences

Energy and Utilities

Telecommunication and IT

Transportation and Logistics

BFSI

Others

Market segment by players, this report covers

IBM

Oracle

SAP

Microsoft

SAS Institute

Fair Isaac

NTT Data

Tableau Software

Tibco Software

Rapidminer

Angoss Software

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 Predictive Analytics product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Predictive Analytics, with revenue, gross margin and global market share of Predictive Analytics from 2019 to 2024.

Chapter 3, the Predictive 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 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 Predictive Analytics 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 Predictive Analytics.

Chapter 13, to describe Predictive Analytics research findings and conclusion.

Contents

1 MARKET OVERVIEW

- 1.1 Product Overview and Scope of Predictive Analytics
- 1.2 Market Estimation Caveats and Base Year
- 1.3 Classification of Predictive Analytics by Type
 - 1.3.1 Overview: Global Predictive Analytics Market Size by Type: 2019 Versus 2023 Versus 2030
 - 1.3.2 Global Predictive Analytics Consumption Value Market Share by Type in 2023
 - 1.3.3 Services
 - 1.3.4 Solutions
- 1.4 Global Predictive Analytics Market by Application
 - 1.4.1 Overview: Global Predictive Analytics Market Size by Application: 2019 Versus 2023 Versus 2030
 - 1.4.2 Retail and E-commerce
 - 1.4.3 Manufacturing
 - 1.4.4 Government and Defense
 - 1.4.5 Healthcare and Life Sciences
 - 1.4.6 Energy and Utilities
 - 1.4.7 Telecommunication and IT
 - 1.4.8 Transportation and Logistics
 - 1.4.9 BFSI
 - 1.4.10 Others
- 1.5 Global Predictive Analytics Market Size & Forecast
- 1.6 Global Predictive Analytics Market Size and Forecast by Region
 - 1.6.1 Global Predictive Analytics Market Size by Region: 2019 VS 2023 VS 2030
 - 1.6.2 Global Predictive Analytics Market Size by Region, (2019-2030)
 - 1.6.3 North America Predictive Analytics Market Size and Prospect (2019-2030)
 - 1.6.4 Europe Predictive Analytics Market Size and Prospect (2019-2030)
 - 1.6.5 Asia-Pacific Predictive Analytics Market Size and Prospect (2019-2030)
 - 1.6.6 South America Predictive Analytics Market Size and Prospect (2019-2030)
 - 1.6.7 Middle East and Africa Predictive Analytics Market Size and Prospect (2019-2030)

2 COMPANY PROFILES

- 2.1 IBM
 - 2.1.1 IBM Details

- 2.1.2 IBM Major Business
- 2.1.3 IBM Predictive Analytics Product and Solutions
- 2.1.4 IBM Predictive Analytics Revenue, Gross Margin and Market Share (2019-2024)
- 2.1.5 IBM Recent Developments and Future Plans
- 2.2 Oracle
 - 2.2.1 Oracle Details
 - 2.2.2 Oracle Major Business
 - 2.2.3 Oracle Predictive Analytics Product and Solutions
 - 2.2.4 Oracle Predictive Analytics Revenue, Gross Margin and Market Share (2019-2024)
 - 2.2.5 Oracle Recent Developments and Future Plans
- 2.3 SAP
 - 2.3.1 SAP Details
 - 2.3.2 SAP Major Business
 - 2.3.3 SAP Predictive Analytics Product and Solutions
 - 2.3.4 SAP Predictive Analytics Revenue, Gross Margin and Market Share (2019-2024)
 - 2.3.5 SAP Recent Developments and Future Plans
- 2.4 Microsoft
 - 2.4.1 Microsoft Details
 - 2.4.2 Microsoft Major Business
 - 2.4.3 Microsoft Predictive Analytics Product and Solutions
 - 2.4.4 Microsoft Predictive Analytics Revenue, Gross Margin and Market Share (2019-2024)
 - 2.4.5 Microsoft Recent Developments and Future Plans
- 2.5 SAS Institute
 - 2.5.1 SAS Institute Details
 - 2.5.2 SAS Institute Major Business
 - 2.5.3 SAS Institute Predictive Analytics Product and Solutions
 - 2.5.4 SAS Institute Predictive Analytics Revenue, Gross Margin and Market Share (2019-2024)
 - 2.5.5 SAS Institute Recent Developments and Future Plans
- 2.6 Fair Isaac
 - 2.6.1 Fair Isaac Details
 - 2.6.2 Fair Isaac Major Business
 - 2.6.3 Fair Isaac Predictive Analytics Product and Solutions
 - 2.6.4 Fair Isaac Predictive Analytics Revenue, Gross Margin and Market Share (2019-2024)
 - 2.6.5 Fair Isaac Recent Developments and Future Plans
- 2.7 NTT Data

- 2.7.1 NTT Data Details
- 2.7.2 NTT Data Major Business
- 2.7.3 NTT Data Predictive Analytics Product and Solutions
- 2.7.4 NTT Data Predictive Analytics Revenue, Gross Margin and Market Share (2019-2024)
- 2.7.5 NTT Data Recent Developments and Future Plans
- 2.8 Tableau Software
 - 2.8.1 Tableau Software Details
 - 2.8.2 Tableau Software Major Business
 - 2.8.3 Tableau Software Predictive Analytics Product and Solutions
 - 2.8.4 Tableau Software Predictive Analytics Revenue, Gross Margin and Market Share (2019-2024)
 - 2.8.5 Tableau Software Recent Developments and Future Plans
- 2.9 Tibco Software
 - 2.9.1 Tibco Software Details
 - 2.9.2 Tibco Software Major Business
 - 2.9.3 Tibco Software Predictive Analytics Product and Solutions
 - 2.9.4 Tibco Software Predictive Analytics Revenue, Gross Margin and Market Share (2019-2024)
 - 2.9.5 Tibco Software Recent Developments and Future Plans
- 2.10 Rapidminer
 - 2.10.1 Rapidminer Details
 - 2.10.2 Rapidminer Major Business
 - 2.10.3 Rapidminer Predictive Analytics Product and Solutions
 - 2.10.4 Rapidminer Predictive Analytics Revenue, Gross Margin and Market Share (2019-2024)
 - 2.10.5 Rapidminer Recent Developments and Future Plans
- 2.11 Angoss Software
 - 2.11.1 Angoss Software Details
 - 2.11.2 Angoss Software Major Business
 - 2.11.3 Angoss Software Predictive Analytics Product and Solutions
 - 2.11.4 Angoss Software Predictive Analytics Revenue, Gross Margin and Market Share (2019-2024)
 - 2.11.5 Angoss Software Recent Developments and Future Plans

3 MARKET COMPETITION, BY PLAYERS

- 3.1 Global Predictive Analytics Revenue and Share by Players (2019-2024)
- 3.2 Market Share Analysis (2023)

- 3.2.1 Market Share of Predictive Analytics by Company Revenue
- 3.2.2 Top 3 Predictive Analytics Players Market Share in 2023
- 3.2.3 Top 6 Predictive Analytics Players Market Share in 2023
- 3.3 Predictive Analytics Market: Overall Company Footprint Analysis
 - 3.3.1 Predictive Analytics Market: Region Footprint
 - 3.3.2 Predictive Analytics Market: Company Product Type Footprint
 - 3.3.3 Predictive Analytics Market: Company Product Application Footprint
- 3.4 New Market Entrants and Barriers to Market Entry
- 3.5 Mergers, Acquisition, Agreements, and Collaborations

4 MARKET SIZE SEGMENT BY TYPE

- 4.1 Global Predictive Analytics Consumption Value and Market Share by Type (2019-2024)
- 4.2 Global Predictive Analytics Market Forecast by Type (2025-2030)

5 MARKET SIZE SEGMENT BY APPLICATION

- 5.1 Global Predictive Analytics Consumption Value Market Share by Application (2019-2024)
- 5.2 Global Predictive Analytics Market Forecast by Application (2025-2030)

6 NORTH AMERICA

- 6.1 North America Predictive Analytics Consumption Value by Type (2019-2030)
- 6.2 North America Predictive Analytics Consumption Value by Application (2019-2030)
- 6.3 North America Predictive Analytics Market Size by Country
 - 6.3.1 North America Predictive Analytics Consumption Value by Country (2019-2030)
 - 6.3.2 United States Predictive Analytics Market Size and Forecast (2019-2030)
 - 6.3.3 Canada Predictive Analytics Market Size and Forecast (2019-2030)
 - 6.3.4 Mexico Predictive Analytics Market Size and Forecast (2019-2030)

7 EUROPE

- 7.1 Europe Predictive Analytics Consumption Value by Type (2019-2030)
- 7.2 Europe Predictive Analytics Consumption Value by Application (2019-2030)
- 7.3 Europe Predictive Analytics Market Size by Country
 - 7.3.1 Europe Predictive Analytics Consumption Value by Country (2019-2030)
 - 7.3.2 Germany Predictive Analytics Market Size and Forecast (2019-2030)

- 7.3.3 France Predictive Analytics Market Size and Forecast (2019-2030)
- 7.3.4 United Kingdom Predictive Analytics Market Size and Forecast (2019-2030)
- 7.3.5 Russia Predictive Analytics Market Size and Forecast (2019-2030)
- 7.3.6 Italy Predictive Analytics Market Size and Forecast (2019-2030)

8 ASIA-PACIFIC

- 8.1 Asia-Pacific Predictive Analytics Consumption Value by Type (2019-2030)
- 8.2 Asia-Pacific Predictive Analytics Consumption Value by Application (2019-2030)
- 8.3 Asia-Pacific Predictive Analytics Market Size by Region
 - 8.3.1 Asia-Pacific Predictive Analytics Consumption Value by Region (2019-2030)
 - 8.3.2 China Predictive Analytics Market Size and Forecast (2019-2030)
 - 8.3.3 Japan Predictive Analytics Market Size and Forecast (2019-2030)
 - 8.3.4 South Korea Predictive Analytics Market Size and Forecast (2019-2030)
 - 8.3.5 India Predictive Analytics Market Size and Forecast (2019-2030)
 - 8.3.6 Southeast Asia Predictive Analytics Market Size and Forecast (2019-2030)
 - 8.3.7 Australia Predictive Analytics Market Size and Forecast (2019-2030)

9 SOUTH AMERICA

- 9.1 South America Predictive Analytics Consumption Value by Type (2019-2030)
- 9.2 South America Predictive Analytics Consumption Value by Application (2019-2030)
- 9.3 South America Predictive Analytics Market Size by Country
 - 9.3.1 South America Predictive Analytics Consumption Value by Country (2019-2030)
 - 9.3.2 Brazil Predictive Analytics Market Size and Forecast (2019-2030)
 - 9.3.3 Argentina Predictive Analytics Market Size and Forecast (2019-2030)

10 MIDDLE EAST & AFRICA

- 10.1 Middle East & Africa Predictive Analytics Consumption Value by Type (2019-2030)
- 10.2 Middle East & Africa Predictive Analytics Consumption Value by Application (2019-2030)
- 10.3 Middle East & Africa Predictive Analytics Market Size by Country
 - 10.3.1 Middle East & Africa Predictive Analytics Consumption Value by Country (2019-2030)
 - 10.3.2 Turkey Predictive Analytics Market Size and Forecast (2019-2030)
 - 10.3.3 Saudi Arabia Predictive Analytics Market Size and Forecast (2019-2030)
 - 10.3.4 UAE Predictive Analytics Market Size and Forecast (2019-2030)

11 MARKET DYNAMICS

- 11.1 Predictive Analytics Market Drivers
- 11.2 Predictive Analytics Market Restraints
- 11.3 Predictive Analytics Trends Analysis
- 11.4 Porters Five Forces Analysis
 - 11.4.1 Threat of New Entrants
 - 11.4.2 Bargaining Power of Suppliers
 - 11.4.3 Bargaining Power of Buyers
 - 11.4.4 Threat of Substitutes
 - 11.4.5 Competitive Rivalry

12 INDUSTRY CHAIN ANALYSIS

- 12.1 Predictive Analytics Industry Chain
- 12.2 Predictive Analytics Upstream Analysis
- 12.3 Predictive Analytics Midstream Analysis
- 12.4 Predictive Analytics Downstream Analysis

13 RESEARCH FINDINGS AND CONCLUSION

14 APPENDIX

- 14.1 Methodology
- 14.2 Research Process and Data Source
- 14.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Predictive Analytics Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Table 2. Global Predictive Analytics Consumption Value by Application, (USD Million), 2019 & 2023 & 2030

Table 3. Global Predictive Analytics Consumption Value by Region (2019-2024) & (USD Million)

Table 4. Global Predictive Analytics Consumption Value by Region (2025-2030) & (USD Million)

Table 5. IBM Company Information, Head Office, and Major Competitors

Table 6. IBM Major Business

Table 7. IBM Predictive Analytics Product and Solutions

Table 8. IBM Predictive Analytics Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 9. IBM Recent Developments and Future Plans

Table 10. Oracle Company Information, Head Office, and Major Competitors

Table 11. Oracle Major Business

Table 12. Oracle Predictive Analytics Product and Solutions

Table 13. Oracle Predictive Analytics Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 14. Oracle Recent Developments and Future Plans

Table 15. SAP Company Information, Head Office, and Major Competitors

Table 16. SAP Major Business

Table 17. SAP Predictive Analytics Product and Solutions

Table 18. SAP Predictive Analytics Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 19. SAP Recent Developments and Future Plans

Table 20. Microsoft Company Information, Head Office, and Major Competitors

Table 21. Microsoft Major Business

Table 22. Microsoft Predictive Analytics Product and Solutions

Table 23. Microsoft Predictive Analytics Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 24. Microsoft Recent Developments and Future Plans

Table 25. SAS Institute Company Information, Head Office, and Major Competitors

Table 26. SAS Institute Major Business

Table 27. SAS Institute Predictive Analytics Product and Solutions

Table 28. SAS Institute Predictive Analytics Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 29. SAS Institute Recent Developments and Future Plans

Table 30. Fair Isaac Company Information, Head Office, and Major Competitors

Table 31. Fair Isaac Major Business

Table 32. Fair Isaac Predictive Analytics Product and Solutions

Table 33. Fair Isaac Predictive Analytics Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 34. Fair Isaac Recent Developments and Future Plans

Table 35. NTT Data Company Information, Head Office, and Major Competitors

Table 36. NTT Data Major Business

Table 37. NTT Data Predictive Analytics Product and Solutions

Table 38. NTT Data Predictive Analytics Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 39. NTT Data Recent Developments and Future Plans

Table 40. Tableau Software Company Information, Head Office, and Major Competitors

Table 41. Tableau Software Major Business

Table 42. Tableau Software Predictive Analytics Product and Solutions

Table 43. Tableau Software Predictive Analytics Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 44. Tableau Software Recent Developments and Future Plans

Table 45. Tibco Software Company Information, Head Office, and Major Competitors

Table 46. Tibco Software Major Business

Table 47. Tibco Software Predictive Analytics Product and Solutions

Table 48. Tibco Software Predictive Analytics Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 49. Tibco Software Recent Developments and Future Plans

Table 50. Rapidminer Company Information, Head Office, and Major Competitors

Table 51. Rapidminer Major Business

Table 52. Rapidminer Predictive Analytics Product and Solutions

Table 53. Rapidminer Predictive Analytics Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 54. Rapidminer Recent Developments and Future Plans

Table 55. Angoss Software Company Information, Head Office, and Major Competitors

Table 56. Angoss Software Major Business

Table 57. Angoss Software Predictive Analytics Product and Solutions

Table 58. Angoss Software Predictive Analytics Revenue (USD Million), Gross Margin and Market Share (2019-2024)

Table 59. Angoss Software Recent Developments and Future Plans

Table 60. Global Predictive Analytics Revenue (USD Million) by Players (2019-2024)

Table 61. Global Predictive Analytics Revenue Share by Players (2019-2024)

Table 62. Breakdown of Predictive Analytics by Company Type (Tier 1, Tier 2, and Tier 3)

Table 63. Market Position of Players in Predictive Analytics, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2023

Table 64. Head Office of Key Predictive Analytics Players

Table 65. Predictive Analytics Market: Company Product Type Footprint

Table 66. Predictive Analytics Market: Company Product Application Footprint

Table 67. Predictive Analytics New Market Entrants and Barriers to Market Entry

Table 68. Predictive Analytics Mergers, Acquisition, Agreements, and Collaborations

Table 69. Global Predictive Analytics Consumption Value (USD Million) by Type (2019-2024)

Table 70. Global Predictive Analytics Consumption Value Share by Type (2019-2024)

Table 71. Global Predictive Analytics Consumption Value Forecast by Type (2025-2030)

Table 72. Global Predictive Analytics Consumption Value by Application (2019-2024)

Table 73. Global Predictive Analytics Consumption Value Forecast by Application (2025-2030)

Table 74. North America Predictive Analytics Consumption Value by Type (2019-2024) & (USD Million)

Table 75. North America Predictive Analytics Consumption Value by Type (2025-2030) & (USD Million)

Table 76. North America Predictive Analytics Consumption Value by Application (2019-2024) & (USD Million)

Table 77. North America Predictive Analytics Consumption Value by Application (2025-2030) & (USD Million)

Table 78. North America Predictive Analytics Consumption Value by Country (2019-2024) & (USD Million)

Table 79. North America Predictive Analytics Consumption Value by Country (2025-2030) & (USD Million)

Table 80. Europe Predictive Analytics Consumption Value by Type (2019-2024) & (USD Million)

Table 81. Europe Predictive Analytics Consumption Value by Type (2025-2030) & (USD Million)

Table 82. Europe Predictive Analytics Consumption Value by Application (2019-2024) & (USD Million)

Table 83. Europe Predictive Analytics Consumption Value by Application (2025-2030) & (USD Million)

Table 84. Europe Predictive Analytics Consumption Value by Country (2019-2024) & (USD Million)

Table 85. Europe Predictive Analytics Consumption Value by Country (2025-2030) & (USD Million)

Table 86. Asia-Pacific Predictive Analytics Consumption Value by Type (2019-2024) & (USD Million)

Table 87. Asia-Pacific Predictive Analytics Consumption Value by Type (2025-2030) & (USD Million)

Table 88. Asia-Pacific Predictive Analytics Consumption Value by Application (2019-2024) & (USD Million)

Table 89. Asia-Pacific Predictive Analytics Consumption Value by Application (2025-2030) & (USD Million)

Table 90. Asia-Pacific Predictive Analytics Consumption Value by Region (2019-2024) & (USD Million)

Table 91. Asia-Pacific Predictive Analytics Consumption Value by Region (2025-2030) & (USD Million)

Table 92. South America Predictive Analytics Consumption Value by Type (2019-2024) & (USD Million)

Table 93. South America Predictive Analytics Consumption Value by Type (2025-2030) & (USD Million)

Table 94. South America Predictive Analytics Consumption Value by Application (2019-2024) & (USD Million)

Table 95. South America Predictive Analytics Consumption Value by Application (2025-2030) & (USD Million)

Table 96. South America Predictive Analytics Consumption Value by Country (2019-2024) & (USD Million)

Table 97. South America Predictive Analytics Consumption Value by Country (2025-2030) & (USD Million)

Table 98. Middle East & Africa Predictive Analytics Consumption Value by Type (2019-2024) & (USD Million)

Table 99. Middle East & Africa Predictive Analytics Consumption Value by Type (2025-2030) & (USD Million)

Table 100. Middle East & Africa Predictive Analytics Consumption Value by Application (2019-2024) & (USD Million)

Table 101. Middle East & Africa Predictive Analytics Consumption Value by Application (2025-2030) & (USD Million)

Table 102. Middle East & Africa Predictive Analytics Consumption Value by Country (2019-2024) & (USD Million)

Table 103. Middle East & Africa Predictive Analytics Consumption Value by Country

(2025-2030) & (USD Million)

Table 104. Predictive Analytics Raw Material

Table 105. Key Suppliers of Predictive Analytics Raw Materials

List Of Figures

LIST OF FIGURES

Figure 1. Predictive Analytics Picture

Figure 2. Global Predictive Analytics Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Figure 3. Global Predictive Analytics Consumption Value Market Share by Type in 2023

Figure 4. Services

Figure 5. Solutions

Figure 6. Global Predictive Analytics Consumption Value by Type, (USD Million), 2019 & 2023 & 2030

Figure 7. Predictive Analytics Consumption Value Market Share by Application in 2023

Figure 8. Retail and E-commerce Picture

Figure 9. Manufacturing Picture

Figure 10. Government and Defense Picture

Figure 11. Healthcare and Life Sciences Picture

Figure 12. Energy and Utilities Picture

Figure 13. Telecommunication and IT Picture

Figure 14. Transportation and Logistics Picture

Figure 15. BFSI Picture

Figure 16. Others Picture

Figure 17. Global Predictive Analytics Consumption Value, (USD Million): 2019 & 2023 & 2030

Figure 18. Global Predictive Analytics Consumption Value and Forecast (2019-2030) & (USD Million)

Figure 19. Global Market Predictive Analytics Consumption Value (USD Million) Comparison by Region (2019 & 2023 & 2030)

Figure 20. Global Predictive Analytics Consumption Value Market Share by Region (2019-2030)

Figure 21. Global Predictive Analytics Consumption Value Market Share by Region in 2023

Figure 22. North America Predictive Analytics Consumption Value (2019-2030) & (USD Million)

Figure 23. Europe Predictive Analytics Consumption Value (2019-2030) & (USD Million)

Figure 24. Asia-Pacific Predictive Analytics Consumption Value (2019-2030) & (USD Million)

Figure 25. South America Predictive Analytics Consumption Value (2019-2030) & (USD Million)

Figure 26. Middle East and Africa Predictive Analytics Consumption Value (2019-2030) & (USD Million)

Figure 27. Global Predictive Analytics Revenue Share by Players in 2023

Figure 28. Predictive Analytics Market Share by Company Type (Tier 1, Tier 2 and Tier 3) in 2023

Figure 29. Global Top 3 Players Predictive Analytics Market Share in 2023

Figure 30. Global Top 6 Players Predictive Analytics Market Share in 2023

Figure 31. Global Predictive Analytics Consumption Value Share by Type (2019-2024)

Figure 32. Global Predictive Analytics Market Share Forecast by Type (2025-2030)

Figure 33. Global Predictive Analytics Consumption Value Share by Application (2019-2024)

Figure 34. Global Predictive Analytics Market Share Forecast by Application (2025-2030)

Figure 35. North America Predictive Analytics Consumption Value Market Share by Type (2019-2030)

Figure 36. North America Predictive Analytics Consumption Value Market Share by Application (2019-2030)

Figure 37. North America Predictive Analytics Consumption Value Market Share by Country (2019-2030)

Figure 38. United States Predictive Analytics Consumption Value (2019-2030) & (USD Million)

Figure 39. Canada Predictive Analytics Consumption Value (2019-2030) & (USD Million)

Figure 40. Mexico Predictive Analytics Consumption Value (2019-2030) & (USD Million)

Figure 41. Europe Predictive Analytics Consumption Value Market Share by Type (2019-2030)

Figure 42. Europe Predictive Analytics Consumption Value Market Share by Application (2019-2030)

Figure 43. Europe Predictive Analytics Consumption Value Market Share by Country (2019-2030)

Figure 44. Germany Predictive Analytics Consumption Value (2019-2030) & (USD Million)

Figure 45. France Predictive Analytics Consumption Value (2019-2030) & (USD Million)

Figure 46. United Kingdom Predictive Analytics Consumption Value (2019-2030) & (USD Million)

Figure 47. Russia Predictive Analytics Consumption Value (2019-2030) & (USD Million)

Figure 48. Italy Predictive Analytics Consumption Value (2019-2030) & (USD Million)

Figure 49. Asia-Pacific Predictive Analytics Consumption Value Market Share by Type (2019-2030)

Figure 50. Asia-Pacific Predictive Analytics Consumption Value Market Share by Application (2019-2030)

Figure 51. Asia-Pacific Predictive Analytics Consumption Value Market Share by Region (2019-2030)

Figure 52. China Predictive Analytics Consumption Value (2019-2030) & (USD Million)

Figure 53. Japan Predictive Analytics Consumption Value (2019-2030) & (USD Million)

Figure 54. South Korea Predictive Analytics Consumption Value (2019-2030) & (USD Million)

Figure 55. India Predictive Analytics Consumption Value (2019-2030) & (USD Million)

Figure 56. Southeast Asia Predictive Analytics Consumption Value (2019-2030) & (USD Million)

Figure 57. Australia Predictive Analytics Consumption Value (2019-2030) & (USD Million)

Figure 58. South America Predictive Analytics Consumption Value Market Share by Type (2019-2030)

Figure 59. South America Predictive Analytics Consumption Value Market Share by Application (2019-2030)

Figure 60. South America Predictive Analytics Consumption Value Market Share by Country (2019-2030)

Figure 61. Brazil Predictive Analytics Consumption Value (2019-2030) & (USD Million)

Figure 62. Argentina Predictive Analytics Consumption Value (2019-2030) & (USD Million)

Figure 63. Middle East and Africa Predictive Analytics Consumption Value Market Share by Type (2019-2030)

Figure 64. Middle East and Africa Predictive Analytics Consumption Value Market Share by Application (2019-2030)

Figure 65. Middle East and Africa Predictive Analytics Consumption Value Market Share by Country (2019-2030)

Figure 66. Turkey Predictive Analytics Consumption Value (2019-2030) & (USD Million)

Figure 67. Saudi Arabia Predictive Analytics Consumption Value (2019-2030) & (USD Million)

Figure 68. UAE Predictive Analytics Consumption Value (2019-2030) & (USD Million)

Figure 69. Predictive Analytics Market Drivers

Figure 70. Predictive Analytics Market Restraints

Figure 71. Predictive Analytics Market Trends

Figure 72. Porters Five Forces Analysis

Figure 73. Manufacturing Cost Structure Analysis of Predictive Analytics in 2023

Figure 74. Manufacturing Process Analysis of Predictive Analytics

Figure 75. Predictive Analytics Industrial Chain

Figure 76. Methodology

Figure 77. Research Process and Data Source

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