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Big Data Analytics in Telecom Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Big Data Analytics In Telecom Market was valued at USD 3.6 billion in 2024 and is estimated to grow at a CAGR of 18.3% to reach USD 19 billion by 2034, driven by the dependency on data to drive business decisions, the demand for real-time analytics is growing. This expansion is fueled by the increasing need for telecom companies to analyze massive amounts of customer and network data to enhance network efficiencies, improve customer experience, and make data-driven strategic decisions. The European Commission’s Digital Decade initiative, aiming to increase digital literacy and connectivity, is also driving the demand for advanced analytics in telecom infrastructure.

As telecom networks expand to accommodate the growing demands of smart cities and the Internet of Things (IoT), the need for predictive and real-time analytics has become increasingly essential. Telecom operators are relying on these advanced analytics to enhance network performance, optimize resource allocation, and ensure seamless user experience across multiple platforms. The ability to predict and address potential service disruptions before they impact customers is a key factor in maintaining a competitive edge in the rapidly evolving telecom landscape. Real-time data analytics allow operators to monitor network traffic, identify issues, and implement corrective measures instantly, ensuring high-quality service delivery and greater customer satisfaction.

In 2024, the solutions segment dominated the market with a 55% share, and it is expected to generate USD 10.5 billion in revenue by 2034. The solutions segment includes data management tools, analytics software, data visualization platforms, and reporting systems, which help telecom operators gain valuable insights from their vast

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data sets. These platforms enable operators to monitor network performance in real-time, predict and prevent network disruptions, and improve customer analytics. The growing adoption of cloud-based analytics solutions further supports this expansion, helping telecom companies reduce operational costs while improving service delivery.

The large enterprises segment accounted for a 78% share in 2024. Major telecom giants leverage big data analytics to handle vast customer bases, manage complex network infrastructures, and deliver superior services. By utilizing predictive analytics, these large companies can anticipate network congestion, outages, or other issues and take proactive measures to avoid service disruptions. This predictive capability, coupled with the ability to analyze large volumes of data in real time, enables telecom operators to make well-informed, data-driven strategic decisions.

U.S. Big Data Analytics in Telecom Market generated USD 900 million in 2024. The U.S. continues to be a dominant player in this space due to its established telecommunications infrastructure and significant investment in data analytics. High data consumption levels by consumers in the U.S. create a strong need for analytics solutions, allowing telecom companies to better understand customer behavior, reduce churn, and personalize services. Telecom operators in the U.S. are leveraging big data analytics to offer tailored service packages, enhance customer satisfaction, and foster loyalty.

Major players in the Big Data Analytics in Telecom Market include Accenture, Amazon Web Services (AWS), ATOS, Alphabet, IBM, Huawei Technologies, Microsoft, Oracle, SAP, and Tencent. To strengthen their market position, companies in big data analytics for the telecom sector are focusing on expanding their service offerings by adopting advanced analytics capabilities. These players are integrating cloud-based analytics solutions to offer scalable, cost-effective services that can handle the growing demand for real-time data processing. They are also leveraging AI and machine learning technologies to deliver more accurate predictive insights, allowing telecom operators to optimize network performance, prevent downtimes, and enhance customer experience. Strategic partnerships with telecom operators are also helping these companies access valuable data, while R&D investments are enabling them to develop innovative solutions that cater to the evolving needs of the telecommunications industry.

Companies Mentioned

Accenture, Alibaba, Alphabet, Altair Engineering, Amazon Web Services (AWS), ATOS SE, Databricks, Hewlett Packard Enterprise Development, Huawei Technologies, IBM,

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Informatica, Infosys, L&T, Microsoft, Oracle, SAP, Snowflake, TATA Consultancy Services, Tencent, Wipro

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12.14 Microsoft
12.15 Oracle
12.16 SAP
12.17 Snowflake
12.18 TATA Consultancy Services
12.19 Tencent
12.20 Wipro

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