

# **Asia Pacific Master Data Management Market Size, Share & Trends Analysis Report By Component (Solution, Services), By Deployment (Cloud, On-premise), By End-use, By Country, And Segment Forecasts, 2025 - 2030**

<https://marketpublishers.com/r/A36687AC8D89EN.html>

Date: November 2024

Pages: 80

Price: US\$ 3,950.00 (Single User License)

ID: A36687AC8D89EN

## **Abstracts**

This report can be delivered to the clients within 5 Business Days

### **Market Size & Trends**

The Asia Pacific master data management market size was valued at USD 7.67 billion in 2024 and is projected to grow at a CAGR of 18.4% from 2025 to 2030. The Asia Pacific region has witnessed significant developments in cloud computing and hybrid IT environments, which has helped drive the demand for master data management (MDM) solutions. These systems can integrate seamlessly with a variety of platforms, enabling businesses and other institutions to ensure streamlined data management processes and better operational efficiency.

Regional enterprises have recognized the importance of MDM in enhancing business operations, thus leveraging upgraded solutions to meet their evolving requirements. Organizations are generating and collecting vast amounts of data from multiple sources, including transactions, customer interactions, and IoT devices, making the management of this data crucial. Companies often have data spread across various systems, applications, and formats, leading to challenges in data integration and consistency. Through proper understanding and analysis of this data by leveraging MDM tools, businesses can improve customer engagement by ensuring personalized marketing campaigns, driving sales.

Master data management solutions enable organizations utilize their data assets across hybrid environments, aiding the generation of real-time insights, enhanced collaboration, and agile response to evolving business demands. They help enterprises in ensuring free flow of information by removing data silos, synchronizing varied data sources, and creating a unified customer, product, and operational view. This improves business intelligence, supports agile decision-making, enables tailored customer experiences, and encourages innovations in product development and marketing, along with supply chain management. Increasing regulations concerning data privacy, such as the Digital Personal Data Protection Act (DPDP) in India and the Personal Information Protection Law (PIPL) in China, have necessitated organizations have robust data management practices in place to ensure compliance. Moreover, accurate master data is crucial to report and audit processes, helping organizations meet regulatory requirements. Companies are focused on ensuring that their master data is accurate and integrated across all platforms and applications, which aids in their digital transformation strategies.

The emergence of artificial intelligence (AI) and machine learning technologies has provided further growth avenues to businesses and solution providers. These tools ensure improvements in data quality, automation of data governance processes, and analysis of data in real-time. AI-enabled data modeling and data profiling significantly elevates the accuracy and consistency of the AI and data assets of an enterprise across its functions. High data volumes make it very hard to spot issues in data quality, making the use of machine learning algorithms essential. They can predict data problems easily and suggest specific actions to correct them, streamlining operations. The integration of MDM with Product Information Management (PIM) enables consistent product information across all systems, which is crucial for organizations that need accurate product data for various business processes. Furthermore, MDM's focus on data governance and quality management complements PIM by ensuring that product data is accurate, complete, and up to date, which is vital for customer trust and compliance.

### Asia Pacific Master Data Management Market Report Segmentation

This report forecasts revenue growth at the regional and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the Asia Pacific master data management market report based on component, deployment, end-use, and country.

### Component Outlook (Revenue, USD Million, 2018 - 2030)

Solution

Services

Consulting

Integration Services

Training and Support

Deployment Outlook (Revenue, USD Million, 2018 - 2030)

Cloud

On-premise

End-use Outlook (Revenue, USD Million, 2018 - 2030)

BFSI

Government

Retail

IT & Telecommunication

Manufacturing

Energy & Utilities

Healthcare

Others

Country Outlook (Revenue, USD Million, 2018 - 2030)

Japan

India

China

Australia

South Korea

New Zealand

Singapore

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