

Audience Analytics Market Size, Share & Trends Analysis Report By Component, By Application, By Enterprise Size, By End-use, By Region (North America, Europe, Asia Pacific, Latin America, Middle East & Africa), And Segment Forecasts, 2025 - 2030

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Abstracts

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

Audience Analytics Market Growth & Trends

The global audience analytics market size is expected to reach USD 9,962.6 million by 2030, registering a CAGR of 12.5% from 2025 to 2030, according to a new report by Grand View Research, Inc. The increasing complexity of consumer behavior across a multitude of digital channels is driving market growth. This complexity has fostered a demand for more sophisticated analytics tools within audience analytics capable of comprehensively aggregating and deciphering diverse data sources. Additionally, the growing emphasis on personalized marketing strategies has significantly influenced the adoption of audience analytics solutions. Tailored and personalized approaches have become essential in engaging consumers effectively.

In terms of technological advancements, the COVID-19 pandemic has accelerated innovation in analytics. There has been a greater focus on AI & ML in analytics tools, allowing businesses to better automate and streamline their analytics processes. There has been an increased use of cloud-based analytics platforms, which can provide businesses with more flexibility and scalability in their analytics capabilities. In 2021, SAS's customers demanded analytics in the cloud. Hence, SAS expanded support for additional cloud providers. In October 2020, Adobe, Microsoft, and C3.ai collaborated to bring advancements in CRM using AI. This integration will enable customers to leverage

the integrated ecosystem's advanced CRM capabilities along with Azure, Microsoft 365, and the Microsoft Power Platform through the joint solution.

Audience Analytics Market Report Highlights

Based on component, the solution segment led the market with the largest revenue share of 65.4% in 2024, due to its widespread adoption across industries. These solutions provide businesses with actionable insights into customer behavior, enabling improved decision-making and strategy formulation.

Based on application, the customer experience segment led the market with the largest revenue share of 40.7% in 2024, due to its critical role in enhancing customer satisfaction and loyalty.

Based on enterprise size, the large-size enterprises segment led the market with the largest revenue share of 55.3% in 2024, due to their substantial resources and extensive customer bases.

Based on end-use, the media and entertainment segment led the market with the largest revenue share of 24.4% in 2024, due to its heavy reliance on understanding viewer preferences and consumption patterns.

North America audience analytics market dominated the market with the largest revenue share of 32.9% in 2024. The North American market is highly developed, owing to the region's technological advancements and strong focus on innovation.

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