

Insights-as-a-Service Market Size, Share, & Trends Analysis Report By Type (Prescriptive Insights, Predictive Insights, Descriptive Insights), By Deployment, By Enterprise Size, By End-use, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

This report can be delivered to the clients within 4 Business Days

Insights-as-a-Service Market Size & Trends

The global insights-as-a-service market size was estimated at USD 5.82 billion in 2024 and is projected to grow at a CAGR of 21.9% from 2025 to 2030. The market growth is primarily driven by the increasing demand for data-driven decision-making across industries. Organizations leverage advanced analytics, artificial intelligence (AI), and machine learning (ML) technologies to extract actionable insights from large volumes of structured and unstructured data. The growing adoption of cloud-based platforms has enabled businesses to access real-time insights without requiring extensive infrastructure investments. In addition, the rise of digital transformation initiatives and the need for personalized customer experiences and operational efficiency have accelerated the adoption of IaaS solutions. Regulatory compliance requirements and the need for a competitive advantage are key factors contributing to market expansion.

The increasing demand for data-driven decision-making drives the growth of the Insights-as-a-Service (IaaS) industry. Organizations leverage insights from vast amounts of structured and unstructured data to inform strategic decisions, optimize processes, and anticipate future trends. This approach has become essential in a competitive landscape where data-driven strategies are critical for achieving sustainable

growth and maintaining market relevance. Integrating advanced analytics, AI, and ML is revolutionizing how businesses process and analyze data. These technologies enable the identification of intricate patterns, automate the generation of insights, and enhance predictive capabilities. As a result, organizations can make informed decisions with greater precision and efficiency.

Cloud-based platforms have further facilitated the adoption of IaaS solutions by providing scalability, flexibility, and cost-efficiency. These platforms eliminate the need for substantial investments in on-premise infrastructure, allowing businesses of all sizes to access advanced analytics capabilities. The ability to obtain real-time insights from anywhere has significantly increased the attractiveness of cloud-enabled solutions. The rise of digital transformation initiatives across industries has amplified the need for insights to streamline operations, improve customer engagement, and foster innovation. In an increasingly digital economy, businesses rely on IaaS solutions to adapt to evolving market dynamics quickly and effectively.

Delivering personalized customer experiences has also become a major driver of IaaS adoption. Businesses are utilizing these solutions to analyze customer behavior, preferences, and feedback in real time, enabling them to tailor offerings and enhance satisfaction in a rapidly changing consumer landscape. Regulatory compliance requirements and the pursuit of competitive advantages are additional factors fueling the market's growth. Robust data analytics capabilities are essential for ensuring compliance with industry regulations, while insights-driven strategies help organizations identify new opportunities and mitigate potential risks.

Global Insights-as-a-Service Market Report Segmentation

This report forecasts revenue growth at global, 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 global insights-as-a-service market report based on type, deployment, enterprise size, end-use, and region:

Type Outlook (Revenue, USD Billion, 2018 - 2030)

Prescriptive Insights

Predictive Insights

Descriptive Insights

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

Private Cloud

Public Cloud

Hybrid Cloud

Enterprise Size Outlook (Revenue, USD Billion, 2018 - 2030)

Large Enterprises

Small and Medium Enterprises (SMEs)

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

BFSI

Healthcare

Retail & E-commerce

IT & Telecom

Media & Entertainment

Manufacturing

Government

Others

Regional Outlook (Revenue, USD Billion, 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Asia Pacific

China

India

Japan

South Korea

Australia

Latin America

Brazil

Middle East & Africa

UAE

Saudi Arabia

South Africa

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