

Augmented Analytics Market Size, Share, Trends and Forecast by Component, Deployment Mode, Organization Size, Industry Vertical, and Region, 2025-2033

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Abstracts

The global augmented analytics market size was valued at USD 15.5 Billion in 2024. Looking forward, IMARC Group estimates the market to reach USD 80.4 Billion by 2033, exhibiting a CAGR of 19.87% during 2025-2033. North America currently dominates the market, holding a significant market share of over 42% in 2024, driven by advanced AI adoption, strong digital infrastructure, and major industry players accelerating growth in augmented analytics solutions.

Augmented analytics refers to the integration of enabling technologies, such as machine learning (ML) and artificial intelligence (AI), to assist with data preparation and insight generation and explanation. It helps understand the way people explore and analyze data in analytics and business intelligence (BI) platforms. It also supports expert and citizen data scientists by automating different aspects of data science, ML, and AI model development, management, and deployment. Nowadays, business users and executives are relying on augmented analytics to obtain value from their datasets quickly without the requirement of deep technical skills or expertise in working with the data.

Augmented Analytics Market Trends:

Due to the global expansion of businesses, organizations are focusing on adopting advanced technologies to digitally transform their processes. As this leads to the generation of modern data, which is complex and difficult to understand and interpret, there is a rise in the demand for augmented analytics to easily find relevant data and

quickly uncover insights. Moreover, marketing and communications agencies are using the analytics to explore the effectiveness of ad campaigns and discover variables hidden in the data. Additionally, travel and hospitality organizations rely on augmented analytics for finding the optimal, personalized offers to upsell or cross-sell customers. This, in confluence with growth in the hospitality sector driven by the efforts undertaken by governments of numerous countries to promote travel and tourism in their countries, is contributing to the growth of the market. Besides this, augmented analytics is gaining traction in areas like patient care, training, operations, and drug research of the healthcare industry. Furthermore, the increasing focus on enhancing staff coordination for improving patient care quality is anticipated to drive the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global augmented analytics market, along with forecast at the global, regional, and country levels from 2025-2033. The market has been categorized based on component, deployment mode, organization size, and industry vertical.

Breakup by Component:

Software

Services

Breakup by Deployment Mode:

On-premises

Cloud-based

Breakup by Organization Size:

Small and Medium-sized Enterprises (SMEs)

Large Enterprises

Breakup by Industry Vertical:

BFSI

Retail

Healthcare and Life Sciences

Telecom and IT

Manufacturing

Government

Transportation and Logistics

Others

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Domo Inc., International Business Machines Corporation, Microsoft Corporation, Oracle Corporation, QlikTech International AB, Salesforce Inc., SAP SE, Sisense Inc., ThoughtSpot Inc., TIBCO Software Inc. and Yellowfin International Pty Ltd (Idera Inc.).

Key Questions Answered in This Report

- 1.How big is the augmented analytics market?
- 2.What is the future outlook of the augmented analytics market?
- 3.What are the key factors driving the augmented analytics market?
- 4.Which region accounts for the largest augmented analytics market share?
- 5.Which are the leading companies in the global augmented analytics market?

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