

# Data Monetization Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global data monetization market size reached US\$ 2.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 8.3 Billion by 2028, exhibiting a growth rate (CAGR) of 19.2% during 2022-2028.

Data monetization refers to the process of identifying, utilizing, and marketing data to generate monetary value. It assists in boosting profitability, reducing operating costs, improving customer experience, and optimizing the use of data, extracting insights for the businesses, customers, and partners. Besides this, data monetization is also used to mitigate risks, create new opportunities for growth and maximize the value of products and services. Consequently, data monetization is gaining immense traction across the globe.

Data monetization is utilized in different organizations for planning, improving collaborations and sharing data amongst internal and external stakeholders. It also plays a vital role in selling services, reducing churn and supporting customer care. Thus, the growing number of business organizations across the globe represents one of the significant factors bolstering the market growth. Besides this, data monetization offers numerous commercial opportunities for business intelligence support, including mobile marketing. Additionally, the introduction of advanced technologies, such as the Internet of Things (IoT), artificial intelligence (AI) and big data, have encouraged companies from different industry verticals to focus on data monetization. Other factors contributing to an increase in the adoption of data monetization include the rising shift towards cloud and cloud-based technology solutions on account of the huge computing and storage power over the physical storage mediums. Apart from this, the rising enterprise data volume, in confluence with the growing awareness about data monetization around the world, is anticipated to fuel the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global data monetization market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on method, organization size and end use.

Breakup by Method:

Data as a Service

Insight as a Service

Analytics-enabled Platform as a Service

Embedded Analytics

Breakup by Organization Size:

Large Enterprises

Small and Medium Enterprises

Breakup by End Use:

BFSI

E-commerce and Retail

IT and Telecommunications

Manufacturing

Healthcare

Energy and Utilities

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 1010DATA (Advance Communication Corp.), Accenture Plc, Aداstra Corporation, Comviva (Tech Mahindra), Infosys Limited, International Business Machines Corporation, Monetize Solutions Inc., Optiva Inc., Paxata Inc. (Datarobot Inc.), Reltio, SAP SE, Thales Group and TIBCO Software Inc.

Key Questions Answered in This Report

1. What was the size of the global data monetization market in 2022?
2. What is the expected growth rate of the global data monetization market during 2023-2028?
3. What has been the impact of COVID-19 on the global data monetization market?
4. What are the key factors driving the global data monetization market?
5. What is the breakup of the global data monetization market based on the method?
6. What is the breakup of the global data monetization market based on the organization size?
7. What is the breakup of the global data monetization market based on the end use?
8. What are the key regions in the global data monetization market?
9. Who are the key players/companies in the global data monetization market?

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