

Data Preparation Market Report by Platform (Self-Service, Data Integration), Tools (Data Collection, Data Cataloguing, Data Quality, Data Governance, Data Ingestion, Data Curation), Deployment Model (Onpremises, Cloud-based), Enterprise Size (Small and Medium-sized Enterprises (SMEs), Large Enterprises), End User (BFSI, Healthcare, Retail and E-Commerce, Manufacturing, Energy and Utilities, IT and Telecommunication, Transportation, and Others), and Region 2024-2032

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Abstracts

The global data preparation market size reached US\$ 5.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 24.2 Billion by 2032, exhibiting a growth rate (CAGR) of 17.3% during 2024-2032.

Data preparation refers to the process of exploring, combining, organizing, and structuring raw data into curated datasheets. It is mainly used for self-service data integration, science and discovery, and business purposes. It provides consistent and high-quality data to organizations for maximizing their intelligence potential. It assists in standardizing data formats, enriching source data, and removing outliers. As it also aids in making better business decisions, improving data quality, and fixing errors, it finds extensive applications during mergers and acquisitions (M&A) activities worldwide.

Data Preparation Market Trends:



Presently, there is a considerable rise in the volume of data generated by different organizations. This, in confluence with the growing need for profound insights and analysis of consumer behavior and their preferences in real-time, represents one of the key factors catalyzing the demand for data analytics software around the world. Data preparation ensures easy interchangeability, collaboration, and profiling of data. Moreover, as it empowers exploratory analytics, increases analyst productivity, and improves organizational data usage, its application is increasing, especially among telecom, information technology (IT) and retail sectors. Apart from this, the rapid adoption of automation and cloud technologies in enterprises is also contributing to market growth. Furthermore, leading market players are integrating advanced technologies, such as artificial intelligence (AI) and machine learning (ML), with data preparation to read, interpret, and flatten complex data structures. They are also focusing on establishing standards and guidelines for security and their ability to track data lineage and usage, which is creating a favorable market outlook. Besides this, the spread of coronavirus disease (COVID-19) is positively influencing the demand for data preparation software to maintain large datasheets of previous trials and track records of affected patients.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global data preparation market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on platform, tools, deployment model, enterprise size and end user.

Breakup by Platform:

Self-Service

Data Integration

Breakup by Tools:

Data Collection

Data Cataloguing

Data Quality



Data Governance		
Data Ingestion		
Data Curation		
Breakup by Deployment Model:		
On-premises		
Cloud-based		
Breakup by Enterprise Size:		
Small and Medium-sized Enterprises (SMEs)		
Large Enterprises		
Breakup by End User:		
BFSI		
Healthcare		
Retail and E-Commerce		
Manufacturing		
Energy and Utilities		
IT and Telecommunication		
Transportation		
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		



Oth	ners		
Lati	in America		
Bra	ızil		
Mex	xico		
Oth	ners		
Mid	ddle East and Africa		
Competitive	e Landscape:		
The competitive landscape of the industry has also been examined along with the profiles of the key players being Altair Engineering Inc., Alteryx Inc., Informatica, International Business Machines Corporation, Microsoft Corporation, MicroStrategy Incorporated, Oracle Corporation, Qlik, SAP SE, SAS Institute Inc., Tableau Software LLC (Salesforce.com Inc.) and TIBCO Software Inc.			
Key Questions Answered in This Report			
How big is the global data preparation market?			
2. What is the expected growth rate of the global data preparation market during 2024-2032?			
3. What are	e the key factors driving the global data preparation market?		
4. What has been the impact of COVID-19 on the global data preparation market?			
5. What is the breakup of the global data preparation market based on the platform?			
6. What is the breakup of the global data preparation market based on the tools?			
7. What is the breakup of the global data preparation market based on the deployment			

model?



- 8. What is the breakup of the global data preparation market based on the enterprise size?
- 9. What is the breakup of the global data preparation market based on the end user?
- 10. What are the key regions in the global data preparation market?
- 11. Who are the key players/companies in the global data preparation market?



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