

Data Visualization Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global data visualization market reached a value of US\$ 3.24 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 5.50 Billion by 2027, exhibiting a CAGR of 9.35% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use industries. These insights are included in the report as a major market contributor.

Data visualization refers to the representation of data or information through graphs, maps, charts and other visual tools. It involves the use of dashboards, scorecards, analytics, big data and business intelligence (BI) solutions to identify various trends and patterns. Data visualization aids in analyzing web traffic, optimizing marketing campaigns, processing healthcare data and monitoring financial trends to extract meaningful insights for improved decision making. The tools provide standardized visualization ability that are used for identifying customer preferences and maintaining the demand and supply of existing and new products. As a result, it finds extensive applications across various industries, including banking, financial services and insurance (BFSI), information technology (IT), telecommunication, retail, education and manufacturing.

Data Visualization Market Trends:

The increasing adoption of visualization platforms for software advisory and predictive analysis is one of the key factors driving the growth of the market. Moreover, the increasing organizational demand for interactive and simplified projection of data is providing a thrust to the market growth. Medium and large-scale enterprises are extensively utilizing data visualization systems through smartphones, desktop, tablets

and web-based applications for generating customized reports and graphical representation of the data. In line with this, the increasing requirement for interactive dashboards based on unstructured data obtained from social media platforms, email service providers and smart devices is also contributing to the growth of the market. Additionally, various technological advancements, such as the integration of connected devices with artificial intelligence (AI), cloud computing and virtual reality (VR) solutions, are acting as other growth-inducing factors. Organizations use these technologies for cost-effective and scalable data analysis and identifying key performance indicators (KPIs) through BI. Other factors, including the increasing adoption of data visualization tools in the retail industry, along with significant improvements in the IT infrastructure across the globe, are anticipated to drive the market toward growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global data visualization market, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on component, organizational department, deployment mode, enterprise size and end user.

Breakup by Component:

- Software
- Services

Breakup by Organizational Department:

- Sales
- Marketing
- Finance
- Operations
- Executive Management
- Others

Breakup by Deployment Mode:

- On-premises
- Cloud-based

Breakup by Enterprise Size:

Small Enterprises
Medium Enterprises
Large Enterprises

Breakup by End User:

BFSI
Education
IT and Telecommunication
Retail and E-Commerce
Manufacturing
Government
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 Alteryx Inc., Domo Inc., Dundas Data Visualization Inc., Hitachi Ltd., InetSoft Technology Corp., International Business Machines Corporation, Microsoft Corporation, MicroStrategy Incorporated, Oracle Corporation, Salesforce.com Inc., SAP SE, SAS Institute Inc. and TIBCO Software Inc.

Key Questions Answered in This Report:

How has the global data visualization market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global data visualization market?

What are the key regional markets?

What is the breakup of the market based on the component?

What is the breakup of the market based on the organizational department?

What is the breakup of the market based on the deployment mode?

What is the breakup of the market based on the enterprise size?

What is the breakup of the market based on the end user?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global data visualization market and who are the key players?

What is the degree of competition in the industry?

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