

In-Memory Analytics Market Report by Application (Customer Experience Management, Design and Innovation, Operation Optimization, Marketing Management, Real-Time Analysis and Decision-making, and Others), Organization Size (Small and Medium Enterprises, Large Enterprises), Vertical (BFSI, Retail and E-commerce, Government and Defense, Healthcare, Manufacturing, IT and Telecommunication, and Others), and Region 2024-2032

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Abstracts

The global in-memory analytics market size reached US\$ 5.7 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 36.7 Billion by 2032, exhibiting a growth rate (CAGR) of 22.3% during 2024-2032.

In-memory analytics query data in random access memory (RAM) can be used by multiple users across different applications rapidly, securely, and concurrently. It provides deep insights with speed and precision, resulting in informed and proactive decisions. It also increases revenue, manages risks, and assists in new product or service innovation. Consequently, organizations worldwide are adopting in-memory analytics as it helps them minimize the time spent on query analysis, cube building, aggregate table designing, and other time-consuming tasks. It further enables them to simplify access to data sources, deliver immediate actions and responses, and meet evolving consumer demands.

In-Memory Analytics Market Trends:

A considerable rise in the adoption of digital technology to transform services or businesses is resulting in a massive proliferation of data in databases. This acts as a primary factor promoting the need for in-memory analytics for fast access to information and easy analysis. Moreover, it is a cost-effective alternative to data warehouses for small and medium-sized enterprises (SMEs) that lack the expertise and resources to construct a data warehouse. In-memory analytics provides the ability to analyze data of varied sizes and complexities with unprecedented speed at an affordable cost. Apart from this, the growing utilization of online banking services is positively influencing the application of in-memory analytics in the banking, financial services, and insurance (BFSI) sector worldwide for risk and transaction management and detection of fraud payments. Furthermore, it is utilized in applications involving geographic information system (GIS) processing. The widespread use of GIS processing for real-time directions on traffic congestion, recommended routes, and traffic hazards in the logistics and transportation industry is anticipated to drive the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global in-memory analytics market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on application, organization size and vertical.

Breakup by Application:

Customer Experience Management

Design and Innovation

Operation Optimization

Marketing Management

Real-Time Analysis and Decision-making

Others

Breakup by Organization Size:

Small and Medium Enterprises

Large Enterprises

Breakup by Vertical:

BFSI

Retail and E-commerce

Government and Defense

Healthcare

Manufacturing

IT and Telecommunication

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

In-Memory Analytics Market Report by Application (Customer Experience Management, Design and Innovation, Opera...

profiles of the key players being ActiveViam, Amazon Web Services Inc., Hitachi Ltd., Information Builders Inc. (Tibco Software Inc.), International Business Machines Corporation, Kognitio Ltd, Microstrategy Incorporated, Oracle Corporation, Qlik Technologies, SAP SE, SAS Institute Inc. and Software AG.

Key Questions Answered in This Report:

How has the global in-memory analytics market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global in-memory analytics market?

What are the key regional markets?

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

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

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

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 in-memory analytics market and who are the key players?

What is the degree of competition in the industry?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL IN-MEMORY ANALYTICS MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY APPLICATION

- 6.1 Customer Experience Management
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Design and Innovation
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Operation Optimization

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Marketing Management
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast
- 6.5 Real-Time Analysis and Decision-making
 - 6.5.1 Market Trends
 - 6.5.2 Market Forecast
- 6.6 Others
 - 6.6.1 Market Trends
 - 6.6.2 Market Forecast

7 MARKET BREAKUP BY ORGANIZATION SIZE

- 7.1 Small and Medium Enterprises
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Large Enterprises
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast

8 MARKET BREAKUP BY VERTICAL

- 8.1 BFSI
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Retail and E-commerce
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 Government and Defense
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast
- 8.4 Healthcare
 - 8.4.1 Market Trends
 - 8.4.2 Market Forecast
- 8.5 Manufacturing
 - 8.5.1 Market Trends
 - 8.5.2 Market Forecast
- 8.6 IT and Telecommunication

- 8.6.1 Market Trends
- 8.6.2 Market Forecast
- 8.7 Others
 - 8.7.1 Market Trends
 - 8.7.2 Market Forecast

9 MARKET BREAKUP BY REGION

- 9.1 North America
 - 9.1.1 United States
 - 9.1.1.1 Market Trends
 - 9.1.1.2 Market Forecast
 - 9.1.2 Canada
 - 9.1.2.1 Market Trends
 - 9.1.2.2 Market Forecast
- 9.2 Asia-Pacific
 - 9.2.1 China
 - 9.2.1.1 Market Trends
 - 9.2.1.2 Market Forecast
 - 9.2.2 Japan
 - 9.2.2.1 Market Trends
 - 9.2.2.2 Market Forecast
 - 9.2.3 India
 - 9.2.3.1 Market Trends
 - 9.2.3.2 Market Forecast
 - 9.2.4 South Korea
 - 9.2.4.1 Market Trends
 - 9.2.4.2 Market Forecast
 - 9.2.5 Australia
 - 9.2.5.1 Market Trends
 - 9.2.5.2 Market Forecast
 - 9.2.6 Indonesia
 - 9.2.6.1 Market Trends
 - 9.2.6.2 Market Forecast
 - 9.2.7 Others
 - 9.2.7.1 Market Trends
 - 9.2.7.2 Market Forecast
- 9.3 Europe
 - 9.3.1 Germany

- 9.3.1.1 Market Trends
- 9.3.1.2 Market Forecast
- 9.3.2 France
 - 9.3.2.1 Market Trends
 - 9.3.2.2 Market Forecast
- 9.3.3 United Kingdom
 - 9.3.3.1 Market Trends
 - 9.3.3.2 Market Forecast
- 9.3.4 Italy
 - 9.3.4.1 Market Trends
 - 9.3.4.2 Market Forecast
- 9.3.5 Spain
 - 9.3.5.1 Market Trends
 - 9.3.5.2 Market Forecast
- 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
- 9.3.7 Others
 - 9.3.7.1 Market Trends
 - 9.3.7.2 Market Forecast
- 9.4 Latin America
 - 9.4.1 Brazil
 - 9.4.1.1 Market Trends
 - 9.4.1.2 Market Forecast
 - 9.4.2 Mexico
 - 9.4.2.1 Market Trends
 - 9.4.2.2 Market Forecast
 - 9.4.3 Others
 - 9.4.3.1 Market Trends
 - 9.4.3.2 Market Forecast
- 9.5 Middle East and Africa
 - 9.5.1 Market Trends
 - 9.5.2 Market Breakup by Country
 - 9.5.3 Market Forecast

10 SWOT ANALYSIS

- 10.1 Overview
- 10.2 Strengths

10.3 Weaknesses

10.4 Opportunities

10.5 Threats

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

12.1 Overview

12.2 Bargaining Power of Buyers

12.3 Bargaining Power of Suppliers

12.4 Degree of Competition

12.5 Threat of New Entrants

12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

14.1 Market Structure

14.2 Key Players

14.3 Profiles of Key Players

14.3.1 ActiveViam

14.3.1.1 Company Overview

14.3.1.2 Product Portfolio

14.3.2 Amazon Web Services Inc.

14.3.2.1 Company Overview

14.3.2.2 Product Portfolio

14.3.2.3 Financials

14.3.2.4 SWOT Analysis

14.3.3 Hitachi Ltd.

14.3.3.1 Company Overview

14.3.3.2 Product Portfolio

14.3.3.3 Financials

14.3.3.4 SWOT Analysis

14.3.4 Information Builders Inc. (Tibco Software Inc.)

14.3.4.1 Company Overview

14.3.4.2 Product Portfolio

14.3.5 International Business Machines Corporation

- 14.3.5.1 Company Overview
- 14.3.5.2 Product Portfolio
- 14.3.5.3 Financials
- 14.3.5.4 SWOT Analysis
- 14.3.6 Kognitio Ltd
 - 14.3.6.1 Company Overview
 - 14.3.6.2 Product Portfolio
- 14.3.7 Microstrategy Incorporated
 - 14.3.7.1 Company Overview
 - 14.3.7.2 Product Portfolio
 - 14.3.7.3 Financials
 - 14.3.7.4 SWOT Analysis
- 14.3.8 Oracle Corporation
 - 14.3.8.1 Company Overview
 - 14.3.8.2 Product Portfolio
 - 14.3.8.3 Financials
 - 14.3.8.4 SWOT Analysis
- 14.3.9 Qlik Technologies
 - 14.3.9.1 Company Overview
 - 14.3.9.2 Product Portfolio
- 14.3.10 SAP SE
 - 14.3.10.1 Company Overview
 - 14.3.10.2 Product Portfolio
 - 14.3.10.3 Financials
 - 14.3.10.4 SWOT Analysis
- 14.3.11 SAS Institute Inc.
 - 14.3.11.1 Company Overview
 - 14.3.11.2 Product Portfolio
 - 14.3.11.3 SWOT Analysis
- 14.3.12 Software AG
 - 14.3.12.1 Company Overview
 - 14.3.12.2 Product Portfolio
 - 14.3.12.3 Financials

List Of Tables

LIST OF TABLES

Table 1: Global: In-Memory Analytics Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: In-Memory Analytics Market Forecast: Breakup by Application (in Million US\$), 2024-2032

Table 3: Global: In-Memory Analytics Market Forecast: Breakup by Organization Size (in Million US\$), 2024-2032

Table 4: Global: In-Memory Analytics Market Forecast: Breakup by Vertical (in Million US\$), 2024-2032

Table 5: Global: In-Memory Analytics Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 6: Global: In-Memory Analytics Market: Competitive Structure

Table 7: Global: In-Memory Analytics Market: Key Players

List Of Figures

LIST OF FIGURES

- Figure 1: Global: In-Memory Analytics Market: Major Drivers and Challenges
- Figure 2: Global: In-Memory Analytics Market: Sales Value (in Billion US\$), 2018-2023
- Figure 3: Global: In-Memory Analytics Market Forecast: Sales Value (in Billion US\$), 2024-2032
- Figure 4: Global: In-Memory Analytics Market: Breakup by Application (in %), 2023
- Figure 5: Global: In-Memory Analytics Market: Breakup by Organization Size (in %), 2023
- Figure 6: Global: In-Memory Analytics Market: Breakup by Vertical (in %), 2023
- Figure 7: Global: In-Memory Analytics Market: Breakup by Region (in %), 2023
- Figure 8: Global: In-Memory Analytics (Customer Experience Management) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 9: Global: In-Memory Analytics (Customer Experience Management) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 10: Global: In-Memory Analytics (Design and Innovation) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 11: Global: In-Memory Analytics (Design and Innovation) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 12: Global: In-Memory Analytics (Operation Optimization) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 13: Global: In-Memory Analytics (Operation Optimization) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 14: Global: In-Memory Analytics (Marketing Management) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 15: Global: In-Memory Analytics (Marketing Management) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 16: Global: In-Memory Analytics (Real-Time Analysis and Decision-making) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 17: Global: In-Memory Analytics (Real-Time Analysis and Decision-making) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 18: Global: In-Memory Analytics (Other Applications) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 19: Global: In-Memory Analytics (Other Applications) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 20: Global: In-Memory Analytics (Small and Medium Enterprises) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 21: Global: In-Memory Analytics (Small and Medium Enterprises) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 22: Global: In-Memory Analytics (Large Enterprises) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 23: Global: In-Memory Analytics (Large Enterprises) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 24: Global: In-Memory Analytics (BFSI) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 25: Global: In-Memory Analytics (BFSI) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 26: Global: In-Memory Analytics (Retail and E-commerce) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 27: Global: In-Memory Analytics (Retail and E-commerce) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 28: Global: In-Memory Analytics (Government and Defense) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 29: Global: In-Memory Analytics (Government and Defense) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 30: Global: In-Memory Analytics (Healthcare) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 31: Global: In-Memory Analytics (Healthcare) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 32: Global: In-Memory Analytics (Manufacturing) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 33: Global: In-Memory Analytics (Manufacturing) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 34: Global: In-Memory Analytics (IT and Telecommunication) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 35: Global: In-Memory Analytics (IT and Telecommunication) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 36: Global: In-Memory Analytics (Other Verticals) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 37: Global: In-Memory Analytics (Other Verticals) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 38: North America: In-Memory Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 39: North America: In-Memory Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 40: United States: In-Memory Analytics Market: Sales Value (in Million US\$),

2018 & 2023

Figure 41: United States: In-Memory Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 42: Canada: In-Memory Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 43: Canada: In-Memory Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 44: Asia-Pacific: In-Memory Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 45: Asia-Pacific: In-Memory Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 46: China: In-Memory Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 47: China: In-Memory Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 48: Japan: In-Memory Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 49: Japan: In-Memory Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 50: India: In-Memory Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 51: India: In-Memory Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 52: South Korea: In-Memory Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 53: South Korea: In-Memory Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 54: Australia: In-Memory Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 55: Australia: In-Memory Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 56: Indonesia: In-Memory Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 57: Indonesia: In-Memory Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 58: Others: In-Memory Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 59: Others: In-Memory Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 60: Europe: In-Memory Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 61: Europe: In-Memory Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 62: Germany: In-Memory Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 63: Germany: In-Memory Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 64: France: In-Memory Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 65: France: In-Memory Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 66: United Kingdom: In-Memory Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 67: United Kingdom: In-Memory Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 68: Italy: In-Memory Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 69: Italy: In-Memory Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 70: Spain: In-Memory Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 71: Spain: In-Memory Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 72: Russia: In-Memory Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 73: Russia: In-Memory Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 74: Others: In-Memory Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 75: Others: In-Memory Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 76: Latin America: In-Memory Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 77: Latin America: In-Memory Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 78: Brazil: In-Memory Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 79: Brazil: In-Memory Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 80: Mexico: In-Memory Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 81: Mexico: In-Memory Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 82: Others: In-Memory Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 83: Others: In-Memory Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 84: Middle East and Africa: In-Memory Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 85: Middle East and Africa: In-Memory Analytics Market: Breakup by Country (in %), 2023

Figure 86: Middle East and Africa: In-Memory Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 87: Global: In-Memory Analytics Industry: SWOT Analysis

Figure 88: Global: In-Memory Analytics Industry: Value Chain Analysis

Figure 89: Global: In-Memory Analytics Industry: Porter's Five Forces Analysis

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