

Management Decision Market Report by Component (Software, Services), Deployment Mode (On-premises, Cloud-based), Function (Credit Risk Management, Collection Management, Customer Experience Management, Fraud Detection Management, Pricing Optimization, and Others), Organization Size (Small and Medium-sized Enterprises, Large Enterprises), Industry Vertical (BFSI, Manufacturing, Retail and E-Commerce, IT and Telecom, Healthcare, Government, and Others), and Region 2024-2032

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Abstracts

The global management decision market size reached US\$ 6.7 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 17.4 Billion by 2032, exhibiting a growth rate (CAGR) of 10.9% during 2024-2032.

Management decision is the process of streamlining and improving data-driven decisions of the organization by applying various tools, such as business intelligence (BI), artificial intelligence (AI) and advanced analytics. It is utilized by business managers to ensure optimal growth, consistency, precision and enhanced control over the decision strategies. It involves collecting, filtering, analyzing, processing and formulating the data and information and choosing the best alternative. Management decision aids in strengthening the organization, providing additional alternatives, generating information, improving acceptance and commitment. It is widely used across various industries, such as healthcare, retail, manufacturing, information technology (IT), telecommunication and banking, financial services and insurance (BFSI).

Management Decision Market Trends:

Significant growth in the BFSI industry across the globe is one of the key factors creating a positive outlook for the market. Management decision solutions are widely used by banks and other financial institutions for performing repetitive operations, such as critical credit, insurance claim and fraud detection management. Moreover, the widespread adoption of analysis-based digital decision services and solutions across departments and organizations for enhanced consistency, efficiency, productivity and transparency is providing a thrust to the market growth. Various technological advancements, such as the integration of big data, predictive analytics and business rules management solutions, are acting as other growth-inducing factors. These technologies are widely used for the processing and utilization of large amounts of data in real-time and the implementation of more accurate decisions. In line with this, the integration of artificial intelligence (AI) with multiple management decision solutions to analyze and provide critical insights, relevant information and automate processes are positively impacting the market growth. Other factors, including the rapid digitization of banking processes, along with the increasing number of small and medium-sized enterprises (SMEs), 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 management decision market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on component, deployment mode, function, organization size and industry vertical.

Breakup by Component:

Software

Services

Breakup by Deployment Mode:

On-premises

Cloud-based

Breakup by Function:

- Credit Risk Management
- Collection Management
- Customer Experience Management
- Fraud Detection Management
- Pricing Optimization
- Others

Breakup by Organization Size:

- Small and Medium-sized Enterprises
- Large Enterprises

Breakup by Industry Vertical:

- BFSI
- Manufacturing
- Retail and E-Commerce
- IT and Telecom
- Healthcare
- 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 ACTICO GmbH, Equifax Inc., Experian Information Solutions Inc. (Experian plc), Fair Isaac Corporation, International Business Machines Corporation, Oracle Corporation, Pegasystems Inc., Salesforce.com Inc., SAP SE, Sapiens International Corporation, SAS Institute Inc. and TIBCO Software Inc.

Key Questions Answered in This Report

1. What was the size of the global management decision market in 2023?
2. What is the expected growth rate of the global management decision market during 2024-2032?
3. What has been the impact of COVID-19 on the global management decision market?
4. What are the key factors driving the global management decision market?
5. What is the breakup of the global management decision market based on the component?
6. What is the breakup of the global management decision market based on the deployment mode?

7. What is the breakup of the global management decision market based on the function?
8. What is the breakup of the global management decision market based on the organization size?
9. What is the breakup of the global management decision market based on the industry vertical?
10. What are the key regions in the global management decision market?
11. Who are the key players/companies in the global management decision market?

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