

# Streaming Analytics Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

<https://marketpublishers.com/r/SA5E23B5FD5BEN.html>

Date: August 2022

Pages: 147

Price: US\$ 2,499.00 (Single User License)

ID: SA5E23B5FD5BEN

## Abstracts

The global streaming analytics market reached a value of US\$ 8.79 Billion in 2021. Looking forward, IMARC Group expects the market to reach a value of US\$ 42.62 Billion by 2027, exhibiting a CAGR of 27.50% 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.

Streaming analytics helps in processing and analyzing data records, such as telemetry from connected devices, logs files generated by customers using web applications, e-commerce transactions, and information from social networks or geospatial services. It also aids businesses in managing their key performance indicators (KPIs) daily. Besides this, it assists in preventing or reducing security breaches, manufacturing issues, customer churn, stock exchange meltdowns, and social media crises.

### Streaming Analytics Market Trends:

There is currently a rise in the adoption of streaming analytics in businesses of different industry verticals, such as retail, media and entertainment, manufacturing, healthcare, and banking, financial services and insurance (BFSI). This, in confluence with rapid digitalization across the globe, represents one of the key factors impelling the growth of the market. Moreover, as businesses can gain a competitive advantage over their competitors by streaming data to identify trends and set benchmarks more rapidly, there is an increase in the usage of streaming analytics worldwide. Apart from this, it is used to tap into streams of global positional system (GPS) data from cars, aggregate data and merge it in real-time with the location information of users. It is also utilized in cybersecurity to automate detection and response to a threat. This, coupled with the

increasing number of fraud cases, is catalyzing the demand for streaming analytics solutions around the world. Furthermore, there is an increase in the integration of technologies like the internet of things (IoT), artificial intelligence (AI), and cloud computing in streaming analytics, which is driving the market. Besides this, the rising awareness about the advantages of streaming analytics among small and medium enterprises (SMEs) is projected to fuel the growth of the market.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global streaming analytics market, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on component, deployment mode, organization size, application and industry vertical.

#### Breakup by Component:

- Software
- Service

#### Breakup by Deployment Mode:

- Cloud-based
- On-premises

#### Breakup by Organization Size:

- Large Enterprises
- Small and Medium-sized Enterprises

#### Breakup by Application:

- Fraud Detection
- Predictive Asset Management
- Risk Management
- Network Management and Optimization
- Sales and Marketing
- Supply Chain Management
- Location Intelligence
- Others

**Breakup by Industry Vertical:**

IT and Telecom  
BFSI  
Manufacturing  
Government  
Retail and E-Commerce  
Media and Entertainment  
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 Cloudera Inc., Conviva Inc., Gathr, Google LLC, International Business Machines Corporation, Microsoft Corporation, Oracle Corporation, SAP SE, SAS Institute Inc., Software AG, SQLstream (Guavus Inc.), Striim Inc. and TIBCO Software Inc.

### Key Questions Answered in This Report:

How has the global streaming 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 streaming analytics 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 deployment mode?

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

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

What is the breakup of the market based on the industry 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 streaming analytics market and who are the key players?

What is the degree of competition in the industry?

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