

Streaming Analytics Market Report by Component (Software, Service), Deployment Mode (Cloud-based, On-premises), Organization Size (Large Enterprises, Small and Medium-sized Enterprises), Application (Fraud Detection, Predictive Asset Management, Risk Management, Network Management and Optimization, Sales and Marketing, Supply Chain Management, Location Intelligence, and Others), Industry Vertical (IT and Telecom, BFSI, Manufacturing, Government, Retail and E-Commerce, Media and Entertainment, Healthcare, Energy and Utilities, and Others), and Region 2024-2032

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Abstracts

The global streaming analytics market size reached US\$ 14.6 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 99.8 Billion by 2032, exhibiting a growth rate (CAGR) of 23.3% during 2024-2032.

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 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, 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

1. What was the size of the global streaming analytics market in 2023?
2. What is the expected growth rate of the global streaming analytics market during 2024-2032?
3. What has been the impact of COVID-19 on the global streaming analytics market?
4. What are the key factors driving the global streaming analytics market?

5. What is the breakup of the global streaming analytics market based on the component?
6. What is the breakup of the global streaming analytics market based on the deployment type?
7. What is the breakup of the global streaming analytics market based on the organization size?
8. What is the breakup of the global streaming analytics market based on the industry vertical?
9. What are the key regions in the global streaming analytics market?
10. Who are the key players/companies in the global streaming analytics market?

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 STREAMING ANALYTICS MARKET

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

6 MARKET BREAKUP BY COMPONENT

- 6.1 Software
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Service
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY DEPLOYMENT MODE

7.1 Cloud-based

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 On-premises

7.2.1 Market Trends

7.2.2 Market Forecast

8 MARKET BREAKUP BY ORGANIZATION SIZE

8.1 Large Enterprises

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Small and Medium-sized Enterprises

8.2.1 Market Trends

8.2.2 Market Forecast

9 MARKET BREAKUP BY APPLICATION

9.1 Fraud Detection

9.1.1 Market Trends

9.1.2 Market Forecast

9.2 Predictive Asset Management

9.2.1 Market Trends

9.2.2 Market Forecast

9.3 Risk Management

9.3.1 Market Trends

9.3.2 Market Forecast

9.4 Network Management and Optimization

9.4.1 Market Trends

9.4.2 Market Forecast

9.5 Sales and Marketing

9.5.1 Market Trends

9.5.2 Market Forecast

9.6 Supply Chain Management

9.6.1 Market Trends

9.6.2 Market Forecast

9.7 Location Intelligence

- 9.7.1 Market Trends
- 9.7.2 Market Forecast
- 9.8 Others
 - 9.8.1 Market Trends
 - 9.8.2 Market Forecast

10 MARKET BREAKUP BY INDUSTRY VERTICAL

- 10.1 IT and Telecom
 - 10.1.1 Market Trends
 - 10.1.2 Market Forecast
- 10.2 BFSI
 - 10.2.1 Market Trends
 - 10.2.2 Market Forecast
- 10.3 Manufacturing
 - 10.3.1 Market Trends
 - 10.3.2 Market Forecast
- 10.4 Government
 - 10.4.1 Market Trends
 - 10.4.2 Market Forecast
- 10.5 Retail and E-Commerce
 - 10.5.1 Market Trends
 - 10.5.2 Market Forecast
- 10.6 Media and Entertainment
 - 10.6.1 Market Trends
 - 10.6.2 Market Forecast
- 10.7 Healthcare
 - 10.7.1 Market Trends
 - 10.7.2 Market Forecast
- 10.8 Energy and Utilities
 - 10.8.1 Market Trends
 - 10.8.2 Market Forecast
- 10.9 Others
 - 10.9.1 Market Trends
 - 10.9.2 Market Forecast

11 MARKET BREAKUP BY REGION

- 11.1 North America

- 11.1.1 United States
 - 11.1.1.1 Market Trends
 - 11.1.1.2 Market Forecast
- 11.1.2 Canada
 - 11.1.2.1 Market Trends
 - 11.1.2.2 Market Forecast
- 11.2 Asia-Pacific
 - 11.2.1 China
 - 11.2.1.1 Market Trends
 - 11.2.1.2 Market Forecast
 - 11.2.2 Japan
 - 11.2.2.1 Market Trends
 - 11.2.2.2 Market Forecast
 - 11.2.3 India
 - 11.2.3.1 Market Trends
 - 11.2.3.2 Market Forecast
 - 11.2.4 South Korea
 - 11.2.4.1 Market Trends
 - 11.2.4.2 Market Forecast
 - 11.2.5 Australia
 - 11.2.5.1 Market Trends
 - 11.2.5.2 Market Forecast
 - 11.2.6 Indonesia
 - 11.2.6.1 Market Trends
 - 11.2.6.2 Market Forecast
 - 11.2.7 Others
 - 11.2.7.1 Market Trends
 - 11.2.7.2 Market Forecast
- 11.3 Europe
 - 11.3.1 Germany
 - 11.3.1.1 Market Trends
 - 11.3.1.2 Market Forecast
 - 11.3.2 France
 - 11.3.2.1 Market Trends
 - 11.3.2.2 Market Forecast
 - 11.3.3 United Kingdom
 - 11.3.3.1 Market Trends
 - 11.3.3.2 Market Forecast
 - 11.3.4 Italy

- 11.3.4.1 Market Trends
- 11.3.4.2 Market Forecast
- 11.3.5 Spain
 - 11.3.5.1 Market Trends
 - 11.3.5.2 Market Forecast
- 11.3.6 Russia
 - 11.3.6.1 Market Trends
 - 11.3.6.2 Market Forecast
- 11.3.7 Others
 - 11.3.7.1 Market Trends
 - 11.3.7.2 Market Forecast
- 11.4 Latin America
 - 11.4.1 Brazil
 - 11.4.1.1 Market Trends
 - 11.4.1.2 Market Forecast
 - 11.4.2 Mexico
 - 11.4.2.1 Market Trends
 - 11.4.2.2 Market Forecast
 - 11.4.3 Others
 - 11.4.3.1 Market Trends
 - 11.4.3.2 Market Forecast
- 11.5 Middle East and Africa
 - 11.5.1 Market Trends
 - 11.5.2 Market Breakup by Country
 - 11.5.3 Market Forecast

12 SWOT ANALYSIS

- 12.1 Overview
- 12.2 Strengths
- 12.3 Weaknesses
- 12.4 Opportunities
- 12.5 Threats

13 VALUE CHAIN ANALYSIS

14 PORTERS FIVE FORCES ANALYSIS

- 14.1 Overview

- 14.2 Bargaining Power of Buyers
- 14.3 Bargaining Power of Suppliers
- 14.4 Degree of Competition
- 14.5 Threat of New Entrants
- 14.6 Threat of Substitutes

15 PRICE ANALYSIS

16 COMPETITIVE LANDSCAPE

- 16.1 Market Structure
- 16.2 Key Players
- 16.3 Profiles of Key Players
 - 16.3.1 Cloudera Inc.
 - 16.3.1.1 Company Overview
 - 16.3.1.2 Product Portfolio
 - 16.3.2 Conviva Inc.
 - 16.3.2.1 Company Overview
 - 16.3.2.2 Product Portfolio
 - 16.3.3 Gathr
 - 16.3.3.1 Company Overview
 - 16.3.3.2 Product Portfolio
 - 16.3.4 Google LLC
 - 16.3.4.1 Company Overview
 - 16.3.4.2 Product Portfolio
 - 16.3.4.3 SWOT Analysis
 - 16.3.5 International Business Machines Corporation
 - 16.3.5.1 Company Overview
 - 16.3.5.2 Product Portfolio
 - 16.3.5.3 Financials
 - 16.3.5.4 SWOT Analysis
 - 16.3.6 Microsoft Corporation
 - 16.3.6.1 Company Overview
 - 16.3.6.2 Product Portfolio
 - 16.3.6.3 Financials
 - 16.3.6.4 SWOT Analysis
 - 16.3.7 Oracle Corporation
 - 16.3.7.1 Company Overview
 - 16.3.7.2 Product Portfolio

- 16.3.7.3 Financials
- 16.3.7.4 SWOT Analysis
- 16.3.8 SAP SE
 - 16.3.8.1 Company Overview
 - 16.3.8.2 Product Portfolio
 - 16.3.8.3 Financials
 - 16.3.8.4 SWOT Analysis
- 16.3.9 SAS Institute Inc.
 - 16.3.9.1 Company Overview
 - 16.3.9.2 Product Portfolio
 - 16.3.9.3 SWOT Analysis
- 16.3.10 Software AG
 - 16.3.10.1 Company Overview
 - 16.3.10.2 Product Portfolio
 - 16.3.10.3 Financials
- 16.3.11 SQLstream (Guavus Inc.)
 - 16.3.11.1 Company Overview
 - 16.3.11.2 Product Portfolio
- 16.3.12 Striim Inc.
 - 16.3.12.1 Company Overview
 - 16.3.12.2 Product Portfolio
- 16.3.13 TIBCO Software Inc.
 - 16.3.13.1 Company Overview
 - 16.3.13.2 Product Portfolio
 - 16.3.13.3 SWOT Analysis

List Of Tables

LIST OF TABLES

Table 1: Global: Streaming Analytics Market: Key Industry Highlights, 2023 and 2032

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

Table 3: Global: Streaming Analytics Market Forecast: Breakup by Deployment Mode (in Million US\$), 2024-2032

Table 4: Global: Streaming Analytics Market Forecast: Breakup by Organization Size (in Million US\$), 2024-2032

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

Table 6: Global: Streaming Analytics Market Forecast: Breakup by Industry Vertical (in Million US\$), 2024-2032

Table 7: Global: Streaming Analytics Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 8: Global: Streaming Analytics Market: Competitive Structure

Table 9: Global: Streaming Analytics Market: Key Players

List Of Figures

LIST OF FIGURES

- Figure 1: Global: Streaming Analytics Market: Major Drivers and Challenges
- Figure 2: Global: Streaming Analytics Market: Sales Value (in Billion US\$), 2018-2023
- Figure 3: Global: Streaming Analytics Market Forecast: Sales Value (in Billion US\$), 2024-2032
- Figure 4: Global: Streaming Analytics Market: Breakup by Component (in %), 2023
- Figure 5: Global: Streaming Analytics Market: Breakup by Deployment Mode (in %), 2023
- Figure 6: Global: Streaming Analytics Market: Breakup by Organization Size (in %), 2023
- Figure 7: Global: Streaming Analytics Market: Breakup by Application (in %), 2023
- Figure 8: Global: Streaming Analytics Market: Breakup by Industry Vertical (in %), 2023
- Figure 9: Global: Streaming Analytics Market: Breakup by Region (in %), 2023
- Figure 10: Global: Streaming Analytics (Software) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 11: Global: Streaming Analytics (Software) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 12: Global: Streaming Analytics (Service) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 13: Global: Streaming Analytics (Service) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 14: Global: Streaming Analytics (Cloud-based) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 15: Global: Streaming Analytics (Cloud-based) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 16: Global: Streaming Analytics (On-premises) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 17: Global: Streaming Analytics (On-premises) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 18: Global: Streaming Analytics (Large Enterprises) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 19: Global: Streaming Analytics (Large Enterprises) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 20: Global: Streaming Analytics (Small and Medium-sized Enterprises) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 21: Global: Streaming Analytics (Small and Medium-sized Enterprises) Market

Forecast: Sales Value (in Million US\$), 2024-2032

Figure 22: Global: Streaming Analytics (Fraud Detection) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 23: Global: Streaming Analytics (Fraud Detection) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 24: Global: Streaming Analytics (Predictive Asset Management) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 25: Global: Streaming Analytics (Predictive Asset Management) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 26: Global: Streaming Analytics (Risk Management) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 27: Global: Streaming Analytics (Risk Management) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 28: Global: Streaming Analytics (Network Management and Optimization) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 29: Global: Streaming Analytics (Network Management and Optimization) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 30: Global: Streaming Analytics (Sales and Marketing) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 31: Global: Streaming Analytics (Sales and Marketing) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 32: Global: Streaming Analytics (Supply Chain Management) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 33: Global: Streaming Analytics (Supply Chain Management) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 34: Global: Streaming Analytics (Location Intelligence) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 35: Global: Streaming Analytics (Location Intelligence) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 36: Global: Streaming Analytics (Other Applications) Market: Sales Value (in Million US\$), 2018 & 2023

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

Figure 38: Global: Streaming Analytics (IT and Telecom) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 39: Global: Streaming Analytics (IT and Telecom) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 40: Global: Streaming Analytics (BFSI) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 41: Global: Streaming Analytics (BFSI) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 42: Global: Streaming Analytics (Manufacturing) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 43: Global: Streaming Analytics (Manufacturing) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 44: Global: Streaming Analytics (Government) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 45: Global: Streaming Analytics (Government) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 46: Global: Streaming Analytics (Retail and E-Commerce) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 47: Global: Streaming Analytics (Retail and E-Commerce) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 48: Global: Streaming Analytics (Media and Entertainment) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 49: Global: Streaming Analytics (Media and Entertainment) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 50: Global: Streaming Analytics (Healthcare) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 51: Global: Streaming Analytics (Healthcare) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 52: Global: Streaming Analytics (Energy and Utilities) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 53: Global: Streaming Analytics (Energy and Utilities) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 54: Global: Streaming Analytics (Other Industry Verticals) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 55: Global: Streaming Analytics (Other Industry Verticals) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 56: North America: Streaming Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 57: North America: Streaming Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 58: United States: Streaming Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 59: United States: Streaming Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 60: Canada: Streaming Analytics Market: Sales Value (in Million US\$), 2018 &

2023

Figure 61: Canada: Streaming Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 62: Asia-Pacific: Streaming Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 63: Asia-Pacific: Streaming Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 64: China: Streaming Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 65: China: Streaming Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 66: Japan: Streaming Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 67: Japan: Streaming Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 68: India: Streaming Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 69: India: Streaming Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 70: South Korea: Streaming Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 71: South Korea: Streaming Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 72: Australia: Streaming Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 73: Australia: Streaming Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 74: Indonesia: Streaming Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 75: Indonesia: Streaming Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 76: Others: Streaming Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 77: Others: Streaming Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 78: Europe: Streaming Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 79: Europe: Streaming Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 80: Germany: Streaming Analytics Market: Sales Value (in Million US\$), 2018 &

2023

Figure 81: Germany: Streaming Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 82: France: Streaming Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 83: France: Streaming Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 84: United Kingdom: Streaming Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 85: United Kingdom: Streaming Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 86: Italy: Streaming Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 87: Italy: Streaming Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 88: Spain: Streaming Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 89: Spain: Streaming Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 90: Russia: Streaming Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 91: Russia: Streaming Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 92: Others: Streaming Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 93: Others: Streaming Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 94: Latin America: Streaming Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 95: Latin America: Streaming Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 96: Brazil: Streaming Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 97: Brazil: Streaming Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 98: Mexico: Streaming Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 99: Mexico: Streaming Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 100: Others: Streaming Analytics Market: Sales Value (in Million US\$), 2018 &

2023

Figure 101: Others: Streaming Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 102: Middle East and Africa: Streaming Analytics Market: Sales Value (in Million US\$), 2018 & 2023

Figure 103: Middle East and Africa: Streaming Analytics Market: Breakup by Country (in %), 2023

Figure 104: Middle East and Africa: Streaming Analytics Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 105: Global: Streaming Analytics Industry: SWOT Analysis

Figure 106: Global: Streaming Analytics Industry: Value Chain Analysis

Figure 107: Global: Streaming Analytics Industry: Porter's Five Forces Analysis

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