

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?

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