

# **Streaming Analytics Market by Component, Deployment, Application (Fraud Detection, Marketing & Sales, Risk Management, Predictive Asset Management, Network Management & Optimization, Location Intelligence, Supply Chain Management), End-use, and Geography – Global Forecast to 2026**

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## **Abstracts**

Stream analytics can be elucidated as a potential to monitor, manage, and evaluate the statistical analytics while moving into the stream of data. The rise in technology also increased the need for an external source, while the prevailing databases are growing to integrate applications with the managed data. The major aspect that is impelling the market growth is the requirement of finding advanced solutions to make real-time decisions on business events is driving the large enterprises and SMEs to employ streaming analytics. There is a growth in the deployment of the internet of things among several verticals, which results in an increase in the demand for data streaming solutions. In addition to this, there are also few factors that are restricting the streaming analytics market growth, such as the dearth of data security and privacy. The Streaming Analytics Market is assumed to grow at the rate of 25.30% CAGR during 2020–2026.

### Research Methodology:

The pharmaceutical drug delivery market has been analyzed by utilizing the optimum combination of secondary sources and in-house methodology, along with an irreplaceable blend of primary insights. The real-time assessment of the market is an integral part of our market sizing and forecasting methodology. Our industry experts and panel of primary participants have helped in compiling relevant aspects with realistic parametric estimations for a comprehensive study. The participation share of different

categories of primary participants is given below:

#### Component Outlook in Streaming Analytics Market

Software

Services

Professional Services

Managed Services

#### Deployment Outlook in Streaming Analytics Market

On-premise

Cloud-based

#### Application Outlook in Streaming Analytics Market

Fraud Detection

Marketing & Sales

Risk Management

Predictive Asset Management

Network Management & Optimization

Location Intelligence

Supply Chain Management

Others

## End-Use Outlook in Streaming Analytics Market

BFSI

IT & Telecommunication

Retail

Healthcare

Government

Media & Entertainment

Education

Others

## Geography Outlook in Streaming Analytics Market

North America

Europe

Asia Pacific

Rest of the World

In terms of components, the software segment is expected to dominate the streaming analytics market. As software enables organizations to maintain better relations with the customers in terms of identifying their preferences, knowing their experience, and retaining customers, which increases the demand for the software segment in this market.

The cloud-based deployment is expected to record the maximum share in the streaming analytics market. This maximum share is attributed to the benefits such as convenience to organizations, minimum maintenance, high operational flexibility, and low operational

human resources required. Moreover, cloud-based streaming analytics offers users with low-latency of data exchangeability.

The increasing adoption of streaming analytics in supply chain management is majorly impacting the growth of the market in the application segment. This is largely because of the benefits, including enabling it to enhance its response to uncertain demands and minimize the supply chain management issues. Further, streaming analytics also offers cost-saving to the structure of supply chains.

Streaming analytics is playing a crucial role in the information and technology, and telecommunication industry. The increasing preference for customer-centered service and personalized products by information and technology and telecommunication sector is boosting the demand for this market. Furthermore, IT and telecommunication are majorly adopting streaming analytics in order to analyze the huge amount of operational data for better customer engagement.

In the streaming analytics market, North America is contributing the major share in the market growth. The significant focus by the regional organizations on customer-centered service and in increasing deployment of digital business strategies are the key factors supporting the largest market share in this region.

Globally, increasing developments in the latest technologies, which include artificial intelligence, the internet of things, and big data, are providing new possibilities for the examination of information retrieved from streaming data, driving the opportunities for the global streaming analytics market. Apart from that, the fewer returns on the investments are restricting market growth.

Some of the major vendors of the streaming analytics market are IBM, Oracle, Microsoft, SAP, Software AG, SAS Institute, TIBCO Software, Impetus, Striim, WSO2, INETCO, SQLStream, Axonize, EsperTech, Cloudera, Google, HPE, AWS, Intel, VMware, Mphasis, Altai, Adobe, Teradata, Vitria Technology, Conviva, IQLECT, and Iguazio.

Since in the present scenario, the companies have become more aware of the advantages of real-time data analytics, which is leading to increasing adoption of streaming analytics in the daily functions. Streaming analytics has been assisting in reaping greater revenues by proliferating operational efficiency and reducing avoidable losses.

This study gives a summary of major market forces driving and hampering the market growth.

The in-depth estimations of market trends and technical improvements are presented in the streaming analytics market.

An overall analysis of the strategies such as product development, innovations of key vendors of the market are mentioned in the streaming analytics market report.

A clear description of the competitive landscape and key market segmentation is given in this study.

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. INDUSTRY OUTLOOK**

2.1. Industry Overview

2.2. Industry Trends

### **3. MARKET SNAPSHOT**

3.1. Total Addressable Market

3.2. Segment Addressable Market

3.2.1. PEST Analysis

3.2.2. Porter Five Forces

3.3. Related Markets

3.4. Ecosystem

### **4. MARKET OVERVIEW**

4.1. Overview

4.1.1. Market Evolution

4.2. Market Trends and Impact

4.3. Pricing Analysis

4.4. Market Segmentation

4.5. Market Dynamics

4.5.1. Drivers

4.5.2. Restraints

4.5.3. Opportunities

4.6. DRO - Impact Analysis

### **5. COMPONENT: MARKET SIZE & ANALYSIS**

5.1. Overview

5.2. Software

5.3. Services

5.3.1. Professional Services

5.3.2. Managed Services

## **6. DEPLOYMENT MODE: MARKET SIZE & ANALYSIS**

- 6.1. Overview
- 6.2. On-premises
- 6.3. Cloud Based

## **7. APPLICATION: MARKET SIZE & ANALYSIS**

- 7.1. Overview
- 7.2. Fraud Detection
- 7.3. Marketing & Sales
- 7.4. Risk Management
- 7.5. Predictive Asset Management
- 7.6. Network Management & Optimization
- 7.7. Location Intelligence
- 7.8. Supply Chain Management
- 7.9. Others

## **8. END USE: MARKET SIZE & ANALYSIS**

- 8.1. Overview
- 8.2. BFSI
- 8.3. IT & Telecommunication
- 8.4. Retail
- 8.5. Healthcare
- 8.6. Government
- 8.7. Media & Entertainment
- 8.8. Education
- 8.9. Others

## **9. GEOGRAPHY: MARKET SIZE & ANALYSIS**

- 9.1. Overview
- 9.2. North America
- 9.3. Europe
- 9.4. Asia Pacific
- 9.5. Rest of the World

## **10. COMPETITIVE LANDSCAPE**

- 10.1. Competitor Comparison Analysis
- 10.2. Market Developments
  - 10.2.1. Mergers and Acquisitions, Legal, Awards, Partnerships
  - 10.2.2. Product Launches and execution

## **11. VENDOR PROFILES**

### 11.1. IBM

- 11.1.1. Overview
- 11.1.2. Financials
- 11.1.3. Products & Services
- 11.1.4. Recent Developments
- 11.1.5. Business Strategy

### 11.2. Oracle

- 11.2.1. Overview
- 11.2.2. Financials
- 11.2.3. Products & Services
- 11.2.4. Recent Developments
- 11.2.5. Business Strategy

### 11.3. Microsoft

- 11.3.1. Overview
- 11.3.2. Financials
- 11.3.3. Products & Services
- 11.3.4. Recent Developments
- 11.3.5. Business Strategy

### 11.4. SAP

- 11.4.1. Overview
- 11.4.2. Financials
- 11.4.3. Products & Services
- 11.4.4. Recent Developments
- 11.4.5. Business Strategy

### 11.5. Software AG

- 11.5.1. Overview
- 11.5.2. Financials
- 11.5.3. Products & Services
- 11.5.4. Recent Developments
- 11.5.5. Business Strategy

### 11.6. SAS Institute



- 11.6.1. Overview
- 11.6.2. Financials
- 11.6.3. Products & Services
- 11.6.4. Recent Developments
- 11.6.5. Business Strategy
- 11.7. TIBCO Software
  - 11.7.1. Overview
  - 11.7.2. Financials
  - 11.7.3. Products & Services
  - 11.7.4. Recent Developments
  - 11.7.5. Business Strategy
- 11.8. Impetus
  - 11.8.1. Overview
  - 11.8.2. Financials
  - 11.8.3. Products & Services
  - 11.8.4. Recent Developments
  - 11.8.5. Business Strategy
- 11.9. Striim
  - 11.9.1. Overview
  - 11.9.2. Financials
  - 11.9.3. Products & Services
  - 11.9.4. Recent Developments
  - 11.9.5. Business Strategy
- 11.10. WSO2
  - 11.10.1. Overview
  - 11.10.2. Financials
  - 11.10.3. Products & Services
  - 11.10.4. Recent Developments
  - 11.10.5. Business Strategy

## **12. COMPANIES TO WATCH**

- 12.1. INETCO
  - 12.1.1. Overview
  - 12.1.2. Products & Services
  - 12.1.3. Business Strategy
- 12.2. SQLStream
  - 12.2.1. Overview
  - 12.2.2. Products & Services

- 12.2.3. Business Strategy
- 12.3. Axonize
  - 12.3.1. Overview
  - 12.3.2. Products & Services
  - 12.3.3. Business Strategy
- 12.4. EsperTech
  - 12.4.1. Overview
  - 12.4.2. Products & Services
  - 12.4.3. Business Strategy
- 12.5. Cloudera
  - 12.5.1. Overview
  - 12.5.2. Products & Services
  - 12.5.3. Business Strategy
- 12.6. Google
  - 12.6.1. Overview
  - 12.6.2. Products & Services
  - 12.6.3. Business Strategy
- 12.7. HPE
  - 12.7.1. Overview
  - 12.7.2. Products & Services
  - 12.7.3. Business Strategy
- 12.8. AWS
  - 12.8.1. Overview
  - 12.8.2. Products & Services
  - 12.8.3. Business Strategy
- 12.9. Intel
  - 12.9.1. Overview
  - 12.9.2. Products & Services
  - 12.9.3. Business Strategy
- 12.10. VMware
  - 12.10.1. Overview
  - 12.10.2. Products & Services
  - 12.10.3. Business Strategy
- 12.11. Mphasis
  - 12.11.1. Overview
  - 12.11.2. Products & Services
  - 12.11.3. Business Strategy
- 12.12. Altai
  - 12.12.1. Overview

- 12.12.2. Products & Services
- 12.12.3. Business Strategy
- 12.13. Adobe
  - 12.13.1. Overview
  - 12.13.2. Products & Services
  - 12.13.3. Business Strategy
- 12.14. Teradata
  - 12.14.1. Overview
  - 12.14.2. Products & Services
  - 12.14.3. Business Strategy
- 12.15. Vitria Technology
  - 12.15.1. Overview
  - 12.15.2. Products & Services
  - 12.15.3. Business Strategy

### **13. ANALYST OPINION**

### **14. ANNEXURE**

- 14.1. Report Scope
- 14.2. Market Definitions
- 14.3. Research Methodology
  - 14.3.1. Data Collation and In-house Estimation
  - 14.3.2. Market Triangulation
  - 14.3.3. Forecasting
- 14.4. Report Assumptions
- 14.5. Declarations
- 14.6. Stakeholders
- 14.7. Abbreviations

## List Of Tables

### LIST OF TABLES

TABLE 1. GLOBAL STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)

TABLE 2. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR SOFTWARE, BY GEOGRAPHY, 2020-2026 (USD BILLION)

TABLE 3. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR SERVICES, BY GEOGRAPHY, 2020-2026 (USD BILLION)

TABLE 4. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR PROFESSIONAL SERVICES, BY TYPE, 2020-2026 (USD BILLION)

TABLE 5. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR MANAGED SERVICES, BY TYPE, 2020-2026 (USD BILLION)

TABLE 6. GLOBAL STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)

TABLE 7. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR ON-PREMISES, BY GEOGRAPHY, 2020-2026 (USD BILLION)

TABLE 8. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR CLOUD BASED, BY GEOGRAPHY, 2020-2026 (USD BILLION)

TABLE 9. GLOBAL STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)

TABLE 10. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR FRAUD DETECTION, 2020-2026 (USD BILLION)

TABLE 11. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR MARKETING & SALES, 2020-2026 (USD BILLION)

TABLE 12. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR RISK MANAGEMENT, 2020-2026 (USD BILLION)

TABLE 13. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR PREDICTIVE ASSET MANAGEMENT, 2020-2026 (USD BILLION)

TABLE 14. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR NETWORK MANAGEMENT & OPTIMIZATION, 2020-2026 (USD BILLION)

TABLE 15. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR LOCATION INTELLIGENCE, 2020-2026 (USD BILLION)

TABLE 16. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR SUPPLY CHAIN MANAGEMENT, 2020-2026 (USD BILLION)

TABLE 17. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR OTHERS, 2020-2026 (USD BILLION)

TABLE 18. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR END USE, BY

GEOGRAPHY, 2020-2026 (USD BILLION)

TABLE 19. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR BFSI, BY GEOGRAPHY, 2020-2026 (USD BILLION)

TABLE 20. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR IT & TELECOMMUNICATION, BY GEOGRAPHY, 2020-2026 (USD BILLION)

TABLE 21. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR RETAIL, BY GEOGRAPHY, 2020-2026 (USD BILLION)

TABLE 22. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR HEALTHCARE, BY GEOGRAPHY, 2020-2026 (USD BILLION)

TABLE 23. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR GOVERNMENT, BY GEOGRAPHY, 2020-2026 (USD BILLION)

TABLE 24. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR MEDIA & ENTERTAINMENT, BY GEOGRAPHY, 2020-2026 (USD BILLION)

TABLE 25. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR EDUCATION, BY GEOGRAPHY, 2020-2026 (USD BILLION)

TABLE 26. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR OTHERS, BY GEOGRAPHY, 2020-2026 (USD BILLION)

TABLE 27. NORTH AMERICA STREAMING ANALYTICS MARKET VALUE, BY COUNTRY, 2020-2026 (USD BILLION)

TABLE 28. NORTH AMERICA STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)

TABLE 29. NORTH AMERICA STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)

TABLE 30. NORTH AMERICA STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)

TABLE 31. NORTH AMERICA STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)

TABLE 32. U.S STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)

TABLE 33. U.S STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)

TABLE 34. U.S STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)

TABLE 35. U.S STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)

TABLE 36. CANADA STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)

TABLE 37. CANADA STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)

- TABLE 38. CANADA STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)
- TABLE 39. CANADA STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)
- TABLE 40. EUROPE STREAMING ANALYTICS MARKET VALUE, BY COUNTRY, 2020-2026 (USD BILLION)
- TABLE 41. EUROPE STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)
- TABLE 42. EUROPE STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)
- TABLE 43. EUROPE STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)
- TABLE 44. EUROPE STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)
- TABLE 45. GERMANY STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)
- TABLE 46. GERMANY STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)
- TABLE 47. GERMANY STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)
- TABLE 48. GERMANY STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)
- TABLE 49. U.K STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)
- TABLE 50. U.K STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)
- TABLE 51. U.K STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)
- TABLE 52. U.K STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)
- TABLE 53. FRANCE STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)
- TABLE 54. FRANCE STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)
- TABLE 55. FRANCE STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)
- TABLE 56. FRANCE STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)
- TABLE 57. ITALY STREAMING ANALYTICS MARKET VALUE, BY COMPONENT,

2020-2026 (USD BILLION)

TABLE 58. ITALY STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)

TABLE 59. ITALY STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)

TABLE 60. ITALY STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)

TABLE 61. SPAIN STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)

TABLE 62. SPAIN STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)

TABLE 63. SPAIN STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)

TABLE 64. SPAIN STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)

TABLE 65. ROE STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)

TABLE 66. ROE STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)

TABLE 67. ROE STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)

TABLE 68. ROE STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)

TABLE 69. ASIA PACIFIC STREAMING ANALYTICS MARKET VALUE, BY COUNTRY, 2020-2026 (USD BILLION)

TABLE 70. ASIA PACIFIC STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)

TABLE 71. ASIA PACIFIC STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)

TABLE 72. ASIA PACIFIC STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)

TABLE 73. ASIA PACIFIC STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)

TABLE 74. CHINA STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)

TABLE 75. CHINA STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)

TABLE 76. CHINA STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)

- TABLE 77. CHINA STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)
- TABLE 78. INDIA STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)
- TABLE 79. INDIA STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)
- TABLE 80. INDIA STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)
- TABLE 81. INDIA STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)
- TABLE 82. JAPAN STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)
- TABLE 83. JAPAN STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)
- TABLE 84. JAPAN STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)
- TABLE 85. JAPAN STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)
- TABLE 86. REST OF APAC STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)
- TABLE 87. REST OF APAC STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)
- TABLE 88. REST OF APAC STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)
- TABLE 89. REST OF APAC STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)
- TABLE 90. REST OF WORLD STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)
- TABLE 91. REST OF WORLD STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)
- TABLE 92. REST OF WORLD STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)
- TABLE 93. REST OF WORLD STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)
- TABLE 94. IBM: FINANCIALS
- TABLE 95. IBM: PRODUCTS & SERVICES
- TABLE 96. IBM: RECENT DEVELOPMENTS
- TABLE 97. ORACLE: FINANCIALS
- TABLE 98. ORACLE: PRODUCTS & SERVICES



TABLE 99. ORACLE: RECENT DEVELOPMENTS

TABLE 100. MICROSOFT: FINANCIALS

TABLE 101. MICROSOFT: PRODUCTS & SERVICES

TABLE 102. MICROSOFT: RECENT DEVELOPMENTS

TABLE 103. SAP: FINANCIALS

TABLE 104. SAP: PRODUCTS & SERVICES

TABLE 105. SAP: RECENT DEVELOPMENTS

TABLE 106. SOFTWARE AG: FINANCIALS

TABLE 107. SOFTWARE AG: PRODUCTS & SERVICES

TABLE 108. SOFTWARE AG: RECENT DEVELOPMENTS

TABLE 109. SAS INSTITUTE: FINANCIALS

TABLE 110. SAS INSTITUTE: PRODUCTS & SERVICES

TABLE 111. SAS INSTITUTE: RECENT DEVELOPMENTS

TABLE 112. TIBCO SOFTWARE: FINANCIALS

TABLE 113. TIBCO SOFTWARE: PRODUCTS & SERVICES

TABLE 114. TIBCO SOFTWARE: RECENT DEVELOPMENTS

TABLE 115. IMPETUS: FINANCIALS

TABLE 116. IMPETUS: PRODUCTS & SERVICES

TABLE 117. IMPETUS: RECENT DEVELOPMENTS

TABLE 118. STRIIM: FINANCIALS

TABLE 119. STRIIM: PRODUCTS & SERVICES

TABLE 120. STRIIM: RECENT DEVELOPMENTS

TABLE 121. WSO2: FINANCIALS

TABLE 122. WSO2: PRODUCTS & SERVICES

TABLE 123. WSO2: RECENT DEVELOPMENTS

TABLE 124. INETCO: PRODUCTS & SERVICES

TABLE 125. SQLSTREAM: PRODUCTS & SERVICES

TABLE 126. AXONIZE: PRODUCTS & SERVICES

TABLE 127. ESPERTECH: PRODUCTS & SERVICES

TABLE 128. CLOUDERA: PRODUCTS & SERVICES

TABLE 129. GOOGLE: PRODUCTS & SERVICES

TABLE 130. HPE: PRODUCTS & SERVICES

TABLE 131. AWS: PRODUCTS & SERVICES

TABLE 132. INTEL: PRODUCTS & SERVICES

TABLE 133. VMWARE: PRODUCTS & SERVICES

TABLE 134. MPHASIS: PRODUCTS & SERVICES

TABLE 135. ALTAI: PRODUCTS & SERVICES

TABLE 136. ADOBE: PRODUCTS & SERVICES

TABLE 137. TERADATA: PRODUCTS & SERVICES

TABLE 138. VITRIA TECHNOLOGY: PRODUCTS & SERVICES

## List Of Figures

### LIST OF FIGURES

CHART. 1. GLOBAL STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)

CHART. 2. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR SOFTWARE, BY GEOGRAPHY, 2020-2026 (USD BILLION)

CHART. 3. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR SERVICES, BY GEOGRAPHY, 2020-2026 (USD BILLION)

CHART. 4. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR PROFESSIONAL SERVICES, BY TYPE, 2020-2026 (USD BILLION)

CHART. 5. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR MANAGED SERVICES, BY TYPE, 2020-2026 (USD BILLION)

CHART. 6. GLOBAL STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)

CHART. 7. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR ON-PREMISES, BY GEOGRAPHY, 2020-2026 (USD BILLION)

CHART. 8. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR CLOUD BASED, BY GEOGRAPHY, 2020-2026 (USD BILLION)

CHART. 9. GLOBAL STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)

CHART. 10. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR FRAUD DETECTION, 2020-2026 (USD BILLION)

CHART. 11. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR MARKETING & SALES, 2020-2026 (USD BILLION)

CHART. 12. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR RISK MANAGEMENT, 2020-2026 (USD BILLION)

CHART. 13. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR PREDICTIVE ASSET MANAGEMENT, 2020-2026 (USD BILLION)

CHART. 14. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR NETWORK MANAGEMENT & OPTIMIZATION, 2020-2026 (USD BILLION)

CHART. 15. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR LOCATION INTELLIGENCE, 2020-2026 (USD BILLION)

CHART. 16. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR SUPPLY CHAIN MANAGEMENT, 2020-2026 (USD BILLION)

CHART. 17. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR OTHERS, 2020-2026 (USD BILLION)

CHART. 18. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR END USE, BY

GEOGRAPHY, 2020-2026 (USD BILLION)

CHART. 19. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR BFSI, BY GEOGRAPHY, 2020-2026 (USD BILLION)

CHART. 20. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR IT & TELECOMMUNICATION, BY GEOGRAPHY, 2020-2026 (USD BILLION)

CHART. 21. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR RETAIL, BY GEOGRAPHY, 2020-2026 (USD BILLION)

CHART. 22. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR HEALTHCARE, BY GEOGRAPHY, 2020-2026 (USD BILLION)

CHART. 23. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR GOVERNMENT, BY GEOGRAPHY, 2020-2026 (USD BILLION)

CHART. 24. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR MEDIA & ENTERTAINMENT, BY GEOGRAPHY, 2020-2026 (USD BILLION)

CHART. 25. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR EDUCATION, BY GEOGRAPHY, 2020-2026 (USD BILLION)

CHART. 26. GLOBAL STREAMING ANALYTICS MARKET VALUE FOR OTHERS, BY GEOGRAPHY, 2020-2026 (USD BILLION)

CHART. 27. NORTH AMERICA STREAMING ANALYTICS MARKET VALUE, BY COUNTRY, 2020-2026 (USD BILLION)

CHART. 28. NORTH AMERICA STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)

CHART. 29. NORTH AMERICA STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)

CHART. 30. NORTH AMERICA STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)

CHART. 31. NORTH AMERICA STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)

CHART. 32. U.S STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)

CHART. 33. U.S STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)

CHART. 34. U.S STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)

CHART. 35. U.S STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)

CHART. 36. CANADA STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)

CHART. 37. CANADA STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)

CHART. 38. CANADA STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)

CHART. 39. CANADA STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)

CHART. 40. EUROPE STREAMING ANALYTICS MARKET VALUE, BY COUNTRY, 2020-2026 (USD BILLION)

CHART. 41. EUROPE STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)

CHART. 42. EUROPE STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)

CHART. 43. EUROPE STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)

CHART. 44. EUROPE STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)

CHART. 45. GERMANY STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)

CHART. 46. GERMANY STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)

CHART. 47. GERMANY STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)

CHART. 48. GERMANY STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)

CHART. 49. U.K STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)

CHART. 50. U.K STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)

CHART. 51. U.K STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)

CHART. 52. U.K STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)

CHART. 53. FRANCE STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)

CHART. 54. FRANCE STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)

CHART. 55. FRANCE STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)

CHART. 56. FRANCE STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)

CHART. 57. ITALY STREAMING ANALYTICS MARKET VALUE, BY COMPONENT,

2020-2026 (USD BILLION)

CHART. 58. ITALY STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)

CHART. 59. ITALY STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)

CHART. 60. ITALY STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)

CHART. 61. SPAIN STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)

CHART. 62. SPAIN STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)

CHART. 63. SPAIN STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)

CHART. 64. SPAIN STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)

CHART. 65. ROE STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)

CHART. 66. ROE STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)

CHART. 67. ROE STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)

CHART. 68. ROE STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)

CHART. 69. ASIA PACIFIC STREAMING ANALYTICS MARKET VALUE, BY COUNTRY, 2020-2026 (USD BILLION)

CHART. 70. ASIA PACIFIC STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)

CHART. 71. ASIA PACIFIC STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)

CHART. 72. ASIA PACIFIC STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)

CHART. 73. ASIA PACIFIC STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)

CHART. 74. CHINA STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)

CHART. 75. CHINA STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)

CHART. 76. CHINA STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)

CHART. 77. CHINA STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)

CHART. 78. INDIA STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)

CHART. 79. INDIA STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)

CHART. 80. INDIA STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)

CHART. 81. INDIA STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)

CHART. 82. JAPAN STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)

CHART. 83. JAPAN STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)

CHART. 84. JAPAN STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)

CHART. 85. JAPAN STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)

CHART. 86. REST OF APAC STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)

CHART. 87. REST OF APAC STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)

CHART. 88. REST OF APAC STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)

CHART. 89. REST OF APAC STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)

CHART. 90. REST OF WORLD STREAMING ANALYTICS MARKET VALUE, BY COMPONENT, 2020-2026 (USD BILLION)

CHART. 91. REST OF WORLD STREAMING ANALYTICS MARKET VALUE, BY DEPLOYMENT, 2020-2026 (USD BILLION)

CHART. 92. REST OF WORLD STREAMING ANALYTICS MARKET VALUE, BY APPLICATION, 2020-2026 (USD BILLION)

CHART. 93. REST OF WORLD STREAMING ANALYTICS MARKET VALUE, BY END USE, 2020-2026 (USD BILLION)

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