

# **Europe Alternative Data Market By Type (Credit & Debit Card Transactions, Mobile Type Usage, Web Traffic & Scraped Data, Social & Sentiment Data, Geo-location, Satellite & Weather Data, and Others), By Industry Vertical (BFSI, IT & Telecom, Transportation & Logistics, Retail & eCommerce, Energy & Utilities, Media & Entertainment, Real Estate & Construction, and Others), By Country, Industry Analysis and Forecast, 2020 - 2026**

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## **Abstracts**

The Europe Alternative Data Market would witness market growth of 42.9% CAGR during the forecast period (2020-2026).

Alternative data is characterized as non-conventional data that can give a sign of future performance of an organization outside of customary sources, for example, organization filings, broker forecasts, and management guidance. This data can be utilized as a feature of the pre-trade investment analysis, and assisting financial specialists screen the health of an organization, industry, or economy. Numerous investors observe that Alternative data is similarly as important as fundamental data for their financial analysis and insights.

These days, data sources are not restricted to transactions only, and email receipts as organizations are discovering approaches to extract data from different rising sources. These incorporate social media, web traffic, cell phones, sensors, IoT-based gadgets, satellites, and e-commerce portals. This data is used by data analysts in connection with one another to determine various hidden patterns and understanding.

While most organizations use different data sources and devices to get data-driven understanding and prescient abilities, the regulatory limitations are anticipated to be the main challenges for the market players. The expanding emphasis on guidelines, pose threats to some of the Alternative data sources. For example, data sources such as cell phones, social media, and mobile application usage frequently come in dispute with customer privacy issues. Any dataset that the organizations analyze should be free from Personal Identifiable Information (PII). In this manner, the compliance of data providers with security guidelines is a significant factor for sustaining in the market.

Based on Type, the market is segmented into Credit & Debit Card Transactions, Mobile Type Usage, Web Traffic & Scraped Data, Social & Sentiment Data, Geo-location, Satellite & Weather Data, and Others. Based on Industry Vertical, the market is segmented into BFSI, IT & Telecom, Transportation & Logistics, Retail & eCommerce, Energy & Utilities, Media & Entertainment, Real Estate & Construction, and Others. Based on countries, the market is segmented into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The market research report covers the analysis of key stake-holders of the market. Key companies profiled in the report include Nasdaq, Inc. (Quandl, Inc.), Advan Research Corporation, Dataminr, Inc., The Earnest Research Company, Preqin Ltd. (Dynamo Software), RevenPack International SL, Thinknum, Inc., YipitData, 1010Data, Inc., and Eagle Alpha Ltd.

Scope of the Study

Market Segmentation:

By Type

Credit & Debit Card Transactions

Mobile Type Usage

Web Traffic & Scraped Data

Social & Sentiment Data

Geo-location, Satellite & Weather Data

Others

## By Industry Vertical

BFSI

IT & Telecom

Transportation & Logistics

Retail & eCommerce

Energy & Utilities

Media & Entertainment

Real Estate & Construction

Others

## By Country

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

## Companies Profiled

Nasdaq, Inc. (Quandl, Inc.)

Advan Research Corporation

Dataminr, Inc.

The Earnest Research Company

Preqin Ltd. (Dynamo Software)

RevenPack International SL

Thinknum, Inc.

YipitData

1010Data, Inc.

Eagle Alpha Ltd.

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## Contents

### **CHAPTER 1. MARKET SCOPE & METHODOLOGY**

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
  - 1.4.1 Europe Alternative Data Market, by Type
  - 1.4.2 Europe Alternative Data Market, by Industry Vertical
  - 1.4.3 Europe Alternative Data Market, by Country
- 1.5 Methodology for the research

### **CHAPTER 2. MARKET OVERVIEW**

- 2.1 Introduction
  - 2.1.1 Overview
  - 2.1.2 Executive Summary
  - 2.1.3 Market Composition and Scenario
- 2.2 Key Factors Impacting the Market
  - 2.2.1 Market Drivers
  - 2.2.2 Market Restraints

### **CHAPTER 3. COMPETITION ANALYSIS - GLOBAL**

- 3.1 KBV Cardinal Matrix
- 3.2 Recent Industry Wide Strategic Developments
  - 3.2.1 Partnerships, Collaborations and Agreements
  - 3.2.2 Product Launches and Product Expansions
  - 3.2.3 Mergers & Acquisitions
- 3.3 Top Winning Strategies
  - 3.3.1 Key Leading Strategies: Percentage Distribution (2016-2020)
  - 3.3.2 Key Strategic Move: (Product Launches and Product Expansions: 2017, May – 2020, Jul) Leading Players

### **CHAPTER 4. EUROPE ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL**

- 4.1 Europe BFSI Alternative Data Market by Country
- 4.2 Europe IT & Telecom Alternative Data Market by Country

- 4.3 Europe Transportation & Logistics Alternative Data Market by Country
- 4.4 Europe Retail & eCommerce Alternative Data Market by Country
- 4.5 Europe Energy & Utilities Alternative Data Market by Country
- 4.6 Europe Media & Entertainment Alternative Data Market by Country
- 4.7 Europe Real Estate & Construction Alternative Data Market by Country
- 4.8 Europe Other Industry Vertical Alternative Data Market by Country

## **CHAPTER 5. EUROPE ALTERNATIVE DATA MARKET BY TYPE**

- 5.1 Europe Credit & Debit Card Transactions Alternative Data Market by Country
- 5.2 Europe Mobile Type Usage Alternative Data Market by Country
- 5.3 Europe Web Traffic & Scraped Data Alternative Data Market by Country
- 5.4 Europe Social & Sentiment Data Alternative Data Market by Country
- 5.5 Europe Geo-location, Satellite & Weather Data Alternative Data Market by Country
- 5.6 Europe Others Alternative Data Market by Country

## **CHAPTER 6. EUROPE ALTERNATIVE DATA MARKET BY COUNTRY**

- 6.1 Germany Alternative Data Market
  - 6.1.1 Germany Alternative Data Market by Industry Vertical
  - 6.1.2 Germany Alternative Data Market by Type
- 6.2 UK Alternative Data Market
  - 6.2.1 UK Alternative Data Market by Industry Vertical
  - 6.2.2 UK Alternative Data Market by Type
- 6.3 France Alternative Data Market
  - 6.3.1 France Alternative Data Market by Industry Vertical
  - 6.3.2 France Alternative Data Market by Type
- 6.4 Russia Alternative Data Market
  - 6.4.1 Russia Alternative Data Market by Industry Vertical
  - 6.4.2 Russia Alternative Data Market by Type
- 6.5 Spain Alternative Data Market
  - 6.5.1 Spain Alternative Data Market by Industry Vertical
  - 6.5.2 Spain Alternative Data Market by Type
- 6.6 Italy Alternative Data Market
  - 6.6.1 Italy Alternative Data Market by Industry Vertical
  - 6.6.2 Italy Alternative Data Market by Type
- 6.7 Rest of Europe Alternative Data Market
  - 6.7.1 Rest of Europe Alternative Data Market by Industry Vertical
  - 6.7.2 Rest of Europe Alternative Data Market by Type

## **CHAPTER 7. COMPANY PROFILES**

### 7.1 Nasdaq, Inc. (Quandl, Inc.)

#### 7.1.1 Company Overview

#### 7.1.2 Financial Analysis

#### 7.1.3 Segmental and Regional Analysis

#### 7.1.4 Recent strategies and developments:

##### 7.1.4.1 Product Launches and Product Expansions:

### 7.2 Advan Research Corporation

#### 7.2.1 Company Overview

#### 7.2.2 Recent strategies and developments:

##### 7.2.2.1 Partnerships, Collaborations, and Agreements:

##### 7.2.2.2 Product Launches and Product Expansions:

### 7.3 Dataminr, Inc.

#### 7.3.1 Company Overview

### 7.4 The Earnest Research Company

#### 7.4.1 Company Overview

#### 7.4.2 Recent strategies and developments:

##### 7.4.2.1 Product Launches and Product Expansions:

##### 7.4.2.2 Acquisition and Mergers:

### 7.5 Preqin Ltd. (Dynamo Software)

#### 7.5.1 Company Overview

#### 7.5.2 Recent strategies and developments:

##### 7.5.2.1 Partnerships, Collaborations, and Agreements:

##### 7.5.2.2 Product Launches and Product Expansions:

### 7.6 RevenPack International SL

#### 7.6.1 Company Overview

#### 7.6.2 Recent strategies and developments:

##### 7.6.2.1 Partnerships, Collaborations, and Agreements:

##### 7.6.2.2 Product Launches and Product Expansions:

### 7.7 Thinknum, Inc.

#### 7.7.1 Company Overview

#### 7.7.2 Recent strategies and developments:

##### 7.7.2.1 Product Launches and Product Expansions:

### 7.8 YipitData

#### 7.8.1 Company Overview

#### 7.8.2 Recent strategies and developments:

##### 7.8.2.1 Product Launches and Product Expansions:

## 7.9 1010Data, Inc. (BBox Holding Company)

### 7.9.1 Company Overview

### 7.9.2 Recent strategies and developments:

#### 7.9.2.1 Product Launches and Product Expansions:

## 7.10. Eagle Alpha Ltd.

### 7.10.1 Company Overview

### 7.10.2 Recent strategies and developments:

#### 7.10.2.1 Product Launches and Product Expansions:



## List Of Tables

### LIST OF TABLES

TABLE 1 EUROPE ALTERNATIVE DATA MARKET, 2016 - 2019, USD MILLION

TABLE 2 EUROPE ALTERNATIVE DATA MARKET, 2020 - 2026, USD MILLION

TABLE 3 PARTNERSHIPS, COLLABORATIONS AND AGREEMENTS–  
ALTERNATIVE DATA MARKET

TABLE 4 PRODUCT LAUNCHES AND PRODUCT EXPANSIONS– ALTERNATIVE  
DATA MARKET

TABLE 5 MERGERS & ACQUISITIONS – ALTERNATIVE DATA MARKET

TABLE 6 EUROPE ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL, 2016 -  
2019, USD MILLION

TABLE 7 EUROPE ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL, 2020 -  
2026, USD MILLION

TABLE 8 EUROPE BFSI ALTERNATIVE DATA MARKET BY COUNTRY, 2016 - 2019,  
USD MILLION

TABLE 9 EUROPE BFSI ALTERNATIVE DATA MARKET BY COUNTRY, 2020 - 2026,  
USD MILLION

TABLE 10 EUROPE IT & TELECOM ALTERNATIVE DATA MARKET BY COUNTRY,  
2016 - 2019, USD MILLION

TABLE 11 EUROPE IT & TELECOM ALTERNATIVE DATA MARKET BY COUNTRY,  
2020 - 2026, USD MILLION

TABLE 12 EUROPE TRANSPORTATION & LOGISTICS ALTERNATIVE DATA  
MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 13 EUROPE TRANSPORTATION & LOGISTICS ALTERNATIVE DATA  
MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 14 EUROPE RETAIL & ECOMMERCE ALTERNATIVE DATA MARKET BY  
COUNTRY, 2016 - 2019, USD MILLION

TABLE 15 EUROPE RETAIL & ECOMMERCE ALTERNATIVE DATA MARKET BY  
COUNTRY, 2020 - 2026, USD MILLION

TABLE 16 EUROPE ENERGY & UTILITIES ALTERNATIVE DATA MARKET BY  
COUNTRY, 2016 - 2019, USD MILLION

TABLE 17 EUROPE ENERGY & UTILITIES ALTERNATIVE DATA MARKET BY  
COUNTRY, 2020 - 2026, USD MILLION

TABLE 18 EUROPE MEDIA & ENTERTAINMENT ALTERNATIVE DATA MARKET BY  
COUNTRY, 2016 - 2019, USD MILLION

TABLE 19 EUROPE MEDIA & ENTERTAINMENT ALTERNATIVE DATA MARKET BY  
COUNTRY, 2020 - 2026, USD MILLION

TABLE 20 EUROPE REAL ESTATE & CONSTRUCTION ALTERNATIVE DATA MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 21 EUROPE REAL ESTATE & CONSTRUCTION ALTERNATIVE DATA MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 22 EUROPE OTHER INDUSTRY VERTICAL ALTERNATIVE DATA MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 23 EUROPE OTHER INDUSTRY VERTICAL ALTERNATIVE DATA MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 24 EUROPE ALTERNATIVE DATA MARKET BY TYPE, 2016 - 2019, USD MILLION

TABLE 25 EUROPE ALTERNATIVE DATA MARKET BY TYPE, 2020 - 2026, USD MILLION

TABLE 26 EUROPE CREDIT & DEBIT CARD TRANSACTIONS ALTERNATIVE DATA MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 27 EUROPE CREDIT & DEBIT CARD TRANSACTIONS ALTERNATIVE DATA MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 28 EUROPE MOBILE TYPE USAGE ALTERNATIVE DATA MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 29 EUROPE MOBILE TYPE USAGE ALTERNATIVE DATA MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 30 EUROPE WEB TRAFFIC & SCRAPED DATA ALTERNATIVE DATA MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 31 EUROPE WEB TRAFFIC & SCRAPED DATA ALTERNATIVE DATA MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 32 EUROPE SOCIAL & SENTIMENT DATA ALTERNATIVE DATA MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 33 EUROPE SOCIAL & SENTIMENT DATA ALTERNATIVE DATA MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 34 EUROPE GEO-LOCATION, SATELLITE & WEATHER DATA ALTERNATIVE DATA MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 35 EUROPE GEO-LOCATION, SATELLITE & WEATHER DATA ALTERNATIVE DATA MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 36 EUROPE OTHERS ALTERNATIVE DATA MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 37 EUROPE OTHERS ALTERNATIVE DATA MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 38 EUROPE ALTERNATIVE DATA MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 39 EUROPE ALTERNATIVE DATA MARKET BY COUNTRY, 2020 - 2026, USD

MILLION

TABLE 40 GERMANY ALTERNATIVE DATA MARKET, 2016 - 2019, USD MILLION

TABLE 41 GERMANY ALTERNATIVE DATA MARKET, 2020 - 2026, USD MILLION

TABLE 42 GERMANY ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL, 2016 - 2019, USD MILLION

TABLE 43 GERMANY ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL, 2020 - 2026, USD MILLION

TABLE 44 GERMANY ALTERNATIVE DATA MARKET BY TYPE, 2016 - 2019, USD MILLION

TABLE 45 GERMANY ALTERNATIVE DATA MARKET BY TYPE, 2020 - 2026, USD MILLION

TABLE 46 UK ALTERNATIVE DATA MARKET, 2016 - 2019, USD MILLION

TABLE 47 UK ALTERNATIVE DATA MARKET, 2020 - 2026, USD MILLION

TABLE 48 UK ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL, 2016 - 2019, USD MILLION

TABLE 49 UK ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL, 2020 - 2026, USD MILLION

TABLE 50 UK ALTERNATIVE DATA MARKET BY TYPE, 2016 - 2019, USD MILLION

TABLE 51 UK ALTERNATIVE DATA MARKET BY TYPE, 2020 - 2026, USD MILLION

TABLE 52 FRANCE ALTERNATIVE DATA MARKET, 2016 - 2019, USD MILLION

TABLE 53 FRANCE ALTERNATIVE DATA MARKET, 2020 - 2026, USD MILLION

TABLE 54 FRANCE ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL, 2016 - 2019, USD MILLION

TABLE 55 FRANCE ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL, 2020 - 2026, USD MILLION

TABLE 56 FRANCE ALTERNATIVE DATA MARKET BY TYPE, 2016 - 2019, USD MILLION

TABLE 57 FRANCE ALTERNATIVE DATA MARKET BY TYPE, 2020 - 2026, USD MILLION

TABLE 58 RUSSIA ALTERNATIVE DATA MARKET, 2016 - 2019, USD MILLION

TABLE 59 RUSSIA ALTERNATIVE DATA MARKET, 2020 - 2026, USD MILLION

TABLE 60 RUSSIA ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL, 2016 - 2019, USD MILLION

TABLE 61 RUSSIA ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL, 2020 - 2026, USD MILLION

TABLE 62 RUSSIA ALTERNATIVE DATA MARKET BY TYPE, 2016 - 2019, USD MILLION

TABLE 63 RUSSIA ALTERNATIVE DATA MARKET BY TYPE, 2020 - 2026, USD MILLION

TABLE 64 SPAIN ALTERNATIVE DATA MARKET, 2016 - 2019, USD MILLION

TABLE 65 SPAIN ALTERNATIVE DATA MARKET, 2020 - 2026, USD MILLION

TABLE 66 SPAIN ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL, 2016 - 2019, USD MILLION

TABLE 67 SPAIN ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL, 2020 - 2026, USD MILLION

TABLE 68 SPAIN ALTERNATIVE DATA MARKET BY TYPE, 2016 - 2019, USD MILLION

TABLE 69 SPAIN ALTERNATIVE DATA MARKET BY TYPE, 2020 - 2026, USD MILLION

TABLE 70 ITALY ALTERNATIVE DATA MARKET, 2016 - 2019, USD MILLION

TABLE 71 ITALY ALTERNATIVE DATA MARKET, 2020 - 2026, USD MILLION

TABLE 72 ITALY ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL, 2016 - 2019, USD MILLION

TABLE 73 ITALY ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL, 2020 - 2026, USD MILLION

TABLE 74 ITALY ALTERNATIVE DATA MARKET BY TYPE, 2016 - 2019, USD MILLION

TABLE 75 ITALY ALTERNATIVE DATA MARKET BY TYPE, 2020 - 2026, USD MILLION

TABLE 76 REST OF EUROPE ALTERNATIVE DATA MARKET, 2016 - 2019, USD MILLION

TABLE 77 REST OF EUROPE ALTERNATIVE DATA MARKET, 2020 - 2026, USD MILLION

TABLE 78 REST OF EUROPE ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL, 2016 - 2019, USD MILLION

TABLE 79 REST OF EUROPE ALTERNATIVE DATA MARKET BY INDUSTRY VERTICAL, 2020 - 2026, USD MILLION

TABLE 80 REST OF EUROPE ALTERNATIVE DATA MARKET BY TYPE, 2016 - 2019, USD MILLION

TABLE 81 REST OF EUROPE ALTERNATIVE DATA MARKET BY TYPE, 2020 - 2026, USD MILLION

TABLE 82 KEY INFORMATION – NASDAQ, INC.

TABLE 83 KEY INFORMATION – ADVAN RESEARCH CORPORATION

TABLE 84 KEY INFORMATION – DATAMINR, INC.

TABLE 85 KEY INFORMATION – THE EARNEST RESEARCH COMPANY

TABLE 86 KEY INFORMATION – PREQIN LTD.

TABLE 87 KEY INFORMATION – REVENPACK INTERNATIONAL SL

TABLE 88 KEY INFORMATION – THINKNUM, INC.

TABLE 89 KEY INFORMATION –YIPITDATA

TABLE 90 KEY INFORMATION – 1010DATA, INC.

TABLE 91 KEY INFORMATION – EAGLE ALPHA LTD.

## List Of Figures

### LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

FIG 2 KBV CARDINAL MATRIX

FIG 3 KEY LEADING STRATEGIES: PERCENTAGE DISTRIBUTION (2016-2020)

FIG 4 KEY STRATEGIC MOVE: (PRODUCT LAUNCHES AND PRODUCT EXPANSIONS: 2017, MAY – 2020, JUL) LEADING PLAYERS

FIG 5 RECENT STRATEGIES AND DEVELOPMENTS: ADVAN RESEARCH CORPORATION

FIG 6 RECENT STRATEGIES AND DEVELOPMENTS: THE EARNEST RESEARCH COMPANY

FIG 7 RECENT STRATEGIES AND DEVELOPMENTS: PREQIN LTD.

FIG 8 RECENT STRATEGIES AND DEVELOPMENTS: REVENPACK INTERNATIONAL SL

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