

LAMEA 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 Latin America, Middle East and Africa Alternative Data Market would witness market growth of 48.4% CAGR during the forecast period (2020-2026).

The utilization of mobile application and social & sentiment data are assessed to observe a huge growth rate over the forecast period. The development is credited to the rising demand for cell phone utilization data from the retail business. The retail organizations use such information to examine the client's e-commerce application utilization patterns. Moreover, retailers are progressively utilizing sentiment data from social media sites to comprehend client interests from different groups and regions. The geolocation (foot traffic) data from satellite pictures are also picking up fame to analyze the client store visits on a specific time and days, along these lines forming the operational strategies for operating the stores. Even though these data sources have low precision contrasted with transaction data, the organizations are discovering approaches to connect different datasets to obtain insights.

There is a high demand for different types of web-scratched data that incorporates job

postings and worker satisfaction rankings, which can offer hints to an organization's growth possibilities. Data providers additionally focus on item rankings and sales promotions, searching for hints to the performance of individual brands and organizations. Satellites and aerial surveillance: Satellite pictures can be utilized to calculate vehicles in parking areas, a potential source of knowledge into sales activity for retailers or output at production lines. Industry experts caution, however, that satellite and different sorts of aerial observation data are best enhanced with different kinds of data able to give more in-depth appraisals of real foot traffic with regards to checking retail sales. Satellites are also used to follow ships, screen crops, and identify movement in ports and oil fields.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

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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