

# LAMEA Data Monetization Market Analysis (2017-2023)

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## Abstracts

The Latin America, Middle East and Africa Data Monetization Market would witness market growth of 29.9% CAGR during the forecast period (2017 – 2023). Rapid growth in the enterprise data, technological advancements in big data & analytics solutions, and growing inclination to identify new revenue streams are the factors that drive the market growth. However, security and privacy concerns pertaining to data monetization solutions limit the market growth. Growing awareness about the potential benefits of the data monetization solutions and their adoption among telecom service providers would offer significant market potential.

Based on Business Function, the Data Monetization market segments the market into Sales & Marketing, Finance, Supply Chain Management, Operations, and Others. Based on Data Type, the market report segments the market into Customer Data, Financial Data, Supplies Data, and Others. Based on Organization Size, the Data Monetization market segments the market into Small & Medium Enterprises and Large Enterprises. Based on Vertical, the Data Monetization market segments the market into BFSI, Consumer Goods, Government & Defense, Healthcare, Transportation & Logistics, Manufacturing, Telecom, Media & Entertainment, and Others. Based on Countries, the Data Monetization market segments the market into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

The market research report covers the competition analysis of key stake holders of the Latin America, Middle East and Africa Data Monetization Market. Key companies profiled in the report include Accenture Plc., Cisco Systems, Inc., Virtusa Corporation, IBM Corporation, Gemalto NV, NetScout Systems, Inc., VIAVI Solutions Inc., Adastr Corporation, SAP SE, and SAS Institute, Inc.

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