

# China Data Monetization Market - Forecasts from 2019 to 2024

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## Abstracts

The China data monetization market is expected to grow at a CAGR of 7.40% over the forecast period of 2019-2024. Rapid growth of industries, presence of a good number of MSMEs and large enterprises, and continuous digitization of business processes is increasing the volume of data generated every day. Growing competition among enterprises is pushing them towards capitalizing on the value of data, thus increasing the adoption of data monetization solutions. This is driving the growth of the market.

This research study examines the current market trends related to the demand, supply, and sales, in addition to the recent developments. Major drivers, restraints, and opportunities have been covered to provide an exhaustive picture of the market. The analysis presents in-depth information regarding the development, trends, and industry policies and regulations implemented in this country. Further, the overall regulatory framework of the market has been exhaustively covered to offer stakeholders a better understanding of the key factors affecting the overall market environment.

Identification of key industry players in the industry and their revenue contribution to the overall business or relevant segment aligned to the study have been covered as a part of competitive intelligence done through extensive secondary research. Various studies and data published by industry associations, analyst reports, investor presentations, press releases and journals among others have been taken into consideration while conducting the secondary research. Both bottom-up and top-down approaches have been utilized to determine the market size of the overall market and key segments. The values obtained are correlated with the primary inputs of the key stakeholders in the China data monetization market value chain. The last step involves complete market engineering which includes analyzing the data from different sources and existing proprietary datasets while using various data triangulation methods for market

breakdown and forecasting.

Market intelligence is presented in the form of analysis, charts, and graphics to help the clients in gaining faster and efficient understanding of the market.

Major industry players profiled as part of the report are.

## Segmentation

China data monetization market has been analyzed through following segments:

### By Offering

Solution

Services

### By Deployment Model

On-premise

Cloud

### By Enterprise Size

Small

Medium

Large

### By End-User Industry

Retail

Manufacturing

Automotive

BFSI

Media and Entertainment

Others

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