+44 20 8123 2220
info@marketpublishers.com

# Cloud Analytics Market - Forecasts from 2021 to 2026

https://marketpublishers.com/r/C58F1EA9454EN.html
Date: March 2021
Pages: 131
Price: US$ 4,250.00 (Single User License)
ID: C58F1EA9454EN

## Abstracts

The cloud analytics market is estimated to grow at a CAGR of 16.41% over the forecast period to reach a market size of US$58.296 billion in 2026 from US$20.120 billion in 2019. Cloud-based analytics help business organizations analyze a large amount of unstructured data flowing through various platforms including connected devices. The higher adoption rate of cloud analytics across all industries is a major factor contributing to the growth of the cloud analytics market.

Impact of COVID on the market.

The outbreak of coronavirus has hurt the cloud analytics market. The global ICT spending declined during 2020. Furthermore, the hardware business is estimated to have a major impact on the IT industry, because of the reduction in the manufacturing capacity there has been a slowdown in the supply of hardware. This has therefore slowed down the infrastructure growth of IT. However, the use of collaborative applications, analytics, AI, and security solutions will increase and will therefore boost the cloud analytics market. The analytics professionals who have great knowledge in advanced analytics like Artificial Intelligence and Machine Learning have been hired to help executives in making business decisions in this challenging time of the COVID pandemic.

Market Drivers:

Ther
e
has
been
an in
crea

+44 20 8123 2220
info@marketpublishers.com

se in the demand among businesses for cloud analytics to gain actionable insights from unstructured data to boost the market. With growing digitalization huge amount of

+44 20 8123 2220
info@marketpublishers.com

data is generated and major companies use this data for strategic decision making. Furthermore, cloud analytics not only helps organizations in making strategic decisions but also

+44 20 8123 2220
info@marketpublishers.com

in improving customer satisfaction, provides high operational efficiency, and vigorous profit and revenue levels.

There has been a growing demand for a reliable, efficient, and flexible data storage platform. Moreover, the growing penetration of software-as-a-service (SaaS) among businesses has had a positive influence on the market of cloud analytics thereby driving growth in the market.

The growing adoption of Artificial Intelligence and Machine Learning will help in growing the market of cloud analytics. The use of AI and ML enhances the visualization capacity of business and it helps make complex data understandable. The use of Artificial Intelligence provides

+44 20 8123 2220
info@marketpublishers.com

real-time insights.

Market Developments:

In January 2021, SAP Analytics Cloud updated with new features, such as Data Analyzer, Plan Process Management with flexible modeling of calendar tasks and processes, story exploration and improved view time story tool bar, smart discovery, and voice to insight. Voice to insight is a very exciting feature wherein you can ask business questions of data using the Natural Language Query.

In June 2020, SAS and Microsoft Corp. announced their entry into a str

+44 20 8123 2220
info@marketpublishers.com

ategi
c par
tners
hip.
They
will e
mpo
wer
clien
ts to
oper
ate
their
SAS
® w
orklo
ad in
the c
loud
quic
kly,
exte
nd
their
busi
ness
solut
ions
and r
elea
se
vital
valu
e
from
their
digit
al tra
nsfor

+44 20 8123 2220
info@marketpublishers.com

mati on in itiativ es. The busi ness es will migr ate a nalyt ical and i ndus trial appli catio ns from SAS into Micr osoft Azur e as a pre ferre d clo ud pr ovid er for the SAS Clou d as part of its

+44 20 8123 2220
info@marketpublishers.com

relationship. SAS' business solutions and experience will provide Microsoft customers with an additional benefit in medical, financial, and many other sectors as well.

In Nove

+44 20 8123 2220
info@marketpublishers.com

mber 2020 , IBM anno unce d se veral data and auto mati on u pdat es to its H ybrid Clou d sof twar e por tfolio that woul d allow busi ness es to push creat ivity and acce lerat e dig ital tr ansf orma

+44 20 8123 2220
info@marketpublishers.com

tion.

In February 2021, Google entered into a six-year contract with Ford Motor Co. which will bring Android technology to the Ford cars and cloud services to its factory floor.

+44 20 8123 2220
info@marketpublishers.com

BFSI industry is estimated to be one of the major end-users of cloud analytics services. Fintech companies leverage cloud-based technology to improve their operational efficiency and to provide a better experience to their customers. The use of cloud analytics enables the BFSI sector to provide a secure payment gateway, CRM and ERP system, secure storage of sensitive information, and regulatory compliance.

North America is the largest market for cloud analytics.

The North American region is estimated to be the largest market of cloud analytics. There are a large number of companies in North America that are dedicated to cloud analytics. Moreover, a rise in the investments by the key players in the market of cloud analytics is driving growth in the region. Technological advancements, momentum towards subscription-based services are also major reasons for growth in the region.

Asia Pacific region will also witness significant growth in the cloud analytics market in the forecast period. Amazon Web Services and Google Cloud are the major players in this region. Technological advancements in the region will boost the cloud analytics market in the coming years.

Major Players:

The major market players in cloud analytics are SAP, Oracle Corporation, Microsoft Corporation, IBM Corporation, Teradata Corporation, Alphabet, Inc., Hewlett- Packard, SAS Institute, Inc., Microstrategy Incorporated, and Tableau Software. The companies compete with each other by updating their product, acquiring another company, or entering into a merger agreement. There is intense competition among these major players, therefore they make huge investments to stay ahead in the industry.

Segmentation:

By Deployment Model

Public Cloud

+44 20 8123 2220
info@marketpublishers.com

Private Cloud

Hybrid Cloud

By Organization Size

Small

Medium

Large

By Industry Vertical

BFSI,

Consumer Electronics

Retail

Healthcare

Media and Entertainment

Government

Education

Energy and Power

Communication and Technology

Manufacturing

Others

By Geography

+44 20 8123 2220
info@marketpublishers.com

North America

U.S.

Canada

Mexico

South America

Brazil

Argentina

Colombia

Others

Europe

U.K

Germany

Italy

France

Netherlands

Spain

Others

Middle East and Africa

Israel

South Africa

+44 20 8123 2220
info@marketpublishers.com

Saudi Arabia

Others

Asia-Pacific

China

Japan

Australia

South Korea

India

Others

*Note: The report will be dispatched in 2 business days.

+44 20 8123 2220
info@marketpublishers.com

# Contents


## 1. INTRODUCTION

1.1. Market Definition
1.2. Market Segmentation

## 2. RESEARCH METHODOLOGY

2.1. Research Data
2.2. Assumptions

## 3. EXECUTIVE SUMMARY

3.1. Research Highlights

## 4. MARKET DYNAMICS

4.1. Market Drivers
4.2. Market Restraints
4.3. Porters Five Forces Analysis
  4.3.1. Bargaining Power of Suppliers
  4.3.2. Bargaining Power of Buyers
  4.3.3. Threat of New Entrants
  4.3.4. Threat of Substitutes
  4.3.5. Competitive Rivalry in the Industry
4.4. Industry Value Chain Analysis

## 5. CLOUD ANALYTICS MARKET ANALYSIS, BY DEPLOYMENT MODEL

5.1. Introduction
5.2. Public Cloud
5.3. Private Cloud
5.4. Hybrid Cloud

## 6. CLOUD ANALYTICS MARKET ANALYSIS, BY ORGANIZATION SIZE

6.1. Introduction
6.2. Small

+44 20 8123 2220
info@marketpublishers.com

6.3. Medium
6.4. Large

## 7. CLOUD ANALYTICS MARKET ANALYSIS, BY INDUSTRY VERTICAL

7.1. Introduction
7.2. BFSI
7.3. Consumer Electronics
7.4. Retail
7.5. Healthcare
7.6. Media and Entertainment
7.7. Government
7.8. Education
7.9. Energy and Power
7.10. Communication and Technology
7.11. Manufacturing
7.12. Others

## 8. CLOUD ANALYTICS MARKET ANALYSIS, BY GEOGRAPHY

8.1. Introduction
8.2. North America
  8.2.1. North America Cloud Analytics Market Analysis, By Deployment Model
  8.2.2. North America Cloud Analytics Market Analysis, By Organization Size
  8.2.3. North America Cloud Analytics Market Analysis, By Industry Vertical
  8.2.4. By Country
    8.2.4.1. United States
    8.2.4.2. Canada
    8.2.4.3. Mexico
8.3. South America
  8.3.1. South America Cloud Analytics Market Analysis, By Deployment Model
  8.3.2. South America Cloud Analytics Market Analysis, By Organization Size
  8.3.3. South America Cloud Analytics Market Analysis, By Industry Vertical
  8.3.4. By Country
    8.3.4.1. Brazil
    8.3.4.2. Argentina
    8.3.4.3. Colombia
    8.3.4.4. Others
8.4. Europe

+44 20 8123 2220
info@marketpublishers.com

8.4.1. Europe Cloud Analytics Market Analysis, By Deployment Model
8.4.2. Europe Cloud Analytics Market Analysis, By Organization Size
8.4.3. Europe Cloud Analytics Market Analysis, By Industry Vertical
8.4.4. By Country
8.4.4.1. U.K
8.4.4.2. Germany
8.4.4.3. Italy
8.4.4.4. France
8.4.4.5. Netherlands
8.4.4.6. Spain
8.4.4.7. Others
8.5. Middle East and Africa
8.5.1. Middle East and Africa Cloud Analytics Market Analysis, By Deployment Model
8.5.2. Middle East and Africa Cloud Analytics Market Analysis, By Organization Size
8.5.3. Middle East and Africa Cloud Analytics Market Analysis, By Industry Vertical
8.5.4. By Country
8.5.4.1. Israel
8.5.4.2. South Africa
8.5.4.3. Saudi Arabia
8.5.4.4. Others
8.6. Asia Pacific
8.6.1. Asia Pacific Cloud Analytics Market Analysis, By Deployment Model
8.6.2. Asia Pacific Cloud Analytics Market Analysis, By Organization Size
8.6.3. Asia Pacific Cloud Analytics Market Analysis, By Industry Vertical
8.6.4. By Country
8.6.4.1. China
8.6.4.2. Japan
8.6.4.3. Australia
8.6.4.4. South Korea
8.6.4.5. India
8.6.4.6. Others

**9. COMPETITIVE ENVIRONMENT AND ANALYSIS**

9.1. Major Players and Strategy Analysis
9.2. Emerging Players and Market Lucrativeness
9.3. Mergers, Acquisitions, Agreements, and Collaborations
9.4. Vendor Competitiveness Matrix

+44 20 8123 2220
info@marketpublishers.com

## 10. COMPANY PROFILES

10.1. SAP
10.2. Oracle Corporation
10.3. Microsoft Corporation
10.4. IBM Corporation
10.5. Teredata Corporation
10.6. Alphabet, Inc.
10.7. Hewlett- Packard
10.8. SAS Institute, Inc.
10.9. Microstrategy Incorporated
10.10. Tableau Software.

+44 20 8123 2220
info@marketpublishers.com

## I would like to order

Product name: Cloud Analytics Market - Forecasts from 2021 to 2026
Product link: https://marketpublishers.com/r/C58F1EA9454EN.html
Price: US$ 4,250.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/C58F1EA9454EN.html

## To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970