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Dark Analytics Market - Forecasts From 2018 to 2023

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Abstracts

The Dark Analytics market was valued at US$189.724 million in 2017 and is expected to grow at a CAGR of 30.57% over the forecast period to reach a total market size of US$940.077 million by 2023. Rising number of security breaches and growing competition among players across industries are some of the major factors shaping the growth of this market. As competition continues to intensify, enterprises are witnessing an increasing need to analyze large volumes of unstructured or dark data to gain meaningful insights from it. Increasing focus of companies towards data security is further pushing the companies to analyze dark data to plan their information security strategy. This is increasing the demand for dark analytics solutions, thus boosting the growth of this market.
To give a clearer view of the market, it has been segmented into offering, deployment model, end-user industry and geography. By offering, the market has been segmented into solution and services. By deployment model, the market has been segmented into On-premise and cloud. By end-user industry, the market has been segmented into communication and technology, retail, government, military and defence, BFSI and others. By geography, the market has been segmented into North America, South America, Europe, Middle East and Africa and Asia Pacific. The regional markets have been further segmented into countries which hold a significant share in this 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 each of the geographical regions. 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.

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Identification of key industry players in the industry and their revenue contribution to the overall business or relevant segment aligned to the study has 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 dark analytics value chain. Last step involves complete market engineering which includes analysing 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 IBM, Cisco, SAP SE, Veritas and Symantec.

Segmentation

The dark analytics market is segmented by offering, deployment model, end-user industry, and geography.
By Offering
Solution
Services
By Deployment Model
On-premise
Cloud
By End-User Industry
Communication and Technology
Retail
Government
Military and Defence
BFSI
Others
By Geography
North America
United States

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Canada
South America
Europe
UK
Germany
Others
Middle East and Africa
Asia Pacific
Japan
China
India
Others

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5.2. Services

6. DARK ANALYTICS MARKET BY DEPLOYMENT MODEL

6.1. On-premise
6.2. Cloud

7. DARK ANALYTICS MARKET BY END-USER INDUSTRY

7.1. Communication and Technology

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7.2. Retail
7.3. Government
7.4. Military and Defence
7.5. BFSI
7.6. Others

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