

Data Monetization Market - Forecasts from 2021 to 2026

<https://marketpublishers.com/r/D8E2148109BEN.html>

Date: March 2021

Pages: 126

Price: US\$ 4,250.00 (Single User License)

ID: D8E2148109BEN

Abstracts

The global data monetization market is expected to grow at a compound annual growth rate of 6.02% over the analyzed period to reach a market size of US\$278.234 billion in 2026 from US\$184.778 billion in 2019. Data Monetization is a form of monetization that refers to the art of generating measurable economic benefits from the available data sources. Data monetization can be segmented into two parts- direct data monetization and indirect data monetization. Direct data monetization selling the raw data or insights directly to the third-party organization. An example, sharing the contact list of customers including credentials such as name and mobile number to a third party to generate revenue. Indirect data monetization involves data optimization, analysis, insights, prediction, and forecasting to save cost, avoid risk, and enable a streamlined operation. Moreover, indirect data encourage data-driven business models and strategies. This facilitates discovering new business opportunities, enhancing the existing ones. Further, internal data monetization gives a competitive edge to a company over in the market. While external data monetization enables an organization to gain extra revenue over its core operations.

Growing internet penetration accompanied by surging cloud computing will significantly drive the market data monetization.

The key developer of the market of data monetization is rising internet penetration around the globe, clubbed with the growing use of cloud computing. Internet connectivity is becoming the prime source for institutions to gather information in an economic and time convenient way. It enables to gather reviews, feedbacks, complaints, opinions, and experiences of consumers for better business operations. Moreover, faster and speedier connectivity enables editing and analysis. Further, rising cloud computing has a huge potential for the data monetization market. Especially in the

small and medium enterprises (SMEs) that are growing adoption of cloud computing. As per a report by the World Bank, 17% of global SMEs use public platforms for cloud computing, while 11% of global SMEs use private cloud services. The number is growing as SMEs receive support from governments around the World. In India, for instance, the government launched a set of programs such as the Credit Guarantee Fund scheme, Mini tool rooms, and training centers, Market Development assistance scheme, and credit linked capital subsidy fund scheme to support and promote the operation of SMEs. The training scheme facilitates knowledge and implementation of modern technology, such as cloud computing, for better business operations. Combined, these factors are anticipated to boost the market.

Rising privacy concerns, regulations, and demand for a private life may constrain the market.

Rising privacy and data concerns may constrain the market. The prime reason for growing privacy concerns is surging consumer awareness and rising episodes of cybercrime that result in huge personal and economic loss. Previously, consumers were unable to fully grasp the quantity of personal data that was being collected by the companies. However, consumers today are more cautious and knowledgeable about the data being collected. Moreover, third-party data service provided by a firm concerns the consumers as their credentials are been shared without their permission or knowledge. This may result in unwanted advertisements or disturbance by the third party, intending to sell their product. This may also result in data bleaching and frauds, bringing financial strain on the consumers.

And not just consumers, governments around the world are also concerned as collected data is prone to theft and robbery, severely affecting the individuals and economy. Moreover, cyberattack episodes, such as that on Starwood hotels, where hackers stole the financial information of 500 million people, financially constraining 325 million of them, raise government attention and interference in the industry. The European Union established General Data Protection Regulation (GDPR), putting power in the hands of the consumers. GDPR highly regulates data monetization and collection undertaken by the companies and implement guiding rules and regulations. One such regulation is that the company needs to state clearly the data it will be collecting and that information shouldn't deep be hidden in terms and conditions, but separately written and highlighted. Such regulations may constrain the market as they limit and hinder operations.

The North American region holds a significant market during the forecasted period.

Based on geography, the market is segmented into North America, South America, Europe, the Middle East and Africa, and the Asia Pacific regions. The North American region is anticipated to hold a dominating position in the market owing to its state of art infrastructure and technological advancement. The Asia Pacific region is also forecasted to grow at a significant growth rate. Rising internet connectivity along with growing cloud computing and small and medium enterprises are the prime drivers of the market.

Covid pandemic and Data Monetization industry.

The coronavirus pandemic had a positive impact on the Data Monetization industry. Nationwide lockdown and a physical shutdown resulted in economies going online, increasing the use of the internet and computers. Operations such as online education, online shopping, online working space, and others, increased the quantity of information available, boosting the market. Moreover, the pandemic surged the use of cloud computing, hence increasing the market base.

Segmentation:

By Offering

Solution

Service

By Deployment Model

On-premise

Cloud

By End-User Industry

Retail

Manufacturing

Automotive

BFSI

Media and Entertainment

Others

By Enterprise Size

Small

Medium

Large

By Geography

North America

United States

Mexico

Canada

South America

Brazil

Argentina

Others

Europe

Germany

France

Spain

United Kingdom

Others

The Middle East and Africa

Saudi Arabia

South Africa

Others

Asia Pacific

China

Japan

India

South Korea

Others

*Note: The report will be dispatched in 3 business days.

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 Powers of Buyers
 - 4.3.3. Threat of Substitutes
 - 4.3.4. Threat of New Entrants
 - 4.3.5. Competitive Rivalry in Industry
- 4.4. Industry Value Chain Analysis

5. DATA MONETIZATION MARKET, BY OFFERING

- 5.1. Introduction
- 5.2. Solution
- 5.3. Service

6. DATA MONETIZATION MARKET, BY DEVELOPMENT MODEL

- 6.1. Introduction
- 6.2. On-premise
- 6.3. Cloud

7. DATA MONETIZATION MARKET, BY ENTERPRISE SIZE

- 7.1. Introduction
- 7.2. Small
- 7.3. Medium
- 7.4. Large

8. DATA MONETIZATION MARKET, BY END-USER INDUSTRY

- 8.1. Introduction
- 8.2. Retail
- 8.3. Manufacturing
- 8.4. Automotive
- 8.5. BFSI
- 8.6. Media and Entertainment
- 8.7. Others

9. DATA MONETIZATION MARKET, BY GEOGRAPHY

- 9.1. Introduction
- 9.2. North America
 - 9.2.1. North America Data Monetization Market Analysis, By Offering Type
 - 9.2.2. North America Data Monetization Market Analysis, By Enterprise Size
 - 9.2.3. North America Data Monetization Market Analysis, By Development Mode
 - 9.2.4. North America Data Monetization Market Analysis, By End-User Industry
 - 9.2.5. By Country
 - 9.2.5.1. United States
 - 9.2.5.2. Canada
 - 9.2.5.3. Mexico
- 9.3. South America
 - 9.3.1. South America Data Monetization Market Analysis, By Offering Type
 - 9.3.2. South America Data Monetization Market Analysis, By Enterprise Size
 - 9.3.3. South America Data Monetization Market Analysis, By Development Mode Size
 - 9.3.4. South America Data Monetization Market Analysis, By End-User Industry
 - 9.3.5. By Country
 - 9.3.5.1. Brazil
 - 9.3.5.2. Argentina
 - 9.3.5.3. Others

9.4. Europe

- 9.4.1. Europe Data Monetization Market Analysis, By Offering Type
- 9.4.2. Europe Data Monetization Market Analysis, By Enterprise Size
- 9.4.3. Europe Data Monetization Market Analysis, By Development Mode Size
- 9.4.4. Europe Data Monetization Market Analysis, By End-User Industry
- 9.4.5. By Country
 - 9.4.5.1. Germany
 - 9.4.5.2. France
 - 9.4.5.3. United Kingdom
 - 9.4.5.4. Others

9.5. The Middle East and Africa

- 9.5.1. The Middle East and Africa Data Monetization Market Analysis, By Offering Type
- 9.5.2. The Middle East and Africa Data Monetization Market Analysis, By Enterprise Size
- 9.5.3. The Middle East and Africa Data Monetization Market Analysis, By Development Mode Size
- 9.5.4. The Middle East and Africa Data Monetization Market Analysis, By End-User Industry
- 9.5.5. By Country
 - 9.5.5.1. Saudi Arabia
 - 9.5.5.2. South Africa
 - 9.5.5.3. Others

9.6. Asia Pacific

- 9.6.1. Asia Pacific Data Monetization Market Analysis, By Offering Type
- 9.6.2. Asia Pacific Data Monetization Market Analysis, By Enterprise Size
- 9.6.3. Asia Pacific Data Monetization Market Analysis, By Development Mode Size
- 9.6.4. Asia Pacific Data Monetization Market Analysis, By End-User Industry
- 9.6.5. By Country
 - 9.6.5.1. China
 - 9.6.5.2. Japan
 - 9.6.5.3. India
 - 9.6.5.4. South Korea
 - 9.6.5.5. Others

10. COMPETITIVE ENVIRONMENT AND ANALYSIS

- 10.1. Major Players and Strategy Analysis
- 10.2. Emerging Players and Market Lucrative

10.3. Mergers, Acquisition, Agreements, and Collaborations

10.4. Vendor Competitiveness Matrix

11. COMPANY PROFILES

11.1. 1010data

11.2. Accenture

11.3. Adastra

11.4. Adstra

11.5. Dawex Systems

11.6. Elevondata

11.7. EMU Analytics

11.8. Gemalto NV

11.9. Sisense Inc.

11.10. Infosys

11.11. Monetize

11.12. IBM

11.13. Google

11.14. SAP

11.15. SAS

I would like to order

Product name: Data Monetization Market - Forecasts from 2021 to 2026

Product link: <https://marketpublishers.com/r/D8E2148109BEN.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/D8E2148109BEN.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**

Customer 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