

# India Data Monetization Market - Forecasts from 2019 to 2024

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## Abstracts

The India data monetization market is expected to grow at a CAGR of 7.02% over the forecast period of 2019-2024. Rapid growth of industries on account of increasing support from the government, presence of a good number of MSMEs and large enterprises, and increasing digitization of business processes is increasing the volume of data generated every day. Growing competition among enterprises is pushing them towards ways of fueling their revenue generation. Capitalizing on the value of data is one such way being adopted by end users, 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 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.

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

India 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

India 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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