

Middle East and Africa Data Monetization Market - Forecasts from 2019 to 2024

<https://marketpublishers.com/r/MD103E566D7EN.html>

Date: April 2019

Pages: 97

Price: US\$ 3,400.00 (Single User License)

ID: MD103E566D7EN

Abstracts

The Middle East and Africa data monetization market is expected to grow at a CAGR of 4.65% over the forecast period of 2019-2024. The growth of this market is majorly attributed to good growth of BFSI, construction and other industries in this region which are drifting continuously towards digitization of business processes. Growing competition among industry players is increasing the need among them to constantly evolve their growth strategies in order to retain their market share. Huge volumes of data generated every day by digitized business processes can be used to gain actionable insights, and thus in better planning of growth strategies. This, besides increasing the demand for big data analytics solutions, is driving with it the demand for efficient data monetization solutions, thus boosting the market growth.

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 Middle East and Africa 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

Middle East and Africa 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

By Country

Saudi Arabia
UAE
Israel
Others

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