

North America Data Monetization Market - Forecasts from 2019 to 2024

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Abstracts

The North America data monetization market is expected to grow at a CAGR of 6.86% over the forecast period of 2019-2024. This region is known for early adoption of new technologies and best practices across business functions. Flourishing industries in this region and high penetration of digital technologies among business processes is increasing the demand for efficient data monetization solutions to gain actionable insights from huge volumes of data generated by digitized business processes every day. This is boosting the growth of 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.

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 North America 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

North America 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
U.S.
Canada
Mexico

Others

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