

Global Analytics Platform Market Growth (Status and Outlook) 2024-2030

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Abstracts

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Analytics platforms, sometimes known as business intelligence (BI) platforms, provide a tool set for businesses to absorb, organize, discover, and analyze data to reveal actionable insights that can help improve decision-making and inform business strategy.

The global Analytics Platform market size is projected to grow from US\$ 2119.9 million in 2023 to US\$ 4487.2 million in 2030; it is expected to grow at a CAGR of 11.3% from 2024 to 2030.

LPI (LP Information)' newest research report, the "Analytics Platform Industry Forecast" looks at past sales and reviews total world Analytics Platform sales in 2023, providing a comprehensive analysis by region and market sector of projected Analytics Platform sales for 2024 through 2030. With Analytics Platform sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Analytics Platform industry.

This Insight Report provides a comprehensive analysis of the global Analytics Platform landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Analytics Platform portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Analytics Platform market.

This Insight Report evaluates the key market trends, drivers, and affecting factors

shaping the global outlook for Analytics Platform and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Analytics Platform.

The future market trends of analytics platforms are driven by the increasing demand for data automation and data security solutions across enterprises. In addition, the growing adoption of cloud-based analytics platforms is also contributing to the market growth. Some of the key factors that are expected to influence the market trends are:

The transition to small and wide data, which requires less or more varied data for analysis, and adaptive machine learning techniques that can handle dynamic and uncertain data scenarios.

The emergence of augmented analytics, which uses AI and ML to automate data preparation, insight generation, and explanation, as well as provide personalized and actionable recommendations.

The need for compliance with regulatory standards and policies, such as GDPR, HIPAA, PCI DSS, etc., which require proper management and protection of data and analytics assets.

The integration of analytics platforms with other network management solutions, such as SDN, NFV, SASE, etc., which enable more efficient and flexible network operations.

This report presents a comprehensive overview, market shares, and growth opportunities of Analytics Platform market by product type, application, key players and key regions and countries.

Segmentation by type

Cloud-Based

On-Premises

Segmentation by application

Government

Retail and eCommerce

Healthcare and Life Sciences

BFSI

Transportation and Logistics

Telecom and IT

Manufacturing

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Microsoft

IBM

SAP

Oracle

Tableau Software

SAS Institute

Qlik

MicroStrategy

Information Builders

TIBCO Software

Pentaho

Yellowfin

Sisense

Panorama

Zoho Analytics

Salesforce

ThoughtSpot

Dundas

Teradata Corporation

Informatica

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