

Global Business Intelligence (BI) Market Growth (Status and Outlook) 2024-2030

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Abstracts

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According to our LPI (LP Information) latest study, the global Business Intelligence (BI) market size was valued at US\$ 23470 million in 2023. With growing demand in downstream market, the Business Intelligence (BI) is forecast to a readjusted size of US\$ 34860 million by 2030 with a CAGR of 5.8% during review period.

The research report highlights the growth potential of the global Business Intelligence (BI) market. Business Intelligence (BI) are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Business Intelligence (BI). Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Business Intelligence (BI) market.

Business intelligence software is an important tool or application used by organizations to analyze data and make improved real-time market decisions. Traditionally, business intelligence was used only for reporting, designing dashboards, and resolving queries. Its goal was to track key business performance and metrics.

During 2017 the cloud-based social intelligence solutions segment accounted for almost 70% of the total share of the market and dominated the industry. Cloud-based solutions come with a regular minimal payment and eliminates the need for making a large one-time investment and also the periodic expenses for maintenance and updates. Predictable expenses, no requirement of a powerful local server, minimal requirement of skilled personnel, and free upgrades are additional benefits that will induce more

businesses to prefer hosted business intelligence solutions in the next few years.

The enterprises segment dominated the social business intelligence market during 2017. This segment includes several industries such as retail, IT, BFSI, healthcare, and telecommunication. These industries use business intelligence for predictive analysis as it helps them in segmenting products and services based on the preference of their customers. The higher adoption of business intelligence software by SMEs, the rise in a number of online retail customers, and the favorable government policies in the healthcare and BFSI industries will drive the growth of this market segment.

Key Features:

The report on Business Intelligence (BI) market reflects various aspects and provide valuable insights into the industry.

Market Size and Growth: The research report provide an overview of the current size and growth of the Business Intelligence (BI) market. It may include historical data, market segmentation by Type (e.g., On-premises, Cloud), and regional breakdowns.

Market Drivers and Challenges: The report can identify and analyse the factors driving the growth of the Business Intelligence (BI) market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

Competitive Landscape: The research report provides analysis of the competitive landscape within the Business Intelligence (BI) market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

Technological Developments: The research report can delve into the latest technological developments in the Business Intelligence (BI) industry. This include advancements in Business Intelligence (BI) technology, Business Intelligence (BI) new entrants, Business Intelligence (BI) new investment, and other innovations that are shaping the future of Business Intelligence (BI).

Downstream Procumbent Preference: The report can shed light on customer procumbent behaviour and adoption trends in the Business Intelligence (BI) market. It

includes factors influencing customer ' purchasing decisions, preferences for Business Intelligence (BI) product.

Government Policies and Incentives: The research report analyse the impact of government policies and incentives on the Business Intelligence (BI) market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Business Intelligence (BI) market. The report also evaluates the effectiveness of these policies in driving market growth.

Environmental Impact and Sustainability: The research report assess the environmental impact and sustainability aspects of the Business Intelligence (BI) market.

Market Forecasts and Future Outlook: Based on the analysis conducted, the research report provide market forecasts and outlook for the Business Intelligence (BI) industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

Recommendations and Opportunities: The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Business Intelligence (BI) market.

Market Segmentation:

Business Intelligence (BI) market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Segmentation by type

On-premises

Cloud

Segmentation by application

Individuals

SMEs

Large Enterprises

Government Organizations

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.

SAP

SAS Institute

Oracle

IBM

Kyubit Solutions

Adobe Systems

Microsoft

Zoho

ChristianSteven Software

Enerpact

MicroStrategy

Qlik

Yellowfin

Adaptive Insights

TABLEAU SOFTWARE

Hitachi Vantara

Birst

TIBCO Software

GoodData

Domo Technologies

MITS

Looker Data Sciences

Salesforce.com

TIBCO Software

ThoughtSpot

ClearStory Data

FanRuan

TARGIT

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