

Global Business Intelligence and Analytics Software 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 and Analytics Software market size was valued at US\$ 22720 million in 2023. With growing demand in downstream market, the Business Intelligence and Analytics Software is forecast to a readjusted size of US\$ 34430 million by 2030 with a CAGR of 6.1% during review period.

The research report highlights the growth potential of the global Business Intelligence and Analytics Software market. Business Intelligence and Analytics Software 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 and Analytics Software. 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 and Analytics Software market.

The factors for the Business Intelligence and Analytics Software market include:

1. **Increasing Data Availability and Complexity:** The rapid growth of digital technologies and the internet has led to an exponential increase in data generation. Organizations have access to vast amounts of data from various sources, including customer data, transaction records, social media, and sensor-generated data. Business Intelligence and Analytics software offer the capabilities to analyze and extract insights from this data, driving the demand for such tools.

2. Rise of Data-Driven Decision Making: Businesses are increasingly realizing the value of data-driven decision-making processes. Business Intelligence and Analytics software enable organizations to collect, analyze, and interpret data to make informed decisions, optimize operations, and gain a competitive edge. The adoption of these software solutions is driven by the need to transition from intuition-based decision-making to data-driven strategies.

3. Increasing Complexity of Business Processes: With the increasing complexity of business processes, traditional methods of data analysis and reporting become insufficient. Business Intelligence and Analytics software provide advanced functionalities that can handle complex data structures, analyze data in real-time, and uncover hidden patterns and trends. This capability is essential for businesses to adapt to the evolving challenges and complexities of today's markets.

4. Demand for Operational Efficiency: Businesses are constantly seeking ways to improve operational efficiency and optimize resource allocation. Business Intelligence and Analytics software provide insights into key performance indicators, identify bottlenecks, and highlight areas for improvement. These tools enable organizations to streamline processes, reduce costs, and increase productivity, driving the demand for such software solutions.

5. Growing Focus on Customer Experience: Customer-centricity has become a crucial aspect of business success. Business Intelligence and Analytics software facilitate a deep understanding of customer behavior, preferences, and needs by analyzing customer data. This insights-driven approach helps organizations personalize marketing campaigns, enhance customer engagement, and deliver a superior customer experience.

6. Regulatory Compliance and Risk Management: Compliance with regulatory requirements and effective risk management are critical for businesses operating in various industries, such as finance, healthcare, and telecommunications. Business Intelligence and Analytics software can assist organizations in monitoring and auditing processes, identifying potential risks, detecting anomalies, and ensuring compliance. The need for regulatory compliance and risk mitigation drives the adoption of these software solutions.

7. Technological Advancements: Continuous advancements in technology, such as artificial intelligence, machine learning, and natural language processing, have enhanced the capabilities of Business Intelligence and Analytics software. These

technologies enable organizations to automate data analysis, generate predictive insights, and gain a deeper understanding of their business operations. Technological advancements drive the market by providing more powerful and efficient software solutions.

8. Affordable Cloud-Based Solutions: The availability of affordable cloud-based Business Intelligence and Analytics software has democratized access to these tools. Small and medium-sized enterprises (SMEs) can now leverage advanced analytics capabilities without substantial upfront costs or the need for extensive IT infrastructure. The accessibility and cost-effectiveness of cloud-based solutions have fueled the adoption of Business Intelligence and Analytics software across organizations of all sizes.

Overall, the driving factors for the Business Intelligence and Analytics Software market include the increasing availability and complexity of data, the rise of data-driven decision making, the need for operational efficiency, the growing focus on customer experience, regulatory compliance and risk management, technological advancements, and the affordability of cloud-based solutions. These factors collectively contribute to the growth and adoption of Business Intelligence and Analytics software in various industries.

Key Features:

The report on Business Intelligence and Analytics Software 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 and Analytics Software market. It may include historical data, market segmentation by Type (e.g., Content Analytics, Professional ServicesManaged Services), and regional breakdowns.

Market Drivers and Challenges: The report can identify and analyse the factors driving the growth of the Business Intelligence and Analytics Software 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 and Analytics Software 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 and Analytics Software industry. This include advancements in Business Intelligence and Analytics Software technology, Business Intelligence and Analytics Software new entrants, Business Intelligence and Analytics Software new investment, and other innovations that are shaping the future of Business Intelligence and Analytics Software.

Downstream Procumbent Preference: The report can shed light on customer procumbent behaviour and adoption trends in the Business Intelligence and Analytics Software market. It includes factors influencing customer ' purchasing decisions, preferences for Business Intelligence and Analytics Software product.

Government Policies and Incentives: The research report analyse the impact of government policies and incentives on the Business Intelligence and Analytics Software market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Business Intelligence and Analytics Software 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 and Analytics Software market.

Market Forecasts and Future Outlook: Based on the analysis conducted, the research report provide market forecasts and outlook for the Business Intelligence and Analytics Software 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 and Analytics Software market.

Market Segmentation:

Business Intelligence and Analytics Software 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

Content Analytics

Professional Services
Managed Services

Others

Segmentation by application

Healthcare

BFSI

Media and entertainment

Energy and Power

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.

TIBCO Software

MicroStrategy

Tableau Software

OpenText

IBM

Oracle

Microsoft

SAP

SAS

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Business Intelligence and Analytics Software Market Size 2019-2030
 - 2.1.2 Business Intelligence and Analytics Software Market Size CAGR by Region 2019 VS 2023 VS 2030
- 2.2 Business Intelligence and Analytics Software Segment by Type
 - 2.2.1 Content Analytics
 - 2.2.2 Professional Services/Managed Services
 - 2.2.3 Others
- 2.3 Business Intelligence and Analytics Software Market Size by Type
 - 2.3.1 Business Intelligence and Analytics Software Market Size CAGR by Type (2019 VS 2023 VS 2030)
 - 2.3.2 Global Business Intelligence and Analytics Software Market Size Market Share by Type (2019-2024)
- 2.4 Business Intelligence and Analytics Software Segment by Application
 - 2.4.1 Healthcare
 - 2.4.2 BFSI
 - 2.4.3 Media and entertainment
 - 2.4.4 Energy and Power
 - 2.4.5 Others
- 2.5 Business Intelligence and Analytics Software Market Size by Application
 - 2.5.1 Business Intelligence and Analytics Software Market Size CAGR by Application (2019 VS 2023 VS 2030)
 - 2.5.2 Global Business Intelligence and Analytics Software Market Size Market Share by Application (2019-2024)

3 BUSINESS INTELLIGENCE AND ANALYTICS SOFTWARE MARKET SIZE BY PLAYER

3.1 Business Intelligence and Analytics Software Market Size Market Share by Players

3.1.1 Global Business Intelligence and Analytics Software Revenue by Players (2019-2024)

3.1.2 Global Business Intelligence and Analytics Software Revenue Market Share by Players (2019-2024)

3.2 Global Business Intelligence and Analytics Software Key Players Head office and Products Offered

3.3 Market Concentration Rate Analysis

3.3.1 Competition Landscape Analysis

3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

4 BUSINESS INTELLIGENCE AND ANALYTICS SOFTWARE BY REGIONS

4.1 Business Intelligence and Analytics Software Market Size by Regions (2019-2024)

4.2 Americas Business Intelligence and Analytics Software Market Size Growth (2019-2024)

4.3 APAC Business Intelligence and Analytics Software Market Size Growth (2019-2024)

4.4 Europe Business Intelligence and Analytics Software Market Size Growth (2019-2024)

4.5 Middle East & Africa Business Intelligence and Analytics Software Market Size Growth (2019-2024)

5 AMERICAS

5.1 Americas Business Intelligence and Analytics Software Market Size by Country (2019-2024)

5.2 Americas Business Intelligence and Analytics Software Market Size by Type (2019-2024)

5.3 Americas Business Intelligence and Analytics Software Market Size by Application (2019-2024)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Business Intelligence and Analytics Software Market Size by Region (2019-2024)

6.2 APAC Business Intelligence and Analytics Software Market Size by Type (2019-2024)

6.3 APAC Business Intelligence and Analytics Software Market Size by Application (2019-2024)

6.4 China

6.5 Japan

6.6 Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

7 EUROPE

7.1 Europe Business Intelligence and Analytics Software by Country (2019-2024)

7.2 Europe Business Intelligence and Analytics Software Market Size by Type (2019-2024)

7.3 Europe Business Intelligence and Analytics Software Market Size by Application (2019-2024)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Business Intelligence and Analytics Software by Region (2019-2024)

8.2 Middle East & Africa Business Intelligence and Analytics Software Market Size by Type (2019-2024)

8.3 Middle East & Africa Business Intelligence and Analytics Software Market Size by Application (2019-2024)

- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

- 9.1 Market Drivers & Growth Opportunities
- 9.2 Market Challenges & Risks
- 9.3 Industry Trends

10 GLOBAL BUSINESS INTELLIGENCE AND ANALYTICS SOFTWARE MARKET FORECAST

- 10.1 Global Business Intelligence and Analytics Software Forecast by Regions (2025-2030)
 - 10.1.1 Global Business Intelligence and Analytics Software Forecast by Regions (2025-2030)
 - 10.1.2 Americas Business Intelligence and Analytics Software Forecast
 - 10.1.3 APAC Business Intelligence and Analytics Software Forecast
 - 10.1.4 Europe Business Intelligence and Analytics Software Forecast
 - 10.1.5 Middle East & Africa Business Intelligence and Analytics Software Forecast
- 10.2 Americas Business Intelligence and Analytics Software Forecast by Country (2025-2030)
 - 10.2.1 United States Business Intelligence and Analytics Software Market Forecast
 - 10.2.2 Canada Business Intelligence and Analytics Software Market Forecast
 - 10.2.3 Mexico Business Intelligence and Analytics Software Market Forecast
 - 10.2.4 Brazil Business Intelligence and Analytics Software Market Forecast
- 10.3 APAC Business Intelligence and Analytics Software Forecast by Region (2025-2030)
 - 10.3.1 China Business Intelligence and Analytics Software Market Forecast
 - 10.3.2 Japan Business Intelligence and Analytics Software Market Forecast
 - 10.3.3 Korea Business Intelligence and Analytics Software Market Forecast
 - 10.3.4 Southeast Asia Business Intelligence and Analytics Software Market Forecast
 - 10.3.5 India Business Intelligence and Analytics Software Market Forecast
 - 10.3.6 Australia Business Intelligence and Analytics Software Market Forecast
- 10.4 Europe Business Intelligence and Analytics Software Forecast by Country (2025-2030)

- 10.4.1 Germany Business Intelligence and Analytics Software Market Forecast
- 10.4.2 France Business Intelligence and Analytics Software Market Forecast
- 10.4.3 UK Business Intelligence and Analytics Software Market Forecast
- 10.4.4 Italy Business Intelligence and Analytics Software Market Forecast
- 10.4.5 Russia Business Intelligence and Analytics Software Market Forecast
- 10.5 Middle East & Africa Business Intelligence and Analytics Software Forecast by Region (2025-2030)
 - 10.5.1 Egypt Business Intelligence and Analytics Software Market Forecast
 - 10.5.2 South Africa Business Intelligence and Analytics Software Market Forecast
 - 10.5.3 Israel Business Intelligence and Analytics Software Market Forecast
 - 10.5.4 Turkey Business Intelligence and Analytics Software Market Forecast
 - 10.5.5 GCC Countries Business Intelligence and Analytics Software Market Forecast
- 10.6 Global Business Intelligence and Analytics Software Forecast by Type (2025-2030)
- 10.7 Global Business Intelligence and Analytics Software Forecast by Application (2025-2030)

11 KEY PLAYERS ANALYSIS

11.1 TIBCO Software

- 11.1.1 TIBCO Software Company Information
- 11.1.2 TIBCO Software Business Intelligence and Analytics Software Product Offered
- 11.1.3 TIBCO Software Business Intelligence and Analytics Software Revenue, Gross Margin and Market Share (2019-2024)
- 11.1.4 TIBCO Software Main Business Overview
- 11.1.5 TIBCO Software Latest Developments

11.2 MicroStrategy

- 11.2.1 MicroStrategy Company Information
- 11.2.2 MicroStrategy Business Intelligence and Analytics Software Product Offered
- 11.2.3 MicroStrategy Business Intelligence and Analytics Software Revenue, Gross Margin and Market Share (2019-2024)
- 11.2.4 MicroStrategy Main Business Overview
- 11.2.5 MicroStrategy Latest Developments

11.3 Tableau Software

- 11.3.1 Tableau Software Company Information
- 11.3.2 Tableau Software Business Intelligence and Analytics Software Product Offered
- 11.3.3 Tableau Software Business Intelligence and Analytics Software Revenue, Gross Margin and Market Share (2019-2024)
- 11.3.4 Tableau Software Main Business Overview
- 11.3.5 Tableau Software Latest Developments

11.4 OpenText

11.4.1 OpenText Company Information

11.4.2 OpenText Business Intelligence and Analytics Software Product Offered

11.4.3 OpenText Business Intelligence and Analytics Software Revenue, Gross Margin and Market Share (2019-2024)

11.4.4 OpenText Main Business Overview

11.4.5 OpenText Latest Developments

11.5 IBM

11.5.1 IBM Company Information

11.5.2 IBM Business Intelligence and Analytics Software Product Offered

11.5.3 IBM Business Intelligence and Analytics Software Revenue, Gross Margin and Market Share (2019-2024)

11.5.4 IBM Main Business Overview

11.5.5 IBM Latest Developments

11.6 Oracle

11.6.1 Oracle Company Information

11.6.2 Oracle Business Intelligence and Analytics Software Product Offered

11.6.3 Oracle Business Intelligence and Analytics Software Revenue, Gross Margin and Market Share (2019-2024)

11.6.4 Oracle Main Business Overview

11.6.5 Oracle Latest Developments

11.7 Microsoft

11.7.1 Microsoft Company Information

11.7.2 Microsoft Business Intelligence and Analytics Software Product Offered

11.7.3 Microsoft Business Intelligence and Analytics Software Revenue, Gross Margin and Market Share (2019-2024)

11.7.4 Microsoft Main Business Overview

11.7.5 Microsoft Latest Developments

11.8 SAP

11.8.1 SAP Company Information

11.8.2 SAP Business Intelligence and Analytics Software Product Offered

11.8.3 SAP Business Intelligence and Analytics Software Revenue, Gross Margin and Market Share (2019-2024)

11.8.4 SAP Main Business Overview

11.8.5 SAP Latest Developments

11.9 SAS

11.9.1 SAS Company Information

11.9.2 SAS Business Intelligence and Analytics Software Product Offered

11.9.3 SAS Business Intelligence and Analytics Software Revenue, Gross Margin and

Market Share (2019-2024)

11.9.4 SAS Main Business Overview

11.9.5 SAS Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Business Intelligence and Analytics Software Market Size CAGR by Region (2019 VS 2023 VS 2030) & (\$ Millions)

Table 2. Major Players of Content Analytics

Table 3. Major Players of Professional Services/Managed Services

Table 4. Major Players of Others

Table 5. Business Intelligence and Analytics Software Market Size CAGR by Type (2019 VS 2023 VS 2030) & (\$ Millions)

Table 6. Global Business Intelligence and Analytics Software Market Size by Type (2019-2024) & (\$ Millions)

Table 7. Global Business Intelligence and Analytics Software Market Size Market Share by Type (2019-2024)

Table 8. Business Intelligence and Analytics Software Market Size CAGR by Application (2019 VS 2023 VS 2030) & (\$ Millions)

Table 9. Global Business Intelligence and Analytics Software Market Size by Application (2019-2024) & (\$ Millions)

Table 10. Global Business Intelligence and Analytics Software Market Size Market Share by Application (2019-2024)

Table 11. Global Business Intelligence and Analytics Software Revenue by Players (2019-2024) & (\$ Millions)

Table 12. Global Business Intelligence and Analytics Software Revenue Market Share by Player (2019-2024)

Table 13. Business Intelligence and Analytics Software Key Players Head office and Products Offered

Table 14. Business Intelligence and Analytics Software Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)

Table 15. New Products and Potential Entrants

Table 16. Mergers & Acquisitions, Expansion

Table 17. Global Business Intelligence and Analytics Software Market Size by Regions 2019-2024 & (\$ Millions)

Table 18. Global Business Intelligence and Analytics Software Market Size Market Share by Regions (2019-2024)

Table 19. Global Business Intelligence and Analytics Software Revenue by Country/Region (2019-2024) & (\$ millions)

Table 20. Global Business Intelligence and Analytics Software Revenue Market Share by Country/Region (2019-2024)

Table 21. Americas Business Intelligence and Analytics Software Market Size by Country (2019-2024) & (\$ Millions)

Table 22. Americas Business Intelligence and Analytics Software Market Size Market Share by Country (2019-2024)

Table 23. Americas Business Intelligence and Analytics Software Market Size by Type (2019-2024) & (\$ Millions)

Table 24. Americas Business Intelligence and Analytics Software Market Size Market Share by Type (2019-2024)

Table 25. Americas Business Intelligence and Analytics Software Market Size by Application (2019-2024) & (\$ Millions)

Table 26. Americas Business Intelligence and Analytics Software Market Size Market Share by Application (2019-2024)

Table 27. APAC Business Intelligence and Analytics Software Market Size by Region (2019-2024) & (\$ Millions)

Table 28. APAC Business Intelligence and Analytics Software Market Size Market Share by Region (2019-2024)

Table 29. APAC Business Intelligence and Analytics Software Market Size by Type (2019-2024) & (\$ Millions)

Table 30. APAC Business Intelligence and Analytics Software Market Size Market Share by Type (2019-2024)

Table 31. APAC Business Intelligence and Analytics Software Market Size by Application (2019-2024) & (\$ Millions)

Table 32. APAC Business Intelligence and Analytics Software Market Size Market Share by Application (2019-2024)

Table 33. Europe Business Intelligence and Analytics Software Market Size by Country (2019-2024) & (\$ Millions)

Table 34. Europe Business Intelligence and Analytics Software Market Size Market Share by Country (2019-2024)

Table 35. Europe Business Intelligence and Analytics Software Market Size by Type (2019-2024) & (\$ Millions)

Table 36. Europe Business Intelligence and Analytics Software Market Size Market Share by Type (2019-2024)

Table 37. Europe Business Intelligence and Analytics Software Market Size by Application (2019-2024) & (\$ Millions)

Table 38. Europe Business Intelligence and Analytics Software Market Size Market Share by Application (2019-2024)

Table 39. Middle East & Africa Business Intelligence and Analytics Software Market Size by Region (2019-2024) & (\$ Millions)

Table 40. Middle East & Africa Business Intelligence and Analytics Software Market

Size Market Share by Region (2019-2024)

Table 41. Middle East & Africa Business Intelligence and Analytics Software Market Size by Type (2019-2024) & (\$ Millions)

Table 42. Middle East & Africa Business Intelligence and Analytics Software Market Size Market Share by Type (2019-2024)

Table 43. Middle East & Africa Business Intelligence and Analytics Software Market Size by Application (2019-2024) & (\$ Millions)

Table 44. Middle East & Africa Business Intelligence and Analytics Software Market Size Market Share by Application (2019-2024)

Table 45. Key Market Drivers & Growth Opportunities of Business Intelligence and Analytics Software

Table 46. Key Market Challenges & Risks of Business Intelligence and Analytics Software

Table 47. Key Industry Trends of Business Intelligence and Analytics Software

Table 48. Global Business Intelligence and Analytics Software Market Size Forecast by Regions (2025-2030) & (\$ Millions)

Table 49. Global Business Intelligence and Analytics Software Market Size Market Share Forecast by Regions (2025-2030)

Table 50. Global Business Intelligence and Analytics Software Market Size Forecast by Type (2025-2030) & (\$ Millions)

Table 51. Global Business Intelligence and Analytics Software Market Size Forecast by Application (2025-2030) & (\$ Millions)

Table 52. TIBCO Software Details, Company Type, Business Intelligence and Analytics Software Area Served and Its Competitors

Table 53. TIBCO Software Business Intelligence and Analytics Software Product Offered

Table 54. TIBCO Software Business Intelligence and Analytics Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 55. TIBCO Software Main Business

Table 56. TIBCO Software Latest Developments

Table 57. MicroStrategy Details, Company Type, Business Intelligence and Analytics Software Area Served and Its Competitors

Table 58. MicroStrategy Business Intelligence and Analytics Software Product Offered

Table 59. MicroStrategy Main Business

Table 60. MicroStrategy Business Intelligence and Analytics Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 61. MicroStrategy Latest Developments

Table 62. Tableau Software Details, Company Type, Business Intelligence and Analytics Software Area Served and Its Competitors

Table 63. Tableau Software Business Intelligence and Analytics Software Product Offered

Table 64. Tableau Software Main Business

Table 65. Tableau Software Business Intelligence and Analytics Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 66. Tableau Software Latest Developments

Table 67. OpenText Details, Company Type, Business Intelligence and Analytics Software Area Served and Its Competitors

Table 68. OpenText Business Intelligence and Analytics Software Product Offered

Table 69. OpenText Main Business

Table 70. OpenText Business Intelligence and Analytics Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 71. OpenText Latest Developments

Table 72. IBM Details, Company Type, Business Intelligence and Analytics Software Area Served and Its Competitors

Table 73. IBM Business Intelligence and Analytics Software Product Offered

Table 74. IBM Main Business

Table 75. IBM Business Intelligence and Analytics Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 76. IBM Latest Developments

Table 77. Oracle Details, Company Type, Business Intelligence and Analytics Software Area Served and Its Competitors

Table 78. Oracle Business Intelligence and Analytics Software Product Offered

Table 79. Oracle Main Business

Table 80. Oracle Business Intelligence and Analytics Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 81. Oracle Latest Developments

Table 82. Microsoft Details, Company Type, Business Intelligence and Analytics Software Area Served and Its Competitors

Table 83. Microsoft Business Intelligence and Analytics Software Product Offered

Table 84. Microsoft Main Business

Table 85. Microsoft Business Intelligence and Analytics Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 86. Microsoft Latest Developments

Table 87. SAP Details, Company Type, Business Intelligence and Analytics Software Area Served and Its Competitors

Table 88. SAP Business Intelligence and Analytics Software Product Offered

Table 89. SAP Main Business

Table 90. SAP Business Intelligence and Analytics Software Revenue (\$ million), Gross

Margin and Market Share (2019-2024)

Table 91. SAP Latest Developments

Table 92. SAS Details, Company Type, Business Intelligence and Analytics Software Area Served and Its Competitors

Table 93. SAS Business Intelligence and Analytics Software Product Offered

Table 94. SAS Main Business

Table 95. SAS Business Intelligence and Analytics Software Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 96. SAS Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. Business Intelligence and Analytics Software Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Business Intelligence and Analytics Software Market Size Growth Rate 2019-2030 (\$ Millions)

Figure 6. Business Intelligence and Analytics Software Sales by Geographic Region (2019, 2023 & 2030) & (\$ millions)

Figure 7. Business Intelligence and Analytics Software Sales Market Share by Country/Region (2023)

Figure 8. Business Intelligence and Analytics Software Sales Market Share by Country/Region (2019, 2023 & 2030)

Figure 9. Global Business Intelligence and Analytics Software Market Size Market Share by Type in 2023

Figure 10. Business Intelligence and Analytics Software in Healthcare

Figure 11. Global Business Intelligence and Analytics Software Market: Healthcare (2019-2024) & (\$ Millions)

Figure 12. Business Intelligence and Analytics Software in BFSI

Figure 13. Global Business Intelligence and Analytics Software Market: BFSI (2019-2024) & (\$ Millions)

Figure 14. Business Intelligence and Analytics Software in Media and entertainment

Figure 15. Global Business Intelligence and Analytics Software Market: Media and entertainment (2019-2024) & (\$ Millions)

Figure 16. Business Intelligence and Analytics Software in Energy and Power

Figure 17. Global Business Intelligence and Analytics Software Market: Energy and Power (2019-2024) & (\$ Millions)

Figure 18. Business Intelligence and Analytics Software in Others

Figure 19. Global Business Intelligence and Analytics Software Market: Others (2019-2024) & (\$ Millions)

Figure 20. Global Business Intelligence and Analytics Software Market Size Market Share by Application in 2023

Figure 21. Global Business Intelligence and Analytics Software Revenue Market Share by Player in 2023

Figure 22. Global Business Intelligence and Analytics Software Market Size Market Share by Regions (2019-2024)

Figure 23. Americas Business Intelligence and Analytics Software Market Size 2019-2024 (\$ Millions)

Figure 24. APAC Business Intelligence and Analytics Software Market Size 2019-2024 (\$ Millions)

Figure 25. Europe Business Intelligence and Analytics Software Market Size 2019-2024 (\$ Millions)

Figure 26. Middle East & Africa Business Intelligence and Analytics Software Market Size 2019-2024 (\$ Millions)

Figure 27. Americas Business Intelligence and Analytics Software Value Market Share by Country in 2023

Figure 28. United States Business Intelligence and Analytics Software Market Size Growth 2019-2024 (\$ Millions)

Figure 29. Canada Business Intelligence and Analytics Software Market Size Growth 2019-2024 (\$ Millions)

Figure 30. Mexico Business Intelligence and Analytics Software Market Size Growth 2019-2024 (\$ Millions)

Figure 31. Brazil Business Intelligence and Analytics Software Market Size Growth 2019-2024 (\$ Millions)

Figure 32. APAC Business Intelligence and Analytics Software Market Size Market Share by Region in 2023

Figure 33. APAC Business Intelligence and Analytics Software Market Size Market Share by Type in 2023

Figure 34. APAC Business Intelligence and Analytics Software Market Size Market Share by Application in 2023

Figure 35. China Business Intelligence and Analytics Software Market Size Growth 2019-2024 (\$ Millions)

Figure 36. Japan Business Intelligence and Analytics Software Market Size Growth 2019-2024 (\$ Millions)

Figure 37. Korea Business Intelligence and Analytics Software Market Size Growth 2019-2024 (\$ Millions)

Figure 38. Southeast Asia Business Intelligence and Analytics Software Market Size Growth 2019-2024 (\$ Millions)

Figure 39. India Business Intelligence and Analytics Software Market Size Growth 2019-2024 (\$ Millions)

Figure 40. Australia Business Intelligence and Analytics Software Market Size Growth 2019-2024 (\$ Millions)

Figure 41. Europe Business Intelligence and Analytics Software Market Size Market Share by Country in 2023

Figure 42. Europe Business Intelligence and Analytics Software Market Size Market

Share by Type (2019-2024)

Figure 43. Europe Business Intelligence and Analytics Software Market Size Market Share by Application (2019-2024)

Figure 44. Germany Business Intelligence and Analytics Software Market Size Growth 2019-2024 (\$ Millions)

Figure 45. France Business Intelligence and Analytics Software Market Size Growth 2019-2024 (\$ Millions)

Figure 46. UK Business Intelligence and Analytics Software Market Size Growth 2019-2024 (\$ Millions)

Figure 47. Italy Business Intelligence and Analytics Software Market Size Growth 2019-2024 (\$ Millions)

Figure 48. Russia Business Intelligence and Analytics Software Market Size Growth 2019-2024 (\$ Millions)

Figure 49. Middle East & Africa Business Intelligence and Analytics Software Market Size Market Share by Region (2019-2024)

Figure 50. Middle East & Africa Business Intelligence and Analytics Software Market Size Market Share by Type (2019-2024)

Figure 51. Middle East & Africa Business Intelligence and Analytics Software Market Size Market Share by Application (2019-2024)

Figure 52. Egypt Business Intelligence and Analytics Software Market Size Growth 2019-2024 (\$ Millions)

Figure 53. South Africa Business Intelligence and Analytics Software Market Size Growth 2019-2024 (\$ Millions)

Figure 54. Israel Business Intelligence and Analytics Software Market Size Growth 2019-2024 (\$ Millions)

Figure 55. Turkey Business Intelligence and Analytics Software Market Size Growth 2019-2024 (\$ Millions)

Figure 56. GCC Country Business Intelligence and Analytics Software Market Size Growth 2019-2024 (\$ Millions)

Figure 57. Americas Business Intelligence and Analytics Software Market Size 2025-2030 (\$ Millions)

Figure 58. APAC Business Intelligence and Analytics Software Market Size 2025-2030 (\$ Millions)

Figure 59. Europe Business Intelligence and Analytics Software Market Size 2025-2030 (\$ Millions)

Figure 60. Middle East & Africa Business Intelligence and Analytics Software Market Size 2025-2030 (\$ Millions)

Figure 61. United States Business Intelligence and Analytics Software Market Size 2025-2030 (\$ Millions)

Figure 62. Canada Business Intelligence and Analytics Software Market Size 2025-2030 (\$ Millions)

Figure 63. Mexico Business Intelligence and Analytics Software Market Size 2025-2030 (\$ Millions)

Figure 64. Brazil Business Intelligence and Analytics Software Market Size 2025-2030 (\$ Millions)

Figure 65. China Business Intelligence and Analytics Software Market Size 2025-2030 (\$ Millions)

Figure 66. Japan Business Intelligence and Analytics Software Market Size 2025-2030 (\$ Millions)

Figure 67. Korea Business Intelligence and Analytics Software Market Size 2025-2030 (\$ Millions)

Figure 68. Southeast Asia Business Intelligence and Analytics Software Market Size 2025-2030 (\$ Millions)

Figure 69. India Business Intelligence and Analytics Software Market Size 2025-2030 (\$ Millions)

Figure 70. Australia Business Intelligence and Analytics Software Market Size 2025-2030 (\$ Millions)

Figure 71. Germany Business Intelligence and Analytics Software Market Size 2025-2030 (\$ Millions)

Figure 72. France Business Intelligence and Analytics Software Market Size 2025-2030 (\$ Millions)

Figure 73. UK Business Intelligence and Analytics Software Market Size 2025-2030 (\$ Millions)

Figure 74. Italy Business Intelligence and Analytics Software Market Size 2025-2030 (\$ Millions)

Figure 75. Russia Business Intelligence and Analytics Software Market Size 2025-2030 (\$ Millions)

Figure 76. Spain Business Intelligence and Analytics Software Market Size 2025-2030 (\$ Millions)

Figure 77. Egypt Business Intelligence and Analytics Software Market Size 2025-2030 (\$ Millions)

Figure 78. South Africa Business Intelligence and Analytics Software Market Size 2025-2030 (\$ Millions)

Figure 79. Israel Business Intelligence and Analytics Software Market Size 2025-2030 (\$ Millions)

Figure 80. Turkey Business Intelligence and Analytics Software Market Size 2025-2030 (\$ Millions)

Figure 81. GCC Countries Business Intelligence and Analytics Software Market Size

2025-2030 (\$ Millions)

Figure 82. Global Business Intelligence and Analytics Software Market Size Market Share Forecast by Type (2025-2030)

Figure 83. Global Business Intelligence and Analytics Software Market Size Market Share Forecast by Application (2025-2030)

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