

# **Global Data De-identification & Pseudonymity Software Market Growth (Status and Outlook) 2024-2030**

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## **Abstracts**

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The most common technique to de-identify data in a dataset is through pseudonymization. Data de-identification/pseudonymization software replaces personal identifying data in datasets with artificial identifiers, or pseudonyms. Companies choose to de-identify or pseudonymize (also called tokenize) their data to reduce their risk of holding personally identifiable information and comply with privacy and data protection laws such as the CCPA and GDPR.

Data de-identification/pseudonymization software allows companies to use realistic, but not personally identifiable datasets. This protects the anonymity of data subjects whose personal identifying data, such as names, dates of birth, and other identifiers, are in the dataset. De-identification/pseudonymity solutions help companies derive value from datasets without compromising the privacy of the data subjects in a given dataset.

The global Data De-identification & Pseudonymity Software market size is projected to grow from US\$ 1061 million in 2023 to US\$ 1866.4 million in 2030; it is expected to grow at a CAGR of 8.4% from 2024 to 2030.

LPI (LP Information)' newest research report, the "Data De-identification & Pseudonymity Software Industry Forecast" looks at past sales and reviews total world Data De-identification & Pseudonymity Software sales in 2023, providing a comprehensive analysis by region and market sector of projected Data De-identification & Pseudonymity Software sales for 2024 through 2030. With Data De-identification & Pseudonymity Software sales broken down by region, market sector and sub-sector,

this report provides a detailed analysis in US\$ millions of the world Data De-identification & Pseudonymity Software industry.

This Insight Report provides a comprehensive analysis of the global Data De-identification & Pseudonymity Software 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 Data De-identification & Pseudonymity Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Data De-identification & Pseudonymity Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Data De-identification & Pseudonymity Software 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 Data De-identification & Pseudonymity Software.

Some of the future market trends of Data De-identification & Pseudonymity Software are:

Increasing demand for cloud-based solutions that can provide scalability, flexibility, and cost-effectiveness for data de-identification and pseudonymity.

Growing adoption of artificial intelligence and machine learning technologies that can enhance the efficiency and accuracy of data de-identification and pseudonymity processes.

Rising awareness and compliance with data privacy and protection regulations such as GDPR, CCPA, HIPAA, and others that require organizations to safeguard the personal data of their customers and employees.

Expanding use cases and applications of data de-identification and pseudonymity software in various industries such as healthcare, retail, banking, telecommunications, government, and others.

This report presents a comprehensive overview, market shares, and growth

opportunities of Data De-identification & Pseudonymity Software market by product type, application, key players and key regions and countries.

#### Segmentation by type

Cloud-Based

On-Premises

#### Segmentation by application

Individual

Enterprise

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.

Aircloak

AvePoint

Anonos

Ekobit

Protegrity

Dataguise

Thales Group

ARCAD Software

IBM

MENTISoftware

Imperva

Informatica

KI DESIGN

Privacy Analytics

ContextSpace

Privitar

SecuPi

Semele

StratoKey

TokenEx

Truata

Very Good Security

Wizuda

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