

Global Data Monetization Market Growth (Status and Outlook) 2025-2031

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Abstracts

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The global Data Monetization market size is predicted to grow from US\$ 5042 million in 2025 to US\$ 56730 million in 2031; it is expected to grow at a CAGR of 49.7% from 2025 to 2031.

Data monetization, a form of monetization, is the act of generating measurable economic benefits from available data sources. Typically these benefits accrue as revenue or expense savings, but may also include market share or corporate market value gains. Data monetization leverages data generated through business operations, available exogenous data or content, as well as data associated with individual actors such as that collected via electronic devices and sensors participating in the internet of things. For example, the ubiquity of the internet of things is generating location data and other data from sensors and mobile devices at an ever increasing rate. The data in this report is based on data analytics software fees and service fees for Data Monetization.

Global Data Monetization main players are Accenture, Viavi Solutions, Infosys, IBM, etc. Global top four manufacturers hold a share nearly 50%. North America is the largest market, with a share over 40%.

LPI (LP Information)' newest research report, the "Data Monetization Industry Forecast" looks at past sales and reviews total world Data Monetization sales in 2024, providing a comprehensive analysis by region and market sector of projected Data Monetization sales for 2025 through 2031. With Data Monetization sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Data Monetization industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Data Monetization 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 Monetization.

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

Segmentation by Type:

On-Premises

Cloud

Segmentation by Application:

Telecom

Finance & Banking

E-Commerce & Retail

Network & Software

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.

Accenture

Viavi Solutions

Infosys

SAP

Adastra

Mahindra Comviva

Alepo

EMC

ALC

Redknee

SAS

Monetize Solutions

Reltio

IBM

Teradata

CellOS Software

Altruist India/Connectiva

Samsung ARTIK

1010DATA

Dawex Systems

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