

Global Low-Code Embedded Analytics Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Low-Code Embedded Analytics market size is predicted to grow from US\$ 16164 million in 2025 to US\$ 32749 million in 2032; it is expected to grow at a CAGR of 10.7% from 2026 to 2032.

Low-Code Embedded Analytics refers to the integration of business intelligence (BI) and data analytics capabilities directly into software applications through low-code development platforms, enabling users to create, customize, and embed interactive dashboards, reports, and visualizations without extensive hand-coding. Unlike traditional BI tools that require separate logins and specialized technical skills, low-code embedded analytics allows software vendors and enterprise IT teams to add analytics features directly into their existing applications (SaaS, CRM, ERP) using drag-and-drop interfaces, pre-built components, and visual data modeling.

The upstream segment includes raw technology suppliers of data visualization libraries, embedded BI SDKs, cloud infrastructure providers, and open-source analytics frameworks. The midstream segment encompasses low-code platform development, analytics engine integration, embedding APIs/SDKs, security and governance frameworks, and quality testing performed by specialized software vendors and BI platform providers. Low-code embedded analytics platforms are categorized by deployment into cloud-based platforms (dominant with 63.47% share in 2025) and on-premises platforms; by application into CRM analytics, marketing analytics, financial analytics, supply chain analytics, and HR analytics; by industry into BFSI (largest end-user), healthcare, retail, manufacturing, and IT/telecom; and by enterprise size into small offices, small enterprises, medium-sized enterprises, large enterprises, and very large enterprises. The downstream segment serves independent software vendors (ISVs) embedding analytics into their SaaS products, enterprise IT teams building

internal applications, and business users accessing insights directly within their daily workflow applications.

The industry maintains gross margins between 70% and 85%, reflecting the scalable software-as-a-service economics, recurring subscription revenue models, and the high-value nature of embedded data intelligence capabilities.

The global low-code embedded analytics market is experiencing rapid growth, driven by the increasing demand for data-driven decision-making, the proliferation of SaaS applications, and organizational pressure to provide non-technical business users with on-demand access to actionable insights without requiring coding expertise. Low-code interfaces let business professionals create dashboards without relying on developers, significantly accelerating insight delivery and freeing IT staff for strategic work.

A notable trend reshaping the market is the integration of artificial intelligence with low-code embedded analytics platforms. AI-powered platforms enable businesses to leverage machine learning algorithms for predictive analytics, improving decision-making processes through automatic insight generation from large datasets without manual intervention. Many low-code platforms now feature AI tools that automatically suggest insights, allowing users to discover patterns and trends they may not have noticed, reducing the need for data scientists and empowering non-technical users. The expansion of AI-driven analytics automation, natural language queries, and predictive modeling is accelerating market growth.

Another significant development is the shift toward cloud-based deployment models, which dominate the market due to their scalability, lower infrastructure costs, ease of integration, and accessibility for businesses of all sizes, especially small and medium enterprises. The rise of composable analytics architecture allows businesses to dynamically build and connect low-code analytics features, enhancing scalability and flexibility. The growing volume of enterprise data and the widespread use of SaaS platforms are further driving the addressable market for low-code platforms.

LPI (LP Information)' newest research report, the 'Low-Code Embedded Analytics Industry Forecast' looks at past sales and reviews total world Low-Code Embedded Analytics sales in 2025, providing a comprehensive analysis by region and market sector of projected Low-Code Embedded Analytics sales for 2026 through 2032. With Low-Code Embedded Analytics sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Low-Code Embedded Analytics industry.

This Insight Report provides a comprehensive analysis of the global Low-Code Embedded Analytics 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 Low-Code Embedded Analytics portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Low-Code Embedded Analytics market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Low-Code Embedded Analytics 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 Low-Code Embedded Analytics.

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

Segmentation by Type:

Cloud-Based Platforms

On-Premises Platforms

Segmentation by Offering:

Platform / Software

Integration & Implementation Services

Training & Support

Segmentation by AI Feature Maturity:

Basic (Natural Language Query)

Intermediate (Automated Insights)

Advanced (Predictive Modeling, Anomaly Detection)

Segmentation by Application:

Independent Software Vendors (ISVs)

Enterprise IT / Development Teams

Business Analysts

Citizen Data Scientists

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 Corporation

Google LLC (Looker)

Salesforce (Tableau)

Amazon Web Services (Amazon QuickSight)

Domo, Inc.

TIBCO Software Inc.

Sisense Inc.

Qlik Sense (QlikTech)

GoodData Corporation

Logi Analytics (Insight Software)

Zoho Analytics

MicroStrategy Incorporated

Infor (Birst)

SAP SE

Oracle Corporation

Yellowfin International Pty Ltd

Dundas Data Visualization (Magnitude)

Izenda, Inc.

Wyn Enterprise (GrapeCity)

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