

Global Visual Analytics Software Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Visual Analytics Software market size is predicted to grow from US\$ 1692 million in 2025 to US\$ 2803 million in 2032; it is expected to grow at a CAGR of 7.5% from 2026 to 2032.

Visual Analytics Software is a tool that integrates data visualization, interactive analysis, and data science capabilities. It is designed to transform complex data into intuitive charts, dashboards, or maps, helping users quickly discover patterns, trends, and anomalies in their data through visual exploration. It supports a wide range of needs, from simple business reports to complex predictive analytics, enabling non-technical personnel to conduct self-service data exploration and accelerating the data-driven decision-making process.

United States market for Visual Analytics Software is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Visual Analytics Software is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Visual Analytics Software is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Visual Analytics Software players cover Microsoft, IBM, Salesforce, Oracle, Qlik, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the "Visual Analytics Software Industry

Forecast” looks at past sales and reviews total world Visual Analytics Software sales in 2025, providing a comprehensive analysis by region and market sector of projected Visual Analytics Software sales for 2026 through 2032. With Visual Analytics Software sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Visual Analytics Software industry.

This Insight Report provides a comprehensive analysis of the global Visual Analytics 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 analyses the strategies of leading global companies with a focus on Visual Analytics Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Visual Analytics Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Visual Analytics 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 Visual Analytics Software.

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

Segmentation by Type:

Cloud-Based

On-premises

Segmentation by User:

Business Managers

Data Scientists

Business Analysts

Others

Segmentation by Data:

Structured Data

Unstructured Data

Segmentation by Application:

Individual

Commercial

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

IBM

Salesforce

Oracle

Qlik

SAP

Google

ThoughtSpot

SAS

Infor

Spotfire

Yellowfin

MicroStrategy

Alteryx

Domo

Zoho

Sisense

Sigma Computing

Amazon Web Services

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 Visual Analytics Software Market Size (2021-2032)
 - 2.1.2 Visual Analytics Software Market Size CAGR by Region (2021 VS 2025 VS 2032)
 - 2.1.3 World Current & Future Analysis for Visual Analytics Software by Country/Region (2021, 2025 & 2032)
- 2.2 Visual Analytics Software Segment by Type
 - 2.2.1 Cloud-Based
 - 2.2.2 On-premises
 - 2.2.3 Visual Analytics Software Market Size by Type
 - 2.2.3.1 Visual Analytics Software Market Size CAGR by Type (2021 VS 2025 VS 2032)
 - 2.2.3.2 Global Visual Analytics Software Market Size Market Share by Type (2021-2026)
- 2.3 Visual Analytics Software Segment by User
 - 2.3.1 Business Managers
 - 2.3.2 Data Scientists
 - 2.3.3 Business Analysts
 - 2.3.4 Others
 - 2.3.5 Visual Analytics Software Market Size by User
 - 2.3.5.1 Visual Analytics Software Market Size CAGR by User (2021 VS 2025 VS 2032)
 - 2.3.5.2 Global Visual Analytics Software Market Size Market Share by User (2021-2026)

2.4 Visual Analytics Software Segment by Data

2.4.1 Structured Data

2.4.2 Unstructured Data

2.4.3 Visual Analytics Software Market Size by Data

2.4.3.1 Visual Analytics Software Market Size CAGR by Data (2021 VS 2025 VS 2032)

2.4.3.2 Global Visual Analytics Software Market Size Market Share by Data (2021-2026)

2.5 Visual Analytics Software Segment by Application

2.5.1 Individual

2.5.2 Commercial

2.5.3 Visual Analytics Software Market Size by Application

2.5.3.1 Visual Analytics Software Market Size CAGR by Application (2021 VS 2025 VS 2032)

2.5.3.2 Global Visual Analytics Software Market Size Market Share by Application (2021-2026)

3 VISUAL ANALYTICS SOFTWARE MARKET SIZE BY PLAYER

3.1 Visual Analytics Software Market Size Market Share by Player

3.1.1 Global Visual Analytics Software Revenue by Player (2021-2026)

3.1.2 Global Visual Analytics Software Revenue Market Share by Player (2021-2026)

3.2 Global Visual 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) & (2024-2026)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

4 VISUAL ANALYTICS SOFTWARE BY REGION

4.1 Visual Analytics Software Market Size by Region (2021-2026)

4.2 Global Visual Analytics Software Annual Revenue by Country/Region (2021-2026)

4.3 Americas Visual Analytics Software Market Size Growth (2021-2026)

4.4 APAC Visual Analytics Software Market Size Growth (2021-2026)

4.5 Europe Visual Analytics Software Market Size Growth (2021-2026)

4.6 Middle East & Africa Visual Analytics Software Market Size Growth (2021-2026)

5 AMERICAS

- 5.1 Americas Visual Analytics Software Market Size by Country (2021-2026)
- 5.2 Americas Visual Analytics Software Market Size by Type (2021-2026)
- 5.3 Americas Visual Analytics Software Market Size by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Visual Analytics Software Market Size by Region (2021-2026)
- 6.2 APAC Visual Analytics Software Market Size by Type (2021-2026)
- 6.3 APAC Visual Analytics Software Market Size by Application (2021-2026)
- 6.4 China
- 6.5 Japan
- 6.6 South Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia

7 EUROPE

- 7.1 Europe Visual Analytics Software Market Size by Country (2021-2026)
- 7.2 Europe Visual Analytics Software Market Size by Type (2021-2026)
- 7.3 Europe Visual Analytics Software Market Size by Application (2021-2026)
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia

8 MIDDLE EAST & AFRICA

- 8.1 Middle East & Africa Visual Analytics Software by Region (2021-2026)
- 8.2 Middle East & Africa Visual Analytics Software Market Size by Type (2021-2026)
- 8.3 Middle East & Africa Visual Analytics Software Market Size by Application (2021-2026)
- 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 VISUAL ANALYTICS SOFTWARE MARKET FORECAST

10.1 Global Visual Analytics Software Forecast by Region (2027-2032)

10.1.1 Global Visual Analytics Software Forecast by Region (2027-2032)

10.1.2 Americas Visual Analytics Software Forecast

10.1.3 APAC Visual Analytics Software Forecast

10.1.4 Europe Visual Analytics Software Forecast

10.1.5 Middle East & Africa Visual Analytics Software Forecast

10.2 Americas Visual Analytics Software Forecast by Country (2027-2032)

10.2.1 United States Market Visual Analytics Software Forecast

10.2.2 Canada Market Visual Analytics Software Forecast

10.2.3 Mexico Market Visual Analytics Software Forecast

10.2.4 Brazil Market Visual Analytics Software Forecast

10.3 APAC Visual Analytics Software Forecast by Region (2027-2032)

10.3.1 China Visual Analytics Software Market Forecast

10.3.2 Japan Market Visual Analytics Software Forecast

10.3.3 Korea Market Visual Analytics Software Forecast

10.3.4 Southeast Asia Market Visual Analytics Software Forecast

10.3.5 India Market Visual Analytics Software Forecast

10.3.6 Australia Market Visual Analytics Software Forecast

10.4 Europe Visual Analytics Software Forecast by Country (2027-2032)

10.4.1 Germany Market Visual Analytics Software Forecast

10.4.2 France Market Visual Analytics Software Forecast

10.4.3 UK Market Visual Analytics Software Forecast

10.4.4 Italy Market Visual Analytics Software Forecast

10.4.5 Russia Market Visual Analytics Software Forecast

10.5 Middle East & Africa Visual Analytics Software Forecast by Region (2027-2032)

10.5.1 Egypt Market Visual Analytics Software Forecast

- 10.5.2 South Africa Market Visual Analytics Software Forecast
- 10.5.3 Israel Market Visual Analytics Software Forecast
- 10.5.4 Turkey Market Visual Analytics Software Forecast
- 10.6 Global Visual Analytics Software Forecast by Type (2027-2032)
- 10.7 Global Visual Analytics Software Forecast by Application (2027-2032)
 - 10.7.1 GCC Countries Market Visual Analytics Software Forecast

11 KEY PLAYERS ANALYSIS

11.1 Microsoft

- 11.1.1 Microsoft Company Information
- 11.1.2 Microsoft Visual Analytics Software Product Offered
- 11.1.3 Microsoft Visual Analytics Software Revenue, Gross Margin and Market Share (2021-2026)
- 11.1.4 Microsoft Main Business Overview
- 11.1.5 Microsoft Latest Developments

11.2 IBM

- 11.2.1 IBM Company Information
- 11.2.2 IBM Visual Analytics Software Product Offered
- 11.2.3 IBM Visual Analytics Software Revenue, Gross Margin and Market Share (2021-2026)
- 11.2.4 IBM Main Business Overview
- 11.2.5 IBM Latest Developments

11.3 Salesforce

- 11.3.1 Salesforce Company Information
- 11.3.2 Salesforce Visual Analytics Software Product Offered
- 11.3.3 Salesforce Visual Analytics Software Revenue, Gross Margin and Market Share (2021-2026)
- 11.3.4 Salesforce Main Business Overview
- 11.3.5 Salesforce Latest Developments

11.4 Oracle

- 11.4.1 Oracle Company Information
- 11.4.2 Oracle Visual Analytics Software Product Offered
- 11.4.3 Oracle Visual Analytics Software Revenue, Gross Margin and Market Share (2021-2026)
- 11.4.4 Oracle Main Business Overview
- 11.4.5 Oracle Latest Developments

11.5 Qlik

- 11.5.1 Qlik Company Information

- 11.5.2 Qlik Visual Analytics Software Product Offered
- 11.5.3 Qlik Visual Analytics Software Revenue, Gross Margin and Market Share (2021-2026)
- 11.5.4 Qlik Main Business Overview
- 11.5.5 Qlik Latest Developments
- 11.6 SAP
 - 11.6.1 SAP Company Information
 - 11.6.2 SAP Visual Analytics Software Product Offered
 - 11.6.3 SAP Visual Analytics Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.6.4 SAP Main Business Overview
 - 11.6.5 SAP Latest Developments
- 11.7 Google
 - 11.7.1 Google Company Information
 - 11.7.2 Google Visual Analytics Software Product Offered
 - 11.7.3 Google Visual Analytics Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.7.4 Google Main Business Overview
 - 11.7.5 Google Latest Developments
- 11.8 ThoughtSpot
 - 11.8.1 ThoughtSpot Company Information
 - 11.8.2 ThoughtSpot Visual Analytics Software Product Offered
 - 11.8.3 ThoughtSpot Visual Analytics Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.8.4 ThoughtSpot Main Business Overview
 - 11.8.5 ThoughtSpot Latest Developments
- 11.9 SAS
 - 11.9.1 SAS Company Information
 - 11.9.2 SAS Visual Analytics Software Product Offered
 - 11.9.3 SAS Visual Analytics Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.9.4 SAS Main Business Overview
 - 11.9.5 SAS Latest Developments
- 11.10 Infor
 - 11.10.1 Infor Company Information
 - 11.10.2 Infor Visual Analytics Software Product Offered
 - 11.10.3 Infor Visual Analytics Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.10.4 Infor Main Business Overview

- 11.10.5 Infor Latest Developments
- 11.11 Spotfire
 - 11.11.1 Spotfire Company Information
 - 11.11.2 Spotfire Visual Analytics Software Product Offered
 - 11.11.3 Spotfire Visual Analytics Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.11.4 Spotfire Main Business Overview
 - 11.11.5 Spotfire Latest Developments
- 11.12 Yellowfin
 - 11.12.1 Yellowfin Company Information
 - 11.12.2 Yellowfin Visual Analytics Software Product Offered
 - 11.12.3 Yellowfin Visual Analytics Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.12.4 Yellowfin Main Business Overview
 - 11.12.5 Yellowfin Latest Developments
- 11.13 MicroStrategy
 - 11.13.1 MicroStrategy Company Information
 - 11.13.2 MicroStrategy Visual Analytics Software Product Offered
 - 11.13.3 MicroStrategy Visual Analytics Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.13.4 MicroStrategy Main Business Overview
 - 11.13.5 MicroStrategy Latest Developments
- 11.14 Alteryx
 - 11.14.1 Alteryx Company Information
 - 11.14.2 Alteryx Visual Analytics Software Product Offered
 - 11.14.3 Alteryx Visual Analytics Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.14.4 Alteryx Main Business Overview
 - 11.14.5 Alteryx Latest Developments
- 11.15 Domo
 - 11.15.1 Domo Company Information
 - 11.15.2 Domo Visual Analytics Software Product Offered
 - 11.15.3 Domo Visual Analytics Software Revenue, Gross Margin and Market Share (2021-2026)
 - 11.15.4 Domo Main Business Overview
 - 11.15.5 Domo Latest Developments
- 11.16 Zoho
 - 11.16.1 Zoho Company Information
 - 11.16.2 Zoho Visual Analytics Software Product Offered

11.16.3 Zoho Visual Analytics Software Revenue, Gross Margin and Market Share (2021-2026)

11.16.4 Zoho Main Business Overview

11.16.5 Zoho Latest Developments

11.17 Sisense

11.17.1 Sisense Company Information

11.17.2 Sisense Visual Analytics Software Product Offered

11.17.3 Sisense Visual Analytics Software Revenue, Gross Margin and Market Share (2021-2026)

11.17.4 Sisense Main Business Overview

11.17.5 Sisense Latest Developments

11.18 Sigma Computing

11.18.1 Sigma Computing Company Information

11.18.2 Sigma Computing Visual Analytics Software Product Offered

11.18.3 Sigma Computing Visual Analytics Software Revenue, Gross Margin and Market Share (2021-2026)

11.18.4 Sigma Computing Main Business Overview

11.18.5 Sigma Computing Latest Developments

11.19 Amazon Web Services

11.19.1 Amazon Web Services Company Information

11.19.2 Amazon Web Services Visual Analytics Software Product Offered

11.19.3 Amazon Web Services Visual Analytics Software Revenue, Gross Margin and Market Share (2021-2026)

11.19.4 Amazon Web Services Main Business Overview

11.19.5 Amazon Web Services Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Visual Analytics Software Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)

Table 2. Visual Analytics Software Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Cloud-Based

Table 4. Major Players of On-premises

Table 5. Visual Analytics Software Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)

Table 6. Global Visual Analytics Software Market Size by Type (2021-2026) & (\$ millions)

Table 7. Global Visual Analytics Software Market Size Market Share by Type (2021-2026)

Table 8. Major Players of Business Managers

Table 9. Major Players of Data Scientists

Table 10. Major Players of Business Analysts

Table 11. Major Players of Others

Table 12. Visual Analytics Software Market Size CAGR by User (2021 VS 2025 VS 2032) & (\$ millions)

Table 13. Global Visual Analytics Software Market Size by User (2021-2026) & (\$ millions)

Table 14. Global Visual Analytics Software Market Size Market Share by User (2021-2026)

Table 15. Major Players of Structured Data

Table 16. Major Players of Unstructured Data

Table 17. Visual Analytics Software Market Size CAGR by Data (2021 VS 2025 VS 2032) & (\$ millions)

Table 18. Global Visual Analytics Software Market Size by Data (2021-2026) & (\$ millions)

Table 19. Global Visual Analytics Software Market Size Market Share by Data (2021-2026)

Table 20. Visual Analytics Software Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)

Table 21. Global Visual Analytics Software Market Size by Application (2021-2026) & (\$ millions)

Table 22. Global Visual Analytics Software Market Size Market Share by Application

(2021-2026)

Table 23. Global Visual Analytics Software Revenue by Player (2021-2026) & (\$ millions)

Table 24. Global Visual Analytics Software Revenue Market Share by Player (2021-2026)

Table 25. Visual Analytics Software Key Players Head office and Products Offered

Table 26. Visual Analytics Software Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 27. New Products and Potential Entrants

Table 28. Mergers & Acquisitions, Expansion

Table 29. Global Visual Analytics Software Market Size by Region (2021-2026) & (\$ millions)

Table 30. Global Visual Analytics Software Market Size Market Share by Region (2021-2026)

Table 31. Global Visual Analytics Software Revenue by Country/Region (2021-2026) & (\$ millions)

Table 32. Global Visual Analytics Software Revenue Market Share by Country/Region (2021-2026)

Table 33. Americas Visual Analytics Software Market Size by Country (2021-2026) & (\$ millions)

Table 34. Americas Visual Analytics Software Market Size Market Share by Country (2021-2026)

Table 35. Americas Visual Analytics Software Market Size by Type (2021-2026) & (\$ millions)

Table 36. Americas Visual Analytics Software Market Size Market Share by Type (2021-2026)

Table 37. Americas Visual Analytics Software Market Size by Application (2021-2026) & (\$ millions)

Table 38. Americas Visual Analytics Software Market Size Market Share by Application (2021-2026)

Table 39. APAC Visual Analytics Software Market Size by Region (2021-2026) & (\$ millions)

Table 40. APAC Visual Analytics Software Market Size Market Share by Region (2021-2026)

Table 41. APAC Visual Analytics Software Market Size by Type (2021-2026) & (\$ millions)

Table 42. APAC Visual Analytics Software Market Size by Application (2021-2026) & (\$ millions)

Table 43. Europe Visual Analytics Software Market Size by Country (2021-2026) & (\$

millions)

Table 44. Europe Visual Analytics Software Market Size Market Share by Country (2021-2026)

Table 45. Europe Visual Analytics Software Market Size by Type (2021-2026) & (\$ millions)

Table 46. Europe Visual Analytics Software Market Size by Application (2021-2026) & (\$ millions)

Table 47. Middle East & Africa Visual Analytics Software Market Size by Region (2021-2026) & (\$ millions)

Table 48. Middle East & Africa Visual Analytics Software Market Size by Type (2021-2026) & (\$ millions)

Table 49. Middle East & Africa Visual Analytics Software Market Size by Application (2021-2026) & (\$ millions)

Table 50. Key Market Drivers & Growth Opportunities of Visual Analytics Software

Table 51. Key Market Challenges & Risks of Visual Analytics Software

Table 52. Key Industry Trends of Visual Analytics Software

Table 53. Global Visual Analytics Software Market Size Forecast by Region (2027-2032) & (\$ millions)

Table 54. Global Visual Analytics Software Market Size Market Share Forecast by Region (2027-2032)

Table 55. Global Visual Analytics Software Market Size Forecast by Type (2027-2032) & (\$ millions)

Table 56. Global Visual Analytics Software Market Size Forecast by Application (2027-2032) & (\$ millions)

Table 57. Microsoft Details, Company Type, Visual Analytics Software Area Served and Its Competitors

Table 58. Microsoft Visual Analytics Software Product Offered

Table 59. Microsoft Visual Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 60. Microsoft Main Business

Table 61. Microsoft Latest Developments

Table 62. IBM Details, Company Type, Visual Analytics Software Area Served and Its Competitors

Table 63. IBM Visual Analytics Software Product Offered

Table 64. IBM Visual Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 65. IBM Main Business

Table 66. IBM Latest Developments

Table 67. Salesforce Details, Company Type, Visual Analytics Software Area Served

and Its Competitors

Table 68. Salesforce Visual Analytics Software Product Offered

Table 69. Salesforce Visual Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 70. Salesforce Main Business

Table 71. Salesforce Latest Developments

Table 72. Oracle Details, Company Type, Visual Analytics Software Area Served and Its Competitors

Table 73. Oracle Visual Analytics Software Product Offered

Table 74. Oracle Visual Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 75. Oracle Main Business

Table 76. Oracle Latest Developments

Table 77. Qlik Details, Company Type, Visual Analytics Software Area Served and Its Competitors

Table 78. Qlik Visual Analytics Software Product Offered

Table 79. Qlik Visual Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 80. Qlik Main Business

Table 81. Qlik Latest Developments

Table 82. SAP Details, Company Type, Visual Analytics Software Area Served and Its Competitors

Table 83. SAP Visual Analytics Software Product Offered

Table 84. SAP Visual Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 85. SAP Main Business

Table 86. SAP Latest Developments

Table 87. Google Details, Company Type, Visual Analytics Software Area Served and Its Competitors

Table 88. Google Visual Analytics Software Product Offered

Table 89. Google Visual Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 90. Google Main Business

Table 91. Google Latest Developments

Table 92. ThoughtSpot Details, Company Type, Visual Analytics Software Area Served and Its Competitors

Table 93. ThoughtSpot Visual Analytics Software Product Offered

Table 94. ThoughtSpot Visual Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 95. ThoughtSpot Main Business

Table 96. ThoughtSpot Latest Developments

Table 97. SAS Details, Company Type, Visual Analytics Software Area Served and Its Competitors

Table 98. SAS Visual Analytics Software Product Offered

Table 99. SAS Visual Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 100. SAS Main Business

Table 101. SAS Latest Developments

Table 102. Infor Details, Company Type, Visual Analytics Software Area Served and Its Competitors

Table 103. Infor Visual Analytics Software Product Offered

Table 104. Infor Visual Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 105. Infor Main Business

Table 106. Infor Latest Developments

Table 107. Spotfire Details, Company Type, Visual Analytics Software Area Served and Its Competitors

Table 108. Spotfire Visual Analytics Software Product Offered

Table 109. Spotfire Visual Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 110. Spotfire Main Business

Table 111. Spotfire Latest Developments

Table 112. Yellowfin Details, Company Type, Visual Analytics Software Area Served and Its Competitors

Table 113. Yellowfin Visual Analytics Software Product Offered

Table 114. Yellowfin Visual Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 115. Yellowfin Main Business

Table 116. Yellowfin Latest Developments

Table 117. MicroStrategy Details, Company Type, Visual Analytics Software Area Served and Its Competitors

Table 118. MicroStrategy Visual Analytics Software Product Offered

Table 119. MicroStrategy Visual Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 120. MicroStrategy Main Business

Table 121. MicroStrategy Latest Developments

Table 122. Alteryx Details, Company Type, Visual Analytics Software Area Served and Its Competitors

Table 123. Alteryx Visual Analytics Software Product Offered

Table 124. Alteryx Visual Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 125. Alteryx Main Business

Table 126. Alteryx Latest Developments

Table 127. Domo Details, Company Type, Visual Analytics Software Area Served and Its Competitors

Table 128. Domo Visual Analytics Software Product Offered

Table 129. Domo Visual Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 130. Domo Main Business

Table 131. Domo Latest Developments

Table 132. Zoho Details, Company Type, Visual Analytics Software Area Served and Its Competitors

Table 133. Zoho Visual Analytics Software Product Offered

Table 134. Zoho Visual Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 135. Zoho Main Business

Table 136. Zoho Latest Developments

Table 137. Sisense Details, Company Type, Visual Analytics Software Area Served and Its Competitors

Table 138. Sisense Visual Analytics Software Product Offered

Table 139. Sisense Visual Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 140. Sisense Main Business

Table 141. Sisense Latest Developments

Table 142. Sigma Computing Details, Company Type, Visual Analytics Software Area Served and Its Competitors

Table 143. Sigma Computing Visual Analytics Software Product Offered

Table 144. Sigma Computing Visual Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 145. Sigma Computing Main Business

Table 146. Sigma Computing Latest Developments

Table 147. Amazon Web Services Details, Company Type, Visual Analytics Software Area Served and Its Competitors

Table 148. Amazon Web Services Visual Analytics Software Product Offered

Table 149. Amazon Web Services Visual Analytics Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 150. Amazon Web Services Main Business

Table 151. Amazon Web Services Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. Visual Analytics Software Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Visual Analytics Software Market Size Growth Rate (2021-2032) (\$ millions)

Figure 6. Visual Analytics Software Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Figure 7. Visual Analytics Software Sales Market Share by Country/Region (2025)

Figure 8. Visual Analytics Software Sales Market Share by Country/Region (2021, 2025 & 2032)

Figure 9. Global Visual Analytics Software Market Size Market Share by Type in 2025

Figure 10. Global Visual Analytics Software Market Size Market Share by User in 2025

Figure 11. Global Visual Analytics Software Market Size Market Share by Data in 2025

Figure 12. Visual Analytics Software in Individual

Figure 13. Global Visual Analytics Software Market: Individual (2021-2026) & (\$ millions)

Figure 14. Visual Analytics Software in Commercial

Figure 15. Global Visual Analytics Software Market: Commercial (2021-2026) & (\$ millions)

Figure 16. Global Visual Analytics Software Market Size Market Share by Application in 2025

Figure 17. Global Visual Analytics Software Revenue Market Share by Player in 2025

Figure 18. Global Visual Analytics Software Market Size Market Share by Region (2021-2026)

Figure 19. Americas Visual Analytics Software Market Size 2021-2026 (\$ millions)

Figure 20. APAC Visual Analytics Software Market Size 2021-2026 (\$ millions)

Figure 21. Europe Visual Analytics Software Market Size 2021-2026 (\$ millions)

Figure 22. Middle East & Africa Visual Analytics Software Market Size 2021-2026 (\$ millions)

Figure 23. Americas Visual Analytics Software Value Market Share by Country in 2025

Figure 24. United States Visual Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 25. Canada Visual Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 26. Mexico Visual Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 27. Brazil Visual Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 28. APAC Visual Analytics Software Market Size Market Share by Region in 2025

Figure 29. APAC Visual Analytics Software Market Size Market Share by Type (2021-2026)

Figure 30. APAC Visual Analytics Software Market Size Market Share by Application (2021-2026)

Figure 31. China Visual Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 32. Japan Visual Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 33. South Korea Visual Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 34. Southeast Asia Visual Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 35. India Visual Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 36. Australia Visual Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 37. Europe Visual Analytics Software Market Size Market Share by Country in 2025

Figure 38. Europe Visual Analytics Software Market Size Market Share by Type (2021-2026)

Figure 39. Europe Visual Analytics Software Market Size Market Share by Application (2021-2026)

Figure 40. Germany Visual Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 41. France Visual Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 42. UK Visual Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 43. Italy Visual Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 44. Russia Visual Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 45. Middle East & Africa Visual Analytics Software Market Size Market Share by Region (2021-2026)

Figure 46. Middle East & Africa Visual Analytics Software Market Size Market Share by Type (2021-2026)

Figure 47. Middle East & Africa Visual Analytics Software Market Size Market Share by Application (2021-2026)

Figure 48. Egypt Visual Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 49. South Africa Visual Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 50. Israel Visual Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 51. Turkey Visual Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 52. GCC Countries Visual Analytics Software Market Size Growth 2021-2026 (\$ millions)

Figure 53. Americas Visual Analytics Software Market Size 2027-2032 (\$ millions)

Figure 54. APAC Visual Analytics Software Market Size 2027-2032 (\$ millions)

Figure 55. Europe Visual Analytics Software Market Size 2027-2032 (\$ millions)

Figure 56. Middle East & Africa Visual Analytics Software Market Size 2027-2032 (\$ millions)

Figure 57. United States Visual Analytics Software Market Size 2027-2032 (\$ millions)

Figure 58. Canada Visual Analytics Software Market Size 2027-2032 (\$ millions)

Figure 59. Mexico Visual Analytics Software Market Size 2027-2032 (\$ millions)

Figure 60. Brazil Visual Analytics Software Market Size 2027-2032 (\$ millions)

Figure 61. China Visual Analytics Software Market Size 2027-2032 (\$ millions)

Figure 62. Japan Visual Analytics Software Market Size 2027-2032 (\$ millions)

Figure 63. Korea Visual Analytics Software Market Size 2027-2032 (\$ millions)

Figure 64. Southeast Asia Visual Analytics Software Market Size 2027-2032 (\$ millions)

Figure 65. India Visual Analytics Software Market Size 2027-2032 (\$ millions)

Figure 66. Australia Visual Analytics Software Market Size 2027-2032 (\$ millions)

Figure 67. Germany Visual Analytics Software Market Size 2027-2032 (\$ millions)

Figure 68. France Visual Analytics Software Market Size 2027-2032 (\$ millions)

Figure 69. UK Visual Analytics Software Market Size 2027-2032 (\$ millions)

Figure 70. Italy Visual Analytics Software Market Size 2027-2032 (\$ millions)

Figure 71. Russia Visual Analytics Software Market Size 2027-2032 (\$ millions)

Figure 72. Egypt Visual Analytics Software Market Size 2027-2032 (\$ millions)

Figure 73. South Africa Visual Analytics Software Market Size 2027-2032 (\$ millions)

Figure 74. Israel Visual Analytics Software Market Size 2027-2032 (\$ millions)

Figure 75. Turkey Visual Analytics Software Market Size 2027-2032 (\$ millions)

Figure 76. Global Visual Analytics Software Market Size Market Share Forecast by Type (2027-2032)

Figure 77. Global Visual Analytics Software Market Size Market Share Forecast by Application (2027-2032)

Figure 78. GCC Countries Visual Analytics Software Market Size 2027-2032 (\$ millions)

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