

# Data Monetization Market Report: Trends, Forecast and Competitive Analysis to 2030

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## Abstracts

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### Data Monetization Trends and Forecast

The future of the global data monetization market looks promising with opportunities in the BFSI, e-commerce & retail, telecommunications & IT, manufacturing, healthcare, and energy & utility markets. The global data monetization market is expected to grow with a CAGR of 25.8% from 2024 to 2030. The major drivers for this market are rising data volumes and data-driven decisions, growing awareness of data monetization potential, along with proliferation of external data sources and the expansion of the internet of things.

A more than 150-page report is developed to help in your business decisions. Sample figures with some insights are shown below.

### Data Monetization by Segment

The study includes a forecast for the global data monetization by method, enterprise size, end use, and region.

### Data Monetization Market by Method [Shipment Analysis by Value from 2018 to 2030]:

Data as a Service

Insight as a Service

## Analytics-Enabled Platform as a Service

Embedded Analytics

Data Monetization Market by Enterprise Size [Shipment Analysis by Value from 2018 to 2030]:

Large Enterprises

SMEs

Data Monetization Market by End Use [Shipment Analysis by Value from 2018 to 2030]:

BFSI

E-Commerce & Retail

Telecommunications & IT

Manufacturing

Healthcare

Energy & Utilities

Others

Data Monetization Market by Region [Shipment Analysis by Value from 2018 to 2030]:

North America

Europe

Asia Pacific

The Rest of the World

## List of Data Monetization Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies data monetization companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the data monetization companies profiled in this report include-

Accenture

Adstra

Cisco Systems

Gemalto

IBM

Infosys

Comviva

Monetize

Reltio

SAP

## Data Monetization Market Insights

Lucintel forecasts that analytics-enabled platform as a service will remain the largest segment over the forecast period due to the method's capacity to provide flexible data monetization options to clients.

Within this market, BFSI will remain the largest segment due to increasing presence of most data-rich businesses in the banking industry.

North America will remain the largest region over the forecast period due to the growing demand among organizations to automate decision-making processes, streamlined infrastructure costs, and technology upgrades.

### Features of the Global Data Monetization Market

**Market Size Estimates:** Data monetization market size estimation in terms of value (\$B).

**Trend and Forecast Analysis:** Market trends (2018 to 2023) and forecast (2024 to 2030) by various segments and regions.

**Segmentation Analysis:** Data monetization market size by method, enterprise size, end use, and region in terms of value (\$B).

**Regional Analysis:** Data monetization market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

**Growth Opportunities:** Analysis of growth opportunities in different method, enterprise size, end use, and regions for the data monetization market.

**Strategic Analysis:** This includes M&A, new product development, and competitive landscape of the data monetization market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

### FAQ

**Q1.** What is the growth forecast for data monetization market?

**Answer:** The global data monetization market is expected to grow with a CAGR of 25.8% from 2024 to 2030.

**Q2.** What are the major drivers influencing the growth of the data monetization market?

**Answer:** The major drivers for this market are rising data volumes and data-driven decisions, growing awareness of data monetization potential, along with proliferation of

external data sources and the expansion of the internet of things.

Q3. What are the major segments for data monetization market?

Answer: The future of the global data monetization market looks promising with opportunities in the BFSI, e-commerce & retail, telecommunications & IT, manufacturing, healthcare, and energy & utility markets.

Q4. Who are the key data monetization market companies?

Answer: Some of the key data monetization companies are as follows:

Accenture

Adstra

Cisco Systems

Gemalto

IBM

Infosys

Comviva

Monetize

Reltio

SAP

Q5. Which data monetization market segment will be the largest in future?

Answer: Lucintel forecasts that analytics-enabled platform as a service will remain the largest segment over the forecast period due to the method's capacity to provide flexible data monetization options to clients.

Q6. In data monetization market, which region is expected to be the largest in next 5 years?

Answer: North America will remain the largest region over the forecast period due to the growing demand among organizations to automate decision-making processes, streamlined infrastructure costs, and technology upgrades.

Q7. Do we receive customization in this report?

Answer: Yes, Lucintel provides 10% customization without any additional cost.

This report answers following 11 key questions:

Q.1. What are some of the most promising, high-growth opportunities for the data monetization market by method (data as a service, insight as a service, analytics-enabled platform as a service, and embedded analytics), enterprise size (large enterprises and SMEs), end use (BFSI, e-commerce & retail, telecommunications & IT, manufacturing, healthcare, energy & utilities, and others), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

For any questions related to Data Monetization Market, Data Monetization Market Size, Data Monetization Market Growth, Data Monetization Market Analysis, Data Monetization Market Report, Data Monetization Market Share, Data Monetization Market Trends, Data Monetization Market Forecast, Data Monetization Companies, write Lucintel analyst at email: [helpdesk@lucintel.com](mailto:helpdesk@lucintel.com). We will be glad to get back to you soon.

## Contents

### 1. EXECUTIVE SUMMARY

### 2. GLOBAL DATA MONETIZATION MARKET : MARKET DYNAMICS

2.1: Introduction, Background, and Classifications

2.2: Supply Chain

2.3: Industry Drivers and Challenges

### 3. MARKET TRENDS AND FORECAST ANALYSIS FROM 2018 TO 2030

3.1. Macroeconomic Trends (2018-2023) and Forecast (2024-2030)

3.2. Global Data Monetization Market Trends (2018-2023) and Forecast (2024-2030)

3.3: Global Data Monetization Market by Method

3.3.1: Data as a Service

3.3.2: Insight as a Service

3.3.3: Analytics-Enabled Platform as a Service

3.3.4: Embedded Analytics

3.4: Global Data Monetization Market by Enterprise Size

3.4.1: Large Enterprises

3.4.2: SMEs

3.5: Global Data Monetization Market by End Use

3.5.1: BFSI

3.5.2: E-Commerce & Retail

3.5.3: Telecommunications & IT

3.5.4: Manufacturing

3.5.5: Healthcare

3.5.6: Energy & Utilities

3.5.7: Others

### 4. MARKET TRENDS AND FORECAST ANALYSIS BY REGION FROM 2018 TO 2030

4.1: Global Data Monetization Market by Region

4.2: North American Data Monetization Market

4.2.1: North American Data Monetization Market by Method: Data as a Service, Insight as a Service, Analytics-Enabled Platform as a Service, and Embedded Analytics

4.2.2: North American Data Monetization Market by End Use: BFSI, E-Commerce &



Retail, Telecommunications & IT, Manufacturing, Healthcare, Energy & Utilities, and Others

#### 4.3: European Data Monetization Market

4.3.1: European Data Monetization Market by Method: Data as a Service, Insight as a Service, Analytics-Enabled Platform as a Service, and Embedded Analytics

4.3.2: European Data Monetization Market by End Use: BFSI, E-Commerce & Retail, Telecommunications & IT, Manufacturing, Healthcare, Energy & Utilities, and Others

#### 4.4: APAC Data Monetization Market

4.4.1: APAC Data Monetization Market by Method: Data as a Service, Insight as a Service, Analytics-Enabled Platform as a Service, and Embedded Analytics

4.4.2: APAC Data Monetization Market by End Use: BFSI, E-Commerce & Retail, Telecommunications & IT, Manufacturing, Healthcare, Energy & Utilities, and Others

#### 4.5: ROW Data Monetization Market

4.5.1: ROW Data Monetization Market by Method: Data as a Service, Insight as a Service, Analytics-Enabled Platform as a Service, and Embedded Analytics

4.5.2: ROW Data Monetization Market by End Use: BFSI, E-Commerce & Retail, Telecommunications & IT, Manufacturing, Healthcare, Energy & Utilities, and Others

## 5. COMPETITOR ANALYSIS

5.1: Product Portfolio Analysis

5.2: Operational Integration

5.3: Porter's Five Forces Analysis

## 6. GROWTH OPPORTUNITIES AND STRATEGIC ANALYSIS

6.1: Growth Opportunity Analysis

6.1.1: Growth Opportunities for the Global Data Monetization Market by Method

6.1.2: Growth Opportunities for the Global Data Monetization Market by Enterprise Size

6.1.3: Growth Opportunities for the Global Data Monetization Market by End Use

6.1.4: Growth Opportunities for the Global Data Monetization Market by Region

6.2: Emerging Trends in the Global Data Monetization Market

6.3: Strategic Analysis

6.3.1: New Product Development

6.3.2: Capacity Expansion of the Global Data Monetization Market

6.3.3: Mergers, Acquisitions, and Joint Ventures in the Global Data Monetization Market

6.3.4: Certification and Licensing

## **7. COMPANY PROFILES OF LEADING PLAYERS**

7.1: Accenture

7.2: Adstra

7.3: Cisco Systems

7.4: Gemalto

7.5: IBM

7.6: Infosys

7.7: Comviva

7.8: Monetize

7.9: Reltio

7.10: SAP

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