

Streaming Analytics Market by Offering (Platforms, Services), Deployment (Cloud, On-premise), Application (Fraud Detection, Customer Analytics, Others), Organization Size, Sector (IT & Telecom, Retail, BFSI, Others) & Geography—Forecasts to 2030

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Abstracts

The research report titled 'Streaming Analytics Market by Offering (Platforms, Services), Deployment (Cloud, On-premise), Application (Fraud Detection, Customer Analytics, Others), Organization Size, Sector (IT & Telecom, Retail, BFSI, Others) & Geography—Forecasts to 2030', provides in-depth analysis of streaming analytics market across five major geographies and emphasizes on the current market trends, market sizes, market shares, recent developments, and forecasts till 2030.

The global streaming analytics market is projected to reach \$73.27 billion by 2030, at a CAGR of 19.7% during the forecast period 2023–2030. The growth of the streaming analytics market is driven by the growing adoption of streaming analytics platforms for faster insights and actions and the growth in industrial automation. However, streaming analytics solutions' lack of integration with legacy systems restrains the growth of this market.

The development of new data integration and high event stream analytics capabilities is expected to generate growth opportunities for the players operating in this market. However, factors such as data security & privacy issues and the infrastructure requirements and complex architectures of streaming analytics solutions are major challenges for market growth. Additionally, the growing adoption of cloud-based streaming analytics platforms is a prominent trend in the streaming analytics market.

Based on offering, the global streaming analytics market is segmented into platforms

and services. In 2023, the platforms segment is expected to account for the larger share of the global streaming analytics market. The segment's large share is attributed to the rising adoption of streaming analytics platforms for processing and analyzing fast-moving live data and enterprises' growing need to reduce infrastructure costs, enable faster insights and actions, and improve operational efficiencies. Moreover, the platforms segment is also projected to record the higher CAGR during the forecast period.

Based on deployment mode, the global streaming analytics market is segmented into on-premise deployments and cloud-based deployments. In 2023, the on-premise deployments segment is expected to account for the larger share of the global streaming analytics market. The segment's large share is attributed to the higher preference for on-premise deployments among large enterprises due to the availability of trained IT professionals & infrastructure and security issues associated with cloud-based deployments. However, the cloud-based deployments segment is projected to record the higher CAGR of 20.9% during the forecast period.

Based on application, the global streaming analytics market is segmented into fraud detection, customer analytics, sales & marketing, predictive asset management, risk management, network management & optimization, location intelligence, supply chain management, and other applications. In 2023, the customer analytics segment is expected to account for the largest share of the global streaming analytics market. The segment's large market share is attributed to organizations' rising need to retain customers through improved customer satisfaction, gain a competitive advantage in the market, boost customer loyalty, improve brand reputation, and accelerate overall business growth. However, the fraud detection segment is projected to record the highest CAGR during the forecast period.

Based on organization size, the global streaming analytics market is segmented into large enterprises and small & medium-sized enterprises. In 2023, the large enterprises segment is expected to account for the larger share of the global streaming analytics market. The segment's large share is attributed to large enterprises' strong IT infrastructure and availability of skilled IT personnel to manage streaming analytics platforms. Furthermore, large enterprises have a stable financial backup and hence, can easily procure customized streaming analytics solutions. Moreover, the large enterprises segment is also projected to record the higher CAGR during the forecast period.

Based on sector, the global streaming analytics market is segmented into media &

entertainment, BFSI, IT & Telecom, retail, healthcare & life sciences, government, manufacturing, transportation & logistics, energy & utilities and other sectors. In 2023, the IT & Telecom segment is expected to account for the largest share of the global streaming analytics market. The segment's large market share is attributed to the rising adoption of streaming analytics solutions among IT & telecom companies to analyze large amounts of operational data and better serve customers. These solutions allow IT & telecom companies to analyze information, such as customer location, application usage statistics, and other performance data, to improve service delivery and personalization. However, the retail segment is projected to record the highest CAGR during the forecast period.

Based on geography, the streaming analytics market is segmented into North America, Europe, Asia-Pacific, Latin America, and the Middle East & Africa. In 2023, Asia-Pacific is expected to account for the largest share of the global streaming analytics market. Increasing digitization, rising sales of smartphones and tablets, growing adoption of consumer IoT devices, and increasing disposable incomes in economies such as China, India, and Japan have emerged as the key growth drivers for the regional market. The demand for streaming analytics in APAC is expected to continue growing as organizations recognize the need to harness real-time insights from streaming data to drive business growth, enhance customer experiences, optimize operations, and stay competitive in the digital age.

Key Players:

Some of the key players operating in the streaming analytics market are IBM Corporation (U.S.), Informatica Inc. (U.S.), Microsoft Corporation (U.S.), SAP SE (Germany), Striim, Inc. (U.S.), Oracle Corporation (U.S.), SAS Institute Inc. (U.S.), SQLstream (U.S.) a subsidiary of Thales Group (France), Software AG (Germany), TIBCO Software Inc. (U.S.), Cloudera, Inc. (U.S.), Teradata Corporation (U.S.), Amazon Web Services, Inc. (U.S.), Impetus Technologies, Inc. (U.S.), and Hewlett Packard Enterprise Company (U.S.).

Key questions answered in the report-

Which are the high-growth market segments based on offering, deployment mode, application, organization size and sector?

What was the historical market for streaming analytics?

What are the market forecasts and estimates for the period 2023–2030?

What are the major drivers, restraints, and opportunities in the streaming analytics market?

Who are the major players, and what shares do they hold in the streaming analytics market?

How is the competitive landscape in the streaming analytics market?

What are the recent developments in the streaming analytics market?

What are the different strategies adopted by the major players in the streaming analytics market?

What are the key geographic trends, and which are the high-growth countries?

Who are the local emerging players in the global streaming analytics market, and how do they compete with the other players?

Scope of the report:

Streaming Analytics Market, by Offering

Platforms

Services

Professional Services

Managed Services

Streaming Analytics Market, by Deployment Mode

On-premise Deployment

Cloud-based Deployment

Streaming Analytics Market, by Application

Fraud Detection

Customer Analytics

Sales & Marketing

Predictive Asset Management

Risk Management

Network Management & Optimization

Location Intelligence

Supply Chain Management

Other Applications

Streaming Analytics Market, by Organization Size

Large Enterprises

Small & Medium-sized Enterprises

Streaming Analytics Market, by Sector

Media & Entertainment

BFSI

IT & Telecom

Retail

Healthcare & Life Sciences

Government

Manufacturing

Transportation & Logistics

Energy & Utilities

Other Sectors

Streaming Analytics Market, by Geography

North America

U.S.

Canada

Europe

U.K.

Germany

France

Italy

Spain

Switzerland

Netherlands

Rest of Europe

Asia-Pacific

China

India

Japan

South Korea

Singapore

Rest of Asia-Pacific

Latin America

Brazil

Mexico

Rest of Latin America

Middle East & Africa

UAE

Israel

Rest of Middle East & Africa

Contents

1. INTRODUCTION

- 1.1. Market Definition
- 1.2. Market Ecosystem
- 1.3. Currency And Limitations
- 1.4. Key Stakeholders

2. RESEARCH METHODOLOGY

- 2.1. Research Approach
- 2.2. Process of Data Collection And Validation
 - 2.2.1. Secondary Research
 - 2.2.2. Primary Research / Interviews With Key Opinion Leaders of the Industry
- 2.3. Market Sizing And Forecast
 - 2.3.1. Market Size Estimation Approach
 - 2.3.2. Growth Forecast Approach
- 2.4. Assumptions for the Study

3. EXECUTIVE SUMMARY

- 3.1. Overview
- 3.2. Market Analysis, by Offering
- 3.3. Market Analysis, by Deployment Mode
- 3.4. Market Analysis, by Application
- 3.5. Market Analysis, by Sector
- 3.6. Market Analysis, by Organization Size
- 3.7. Market Analysis, by Geography
- 3.8. Competition Analysis

4. MARKET INSIGHTS

- 4.1. Overview
- 4.2. Factors Affecting Market Growth
- 4.3. Trends
 - 4.3.1. Growing Adoption of Cloud-based Streaming Analytics Platforms
- 4.4. Case Studies
 - 4.4.1. Case Study A

- 4.4.2. Case Study B
- 4.4.3. Case Study C
- 4.4.4. Case Study D

5. GLOBAL STREAMING ANALYTICS MARKET ASSESSMENT, BY OFFERING

- 5.1. Overview
- 5.2. Platforms
- 5.3. Services
 - 5.3.1. Managed Services
 - 5.3.2. Professional Services

6. GLOBAL STREAMING ANALYTICS MARKET ASSESSMENT, BY DEPLOYMENT MODE

- 6.1. Overview
- 6.2. On-premise Deployments
- 6.3. Cloud-based Deployments

7. GLOBAL STREAMING ANALYTICS MARKET ASSESSMENT, BY APPLICATION

- 7.1. Overview
- 7.2. Customer Analytics
- 7.3. Fraud Detection
- 7.4. Network Management & Optimization
- 7.5. Sales & Marketing
- 7.6. Supply Chain Management
- 7.7. Risk Management
- 7.8. Location Intelligence
- 7.9. Predictive Asset Management
- 7.10. Other Applications

8. GLOBAL STREAMING ANALYTICS MARKET ASSESSMENT, BY SECTOR

- 8.1. Overview
- 8.2. IT & Telecom
- 8.3. BFSI
- 8.4. Manufacturing
- 8.5. Retail

- 8.6. Media & Entertainment
- 8.7. Healthcare & Life Sciences
- 8.8. Transportation & Logistics
- 8.9. Energy & Utilities
- 8.10. Government
- 8.11. Other Sectors

9. GLOBAL STREAMING ANALYTICS MARKET ASSESSMENT, BY ORGANIZATION SIZE

- 9.1. Overview
- 9.2. Large Enterprises
- 9.3. Small & Medium-Sized Enterprises

10. STREAMING ANALYTICS MARKET ASSESSMENT, BY GEOGRAPHY

- 10.1. Overview
- 10.2. Asia-Pacific
 - 10.2.1. China
 - 10.2.2. Japan
 - 10.2.3. India
 - 10.2.4. South Korea
 - 10.2.5. Singapore
 - 10.2.6. Rest of Asia-Pacific
- 10.3. North America
 - 10.3.1. U.S
 - 10.3.2. Canada
- 10.4. Europe
 - 10.4.1. Germany
 - 10.4.2. U.K.
 - 10.4.3. France
 - 10.4.4. Italy
 - 10.4.5. Spain
 - 10.4.6. Switzerland
 - 10.4.7. Netherlands
 - 10.4.8. Rest of Europe
- 10.5. Latin America
 - 10.5.1. Brazil
 - 10.5.2. Mexico

- 10.5.3. Rest of Latin America
- 10.6. Middle East & Africa
 - 10.6.1. UAE
 - 10.6.2. Israel
 - 10.6.3. Rest of the Middle East & Africa

11. COMPETITION ANALYSIS

- 11.1. Overview
- 11.2. Key Growth Strategies
 - 11.2.1. Market Differentiators
 - 11.2.2. Synergy Analysis: Major Deals & Strategic Alliances
- 11.3. Competitive Dashboard
 - 11.3.1. Industry Leaders
 - 11.3.2. Market Differentiators
 - 11.3.3. Vanguard
 - 11.3.4. Emerging Companies
- 11.4. Vendor Market Positioning
- 11.5. Market Ranking by the Key Players
 - 11.5.1. Key Takeaways

12. COMPANY PROFILES

- 12.1. IBM Corporation
 - 12.1.1. Company Overview
 - 12.1.2. Financial Overview
 - 12.1.3. Product Portfolio
 - 12.1.4. Strategic Developments
- 12.2. Informatica Inc.
 - 12.2.1. Company Overview
 - 12.2.2. Financial Overview
 - 12.2.3. Product Portfolio
 - 12.2.4. Strategic Developments
- 12.3. Microsoft Corporation
 - 12.3.1. Company Overview
 - 12.3.2. Financial Overview
 - 12.3.3. Product Portfolio
 - 12.3.4. Strategic Developments
- 12.4. SAP SE

- 12.4.1. Company Overview
- 12.4.2. Financial Overview
- 12.4.3. Product Portfolio
- 12.5. Striim, Inc.
 - 12.5.1. Company Overview
 - 12.5.2. Product Portfolio
 - 12.5.3. Strategic Developments
- 12.6. Oracle Corporation
 - 12.6.1. Company Overview
 - 12.6.2. Financial Overview
 - 12.6.3. Product Portfolio
 - 12.6.4. Strategic Developments
- 12.7. SAS Institute Inc.
 - 12.7.1. Company Overview
 - 12.7.2. Product Portfolio
 - 12.7.3. Strategic Developments
- 12.8. SQLstream
 - 12.8.1. Company Overview
 - 12.8.2. Financial Overview
 - 12.8.3. Product Portfolio
 - 12.8.4. Strategic Developments
- 12.9. Software AG
 - 12.9.1. Company Overview
 - 12.9.2. Financial Overview
 - 12.9.3. Product Portfolio
- 12.10. TIBCO Software Inc.
 - 12.10.1. Company Overview
 - 12.10.2. Product Portfolio
 - 12.10.3. Strategic Developments
- 12.11. Cloudera, Inc.
 - 12.11.1. Company Overview
 - 12.11.2. Financial Overview
 - 12.11.3. Product Portfolio
 - 12.11.4. Strategic Developments
- 12.12. Teradata Corporation
 - 12.12.1. Company Overview
 - 12.12.2. Financial Overview
 - 12.12.3. Product Portfolio
- 12.13. Amazon Web Services, Inc.

- 12.13.1. Company Overview
- 12.13.2. Financial Overview
- 12.13.3. Product Portfolio
- 12.13.4. Strategic Developments
- 12.14. Impetus Technologies, Inc.
 - 12.14.1. Company Overview
 - 12.14.2. Product Portfolio
 - 12.14.3. Strategic Developments
- 12.15. Hewlett Packard Enterprise Company
 - 12.15.1. Company Overview
 - 12.15.2. Financial Overview
 - 12.15.3. Product Portfolio

13. APPENDIX

- 13.1. Available Customization

List Of Tables

LIST OF TABLES

Table 1 Currency Conversion Rate (2018–2022)

Table 2 Global Streaming Analytics Market, by Offering, 2021–2030 (USD Million)

Table 3 Global Streaming Analytics Platforms Market, by Country/Region, 2021–2030 (USD Million)

Table 4 Global Streaming Analytics Services Market, by Country/Region, 2021–2030 (USD Million)

Table 5 Global Streaming Analytics Services Market, by Type, 2021–2030 (USD Million)

Table 6 Global Streaming Analytics Managed Services Market, by Country/Region, 2021–2030 (USD Million)

Table 7 Global Streaming Analytics Professional Services Market, by Country/Region, 2021–2030 (USD Million)

Table 8 Global Streaming Analytics Market, by Deployment Mode, 2021–2030 (USD Million)

Table 9 Global Streaming Analytics Market for On-premise Deployments, by Country/Region, 2021–2030 (USD Million)

Table 10 Global Streaming Analytics Market for Cloud-based Deployments, by Country/Region, 2021–2030 (USD Million)

Table 11 Global Streaming Analytics Market, by Application, 2021–2030 (USD Million)

Table 12 Global Streaming Analytics Market for Customer Analytics, by Country/Region, 2021–2030 (USD Million)

Table 13 Global Streaming Analytics Market for Fraud Detection, by Country/Region, 2021–2030 (USD Million)

Table 14 Global Streaming Analytics Market for Network Management & Optimization, by Country/Region, 2021–2030 (USD Million)

Table 15 Global Streaming Analytics Market for Sales & Marketing, by Country/Region, 2021–2030 (USD Million)

Table 16 Global Streaming Analytics Market for Supply Chain Management, by Country/Region, 2021–2030 (USD Million)

Table 17 Global Streaming Analytics Market for Risk Management, by Country/Region, 2021–2030 (USD Million)

Table 18 Global Streaming Analytics Market for Location Intelligence, by Country/Region, 2021–2030 (USD Million)

Table 19 Global Streaming Analytics Market for Predictive Asset Management, by Country/Region, 2021–2030 (USD Million)

Table 20 Global Streaming Analytics Market for Other Applications, by Country/Region,

2021–2030 (USD Million)

Table 21 Global Streaming Analytics Market, by Sector, 2021–2030 (USD Million)

Table 22 Global Streaming Analytics Market for IT & Telecom, by Country/Region, 2021–2030 (USD Million)

Table 23 Global Streaming Analytics Market for BFSI, by Country/Region, 2021–2030 (USD Million)

Table 24 Global Streaming Analytics Market for Manufacturing, by Country/Region, 2021–2030 (USD Million)

Table 25 Global Streaming Analytics Market for Retail, by Country/Region, 2021–2030 (USD Million)

Table 26 Global Streaming Analytics Market for Media & Entertainment, by Country/Region, 2021–2030 (USD Million)

Table 27 Global Streaming Analytics Market for Healthcare & Life Sciences, by Country/Region, 2021–2030 (USD Million)

Table 28 Global Streaming Analytics Market for Transportation & Logistics, by Country/Region, 2021–2030 (USD Million)

Table 29 Global Streaming Analytics Market for Energy & Utilities, by Country/Region, 2021–2030 (USD Million)

Table 30 Global Streaming Analytics Market for Government, by Country/Region, 2021–2030 (USD Million)

Table 31 Global Streaming Analytics Market for Other Sectors, by Country/Region, 2021–2030 (USD Million)

Table 32 Global Streaming Analytics Market, by Organization Size, 2021–2030 (USD Million)

Table 33 Global Streaming Analytics Market for Large Enterprises, by Country/Region, 2021–2030 (USD Million)

Table 34 Global Streaming Analytics Market for Small & Medium-Sized Enterprises, by Country/Region, 2021–2030 (USD Million)

Table 35 Global Streaming Analytics Market, by Country/Region, 2021–2030 (USD Million)

Table 36 Asia-Pacific: Streaming Analytics Market, by Country/Region, 2021–2030 (USD Million)

Table 37 Asia-Pacific: Streaming Analytics Market, by Offering, 2021–2030 (USD Million)

Table 38 Asia-Pacific: Streaming Analytics Services Market, by Type, 2021–2030 (USD Million)

Table 39 Asia-Pacific: Streaming Analytics Market, by Deployment Mode, 2021–2030 (USD Million)

Table 40 Asia-Pacific: Streaming Analytics Market, by Application, 2021–2030 (USD

Million)

Table 41 Asia-Pacific: Streaming Analytics Market, by Sector, 2021–2030 (USD Million)

Table 42 Asia-Pacific: Streaming Analytics Market, by Organization Size, 2021–2030 (USD Million)

Table 43 China: Streaming Analytics Market, by Offering, 2021–2030 (USD Million)

Table 44 China: Streaming Analytics Services Market, by Type, 2021–2030 (USD Million)

Table 45 China: Streaming Analytics Market, by Deployment Mode, 2021–2030 (USD Million)

Table 46 China: Streaming Analytics Market, by Application, 2021–2030 (USD Million)

Table 47 China: Streaming Analytics Market, by Sector, 2021–2030 (USD Million)

Table 48 China: Streaming Analytics Market, by Organization Size, 2021–2030 (USD Million)

Table 49 Japan: Streaming Analytics Market, by Offering, 2021–2030 (USD Million)

Table 50 Japan: Streaming Analytics Services Market, by Type, 2021–2030 (USD Million)

Table 51 Japan: Streaming Analytics Market, by Deployment Mode, 2021–2030 (USD Million)

Table 52 Japan: Streaming Analytics Market, by Application, 2021–2030 (USD Million)

Table 53 Japan: Streaming Analytics Market, by Sector, 2021–2030 (USD Million)

Table 54 Japan: Streaming Analytics Market, by Organization Size, 2021–2030 (USD Million)

Table 55 India: Streaming Analytics Market, by Offering, 2021–2030 (USD Million)

Table 56 India: Streaming Analytics Services Market, by Type, 2021–2030 (USD Million)

Table 57 India: Streaming Analytics Market, by Deployment Mode, 2021–2030 (USD Million)

Table 58 India: Streaming Analytics Market, by Application, 2021–2030 (USD Million)

Table 59 India: Streaming Analytics Market, by Sector, 2021–2030 (USD Million)

Table 60 India: Streaming Analytics Market, by Organization Size, 2021–2030 (USD Million)

Table 61 South Korea: Streaming Analytics Market, by Offering, 2021–2030 (USD Million)

Table 62 South Korea: Streaming Analytics Services Market, by Type, 2021–2030 (USD Million)

Table 63 South Korea: Streaming Analytics Market, by Deployment Mode, 2021–2030 (USD Million)

Table 64 South Korea: Streaming Analytics Market, by Application, 2021–2030 (USD Million)

Table 65 South Korea: Streaming Analytics Market, by Sector, 2021–2030 (USD Million)

Table 66 South Korea: Streaming Analytics Market, by Organization Size, 2021–2030 (USD Million)

Table 67 Singapore: Streaming Analytics Market, by Offering, 2021–2030 (USD Million)

Table 68 Singapore: Streaming Analytics Services Market, by Type, 2021–2030 (USD Million)

Table 69 Singapore: Streaming Analytics Market, by Deployment Mode, 2021–2030 (USD Million)

Table 70 Singapore: Streaming Analytics Market, by Application, 2021–2030 (USD Million)

Table 71 Singapore: Streaming Analytics Market, by Sector, 2021–2030 (USD Million)

Table 72 Singapore: Streaming Analytics Market, by Organization Size, 2021–2030 (USD Million)

Table 73 Rest of Asia-Pacific: Streaming Analytics Market, by Offering, 2021–2030 (USD Million)

Table 74 Rest of Asia-Pacific: Streaming Analytics Services Market, by Type, 2021–2030 (USD Million)

Table 75 Rest of Asia-Pacific: Streaming Analytics Market, by Deployment Mode, 2021–2030 (USD Million)

Table 76 Rest of Asia-Pacific: Streaming Analytics Market, by Application, 2021–2030 (USD Million)

Table 77 Rest of Asia-Pacific: Streaming Analytics Market, by Sector, 2021–2030 (USD Million)

Table 78 Rest of Asia-Pacific: Streaming Analytics Market, by Organization Size, 2021–2030 (USD Million)

Table 79 North America: Streaming Analytics Market, by Country, 2021–2030 (USD Million)

Table 80 North America: Streaming Analytics Market, by Offering, 2021–2030 (USD Million)

Table 81 North America: Streaming Analytics Services Market, by Type, 2021–2030 (USD Million)

Table 82 North America: Streaming Analytics Market, by Deployment Mode, 2021–2030 (USD Million)

Table 83 North America: Streaming Analytics Market, by Application, 2021–2030 (USD Million)

Table 84 North America: Streaming Analytics Market, by Sector, 2021–2030 (USD Million)

Table 85 North America: Streaming Analytics Market, by Organization Size, 2021–2030 (USD Million)

Table 86 U.S.: Streaming Analytics Market, by Offering, 2021–2030 (USD Million)

- Table 87 U.S.: Streaming Analytics Services Market, by Type, 2021–2030 (USD Million)
- Table 88 U.S.: Streaming Analytics Market, by Deployment Mode, 2021–2030 (USD Million)
- Table 89 U.S.: Streaming Analytics Market, by Application, 2021–2030 (USD Million)
- Table 90 U.S.: Streaming Analytics Market, by Sector, 2021–2030 (USD Million)
- Table 91 U.S.: Streaming Analytics Market, by Organization Size, 2021–2030 (USD Million)
- Table 92 Canada: Streaming Analytics Market, by Offering, 2021–2030 (USD Million)
- Table 93 Canada: Streaming Analytics Services Market, by Type, 2021–2030 (USD Million)
- Table 94 Canada: Streaming Analytics Market, by Deployment Mode, 2021–2030 (USD Million)
- Table 95 Canada: Streaming Analytics Market, by Application, 2021–2030 (USD Million)
- Table 96 Canada: Streaming Analytics Market, by Sector, 2021–2030 (USD Million)
- Table 97 Canada: Streaming Analytics Market, by Organization Size, 2021–2030 (USD Million)
- Table 98 Europe: Streaming Analytics Market, by Country/Region, 2021–2030 (USD Million)
- Table 99 Europe: Streaming Analytics Market, by Offering, 2021–2030 (USD Million)
- Table 100 Europe: Streaming Analytics Services Market, by Type, 2021–2030 (USD Million)
- Table 101 Europe: Streaming Analytics Market, by Deployment Mode, 2021–2030 (USD Million)
- Table 102 Europe: Streaming Analytics Market, by Application, 2021–2030 (USD Million)
- Table 103 Europe: Streaming Analytics Market, by Sector, 2021–2030 (USD Million)
- Table 104 Europe: Streaming Analytics Market, by Organization Size, 2021–2030 (USD Million)
- Table 105 Germany: Streaming Analytics Market, by Offering, 2021–2030 (USD Million)
- Table 106 Germany: Streaming Analytics Services Market, by Type, 2021–2030 (USD Million)
- Table 107 Germany: Streaming Analytics Market, by Deployment Mode, 2021–2030 (USD Million)
- Table 108 Germany: Streaming Analytics Market, by Application, 2021–2030 (USD Million)
- Table 109 Germany: Streaming Analytics Market, by Sector, 2021–2030 (USD Million)
- Table 110 Germany: Streaming Analytics Market, by Organization Size, 2021–2030 (USD Million)
- Table 111 U.K.: Streaming Analytics Market, by Offering, 2021–2030 (USD Million)

Table 112 U.K: Streaming Analytics Services Market, by Type, 2021–2030 (USD Million)

Table 113 U.K: Streaming Analytics Market, by Deployment Mode, 2021–2030 (USD Million)

Table 114 U.K: Streaming Analytics Market, by Application, 2021–2030 (USD Million)

Table 115 U.K: Streaming Analytics Market, by Sector, 2021–2030 (USD Million)

Table 116 U.K: Streaming Analytics Market, by Organization Size, 2021–2030 (USD Million)

Table 117 France: Streaming Analytics Market, by Offering, 2021–2030 (USD Million)

Table 118 France: Streaming Analytics Services Market, by Type, 2021–2030 (USD Million)

Table 119 France: Streaming Analytics Market, by Deployment Mode, 2021–2030 (USD Million)

Table 120 France: Streaming Analytics Market, by Application, 2021–2030 (USD Million)

Table 121 France: Streaming Analytics Market, by Sector, 2021–2030 (USD Million)

Table 122 France: Streaming Analytics Market, by Organization Size, 2021–2030 (USD Million)

Table 123 Italy: Streaming Analytics Market, by Offering, 2021–2030 (USD Million)

Table 124 Italy: Streaming Analytics Services Market, by Type, 2021–2030 (USD Million)

Table 125 Italy: Streaming Analytics Market, by Deployment Mode, 2021–2030 (USD Million)

Table 126 Italy: Streaming Analytics Market, by Application, 2021–2030 (USD Million)

Table 127 Italy: Streaming Analytics Market, by Sector, 2021–2030 (USD Million)

Table 128 Italy: Streaming Analytics Market, by Organization Size, 2021–2030 (USD Million)

Table 129 Spain: Streaming Analytics Market, by Offering, 2021–2030 (USD Million)

Table 130 Spain: Streaming Analytics Services Market, by Type, 2021–2030 (USD Million)

Table 131 Spain: Streaming Analytics Market, by Deployment Mode, 2021–2030 (USD Million)

Table 132 Spain: Streaming Analytics Market, by Application, 2021–2030 (USD Million)

Table 133 Spain: Streaming Analytics Market, by Sector, 2021–2030 (USD Million)

Table 134 Spain: Streaming Analytics Market, by Organization Size, 2021–2030 (USD Million)

Table 135 Switzerland: Streaming Analytics Market, by Offering, 2021–2030 (USD Million)

Table 136 Switzerland: Streaming Analytics Services Market, by Type, 2021–2030

(USD Million)

Table 137 Switzerland: Streaming Analytics Market, by Deployment Mode, 2021–2030

(USD Million)

Table 138 Switzerland: Streaming Analytics Market, by Application, 2021–2030 (USD

Million)

Table 139 Switzerland: Streaming Analytics Market, by Sector, 2021–2030 (USD

Million)

Table 140 Switzerland: Streaming Analytics Market, by Organization Size, 2021–2030

(USD Million)

Table 141 Netherlands: Streaming Analytics Market, by Offering, 2021–2030 (USD

Million)

Table 142 Netherlands: Streaming Analytics Services Market, by Type, 2021–2030

(USD Million)

Table 143 Netherlands: Streaming Analytics Market, by Deployment Mode, 2021–2030

(USD Million)

Table 144 Netherlands: Streaming Analytics Market, by Application, 2021–2030 (USD

Million)

Table 145 Netherlands: Streaming Analytics Market, by Sector, 2021–2030 (USD

Million)

Table 146 Netherlands: Streaming Analytics Market, by Organization Size, 2021–2030

(USD Million)

Table 147 Rest of Europe: Streaming Analytics Market, by Offering, 2021–2030 (USD

Million)

Table 148 Rest of Europe: Streaming Analytics Services Market, by Type, 2021–2030

(USD Million)

Table 149 Rest of Europe: Streaming Analytics Market, by Deployment Mode,

2021–2030 (USD Million)

Table 150 Rest of Europe: Streaming Analytics Market, by Application, 2021–2030

(USD Million)

Table 151 Rest of Europe: Streaming Analytics Market, by Sector, 2021–2030 (USD

Million)

Table 152 Rest of Europe: Streaming Analytics Market, by Organization Size,

2021–2030 (USD Million)

Table 153 Latin America: Streaming Analytics Market, by Country/Region, 2021–2030

(USD Million)

Table 154 Latin America: Streaming Analytics Market, by Offering, 2021–2030 (USD

Million)

Table 155 Latin America: Streaming Analytics Services Market, by Type, 2021–2030

(USD Million)

- Table 156 Latin America: Streaming Analytics Market, by Deployment Mode, 2021–2030 (USD Million)
- Table 157 Latin America: Streaming Analytics Market, by Application, 2021–2030 (USD Million)
- Table 158 Latin America: Streaming Analytics Market, by Sector, 2021–2030 (USD Million)
- Table 159 Latin America: Streaming Analytics Market, by Organization Size, 2021–2030 (USD Million)
- Table 160 Brazil: Streaming Analytics Market, by Offering, 2021–2030 (USD Million)
- Table 161 Brazil: Streaming Analytics Services Market, by Type, 2021–2030 (USD Million)
- Table 162 Brazil: Streaming Analytics Market, by Deployment Mode, 2021–2030 (USD Million)
- Table 163 Brazil: Streaming Analytics Market, by Application, 2021–2030 (USD Million)
- Table 164 Brazil: Streaming Analytics Market, by Sector, 2021–2030 (USD Million)
- Table 165 Brazil: Streaming Analytics Market, by Organization Size, 2021–2030 (USD Million)
- Table 166 Mexico: Streaming Analytics Market, by Offering, 2021–2030 (USD Million)
- Table 167 Mexico: Streaming Analytics Services Market, by Type, 2021–2030 (USD Million)
- Table 168 Mexico: Streaming Analytics Market, by Deployment Mode, 2021–2030 (USD Million)
- Table 169 Mexico: Streaming Analytics Market, by Application, 2021–2030 (USD Million)
- Table 170 Mexico: Streaming Analytics Market, by Sector, 2021–2030 (USD Million)
- Table 171 Mexico: Streaming Analytics Market, by Organization Size, 2021–2030 (USD Million)
- Table 172 Rest of Latin America: Streaming Analytics Market, by Offering, 2021–2030 (USD Million)
- Table 173 Rest of Latin America: Streaming Analytics Services Market, by Type, 2021–2030 (USD Million)
- Table 174 Rest of Latin America: Streaming Analytics Market, by Deployment Mode, 2021–2030 (USD Million)
- Table 175 Rest of Latin America: Streaming Analytics Market, by Application, 2021–2030 (USD Million)
- Table 176 Rest of Latin America: Streaming Analytics Market, by Sector, 2021–2030 (USD Million)
- Table 177 Rest of Latin America: Streaming Analytics Market, by Organization Size, 2021–2030 (USD Million)

Table 178 Middle East & Africa: Streaming Analytics Market, by Country, 2021–2030 (USD Million)

Table 179 Middle East & Africa: Streaming Analytics Market, by Offering, 2021–2030 (USD Million)

Table 180 Middle East & Africa: Streaming Analytics Services Market, by Type, 2021–2030 (USD Million)

Table 181 Middle East & Africa: Streaming Analytics Market, by Deployment Mode, 2021–2030 (USD Million)

Table 182 Middle East & Africa: Streaming Analytics Market, by Application, 2021–2030 (USD Million)

Table 183 Middle East & Africa: Streaming Analytics Market, by Sector, 2021–2030 (USD Million)

Table 184 Middle East & Africa: Streaming Analytics Market, by Organization Size, 2021–2030 (USD Million)

Table 185 UAE: Streaming Analytics Market, by Offering, 2021–2030 (USD Million)

Table 186 UAE: Streaming Analytics Services Market, by Type, 2021–2030 (USD Million)

Table 187 UAE: Streaming Analytics Market, by Deployment Mode, 2021–2030 (USD Million)

Table 188 UAE: Streaming Analytics Market, by Application, 2021–2030 (USD Million)

Table 189 UAE: Streaming Analytics Market, by Sector, 2021–2030 (USD Million)

Table 190 UAE: Streaming Analytics Market, by Organization Size, 2021–2030 (USD Million)

Table 191 Israel: Streaming Analytics Market, by Offering, 2021–2030 (USD Million)

Table 192 Israel: Streaming Analytics Services Market, by Type, 2021–2030 (USD Million)

Table 193 Israel: Streaming Analytics Market, by Deployment Mode, 2021–2030 (USD Million)

Table 194 Israel: Streaming Analytics Market, by Application, 2021–2030 (USD Million)

Table 195 Israel: Streaming Analytics Market, by Sector, 2021–2030 (USD Million)

Table 196 Israel: Streaming Analytics Market, by Organization Size, 2021–2030 (USD Million)

Table 197 Rest of the Middle East & Africa: Streaming Analytics Market, by Offering, 2021–2030 (USD Million)

Table 198 Rest of the Middle East & Africa: Streaming Analytics Services Market, by Type, 2021–2030 (USD Million)

Table 199 Rest of the Middle East & Africa: Streaming Analytics Market, by Deployment Mode, 2021–2030 (USD Million)

Table 200 Rest of the Middle East & Africa: Streaming Analytics Market, by Application,

2021–2030 (USD Million)

Table 201 Rest of the Middle East & Africa: Streaming Analytics Market, by Sector, 2021–2030 (USD Million)

Table 202 Rest of the Middle East & Africa: Streaming Analytics Market, by Organization Size, 2021–2030 (USD Million)

Table 203 Top Companies In the Streaming Analytics Market

List Of Figures

LIST OF FIGURES

Figure 1 Currency And Limitations

Figure 2 Research Process

Figure 3 Primary Research Techniques

Figure 4 Key Executives Interviewed

Figure 5 Breakdown of Primary Interviews (Supply-Side & Demand-Side)

Figure 6 Market Sizing And Growth Forecast Approach

Figure 7 Key Insights

Figure 8 Streaming Analytics Market Size, by Offering, 2023 Vs. 2030 (USD Million)

Figure 9 Streaming Analytics Market Size, by Deployment Mode, 2023 Vs. 2030 (USD Million)

Figure 10 Streaming Analytics Market Size, by Application, 2023 Vs. 2030 (USD Million)

Figure 11 Streaming Analytics Market Size, by Sector, 2023 Vs. 2030 (USD Million)

Figure 12 Streaming Analytics Market Size, by Organization Size, 2023 Vs. 2030 (USD Million)

Figure 13 Geographic Snapshot: Global Streaming Analytics Market

Figure 14 Impact Analysis of Market Dynamics

Figure 15 Global Streaming Analytics Market, by Offering, 2023 Vs. 2030 (USD Million)

Figure 16 Global Streaming Analytics Market, by Deployment Mode, 2023 Vs. 2030 (USD Million)

Figure 17 Global Streaming Analytics Market, by Application, 2023 Vs. 2030 USD Million)

Figure 18 Global Streaming Analytics Market, by Sector, 2023 Vs. 2030 (USD Million)

Figure 19 Global Streaming Analytics Market, by Organization Size, 2023 Vs. 2030 (USD Million)

Figure 20 Global Streaming Analytics Market, by Region, 2023 Vs. 2030 (USD Million)

Figure 21 Asia-Pacific: Streaming Analytics Market Snapshot

Figure 22 North America: Streaming Analytics Market Snapshot

Figure 23 Europe: Streaming Analytics Market Snapshot

Figure 24 Latin America: Streaming Analytics Market Snapshot

Figure 25 Middle East & Africa: Streaming Analytics Market Snapshot

Figure 26 Growth Strategies Adopted by Leading Market Players (2020–2023)

Figure 27 Competitive Dashboard: Streaming Analytics Market

Figure 28 IBM Corporation: Financial Overview (2022)

Figure 29 Informatica Inc.: Financial Overview (2022)

Figure 30 Microsoft Corporation: Financial Overview (2022)

Figure 31 SAP SE: Financial Overview (2022)

Figure 32 Oracle Corporation: Financial Overview (2022)

Figure 33 Thales Group: Financial Overview (2022)

Figure 34 Software AG: Financial Overview (2022)

Figure 35 Cloudera, Inc.: Financial Overview (2022)

Figure 36 Teradata Corporation: Financial Overview (2022)

Figure 37 Amazon.Com, Inc.: Financial Overview (2022)

Figure 38 Hewlett Packard Enterprise Company: Financial Overview (2022)

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