

# **Data Analytics Market Outlook 2025-2034: Market Share, and Growth Analysis By Type (Big Data Analytics, Business Analytics, Customer Analytics, Risk Analytics, Statistical Analysis, Other Types), By Deployment (On-Premises, Cloud), By Enterprise Size, By Application, By End-User**

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## **Abstracts**

The Data Analytics Market is valued at USD 79.5 billion in 2025 and is projected to grow at a CAGR of 23% to reach USD 510.8 billion by 2034. The data analytics market has emerged as a cornerstone of modern business strategy, enabling organizations to derive valuable insights from vast quantities of structured and unstructured data. By employing advanced tools, methodologies, and technologies, companies can optimize processes, enhance customer experiences, and make data-driven decisions that improve performance and competitiveness. From traditional descriptive analytics to sophisticated predictive and prescriptive approaches, the market's rapid growth is fueled by the increasing reliance on data to drive innovation and efficiency across virtually every industry. The data analytics market experienced significant advancements, particularly in artificial intelligence (AI) and machine learning (ML) capabilities. Businesses expanded their use of real-time analytics solutions, leveraging streaming data to enhance decision-making agility. The rise of low-code and no-code platforms made advanced analytics accessible to non-technical users, democratizing data insights across organizations. Additionally, the growing integration of cloud-based analytics tools provided more scalable, cost-effective solutions, helping businesses of all sizes harness the power of data more efficiently. These developments solidified the role of data analytics as an indispensable element of modern operations. Looking forward, the data analytics market is poised to continue its upward trajectory as the volume of data generated globally increases exponentially. Emerging technologies such

as quantum computing, edge analytics, and blockchain are expected to create new opportunities and challenges for data analysts. Moreover, as industries like healthcare, finance, retail, and manufacturing seek to enhance digital transformation efforts, the demand for advanced analytics solutions will remain strong. With ongoing innovations in AI and data visualization, the data analytics market is well-positioned to support businesses in navigating an increasingly complex and data-driven world.

### Key Insights Data Analytics Market

Expansion of real-time and streaming analytics for immediate insights and faster decision-making.

Growing adoption of low-code and no-code platforms to empower non-technical users.

Increased reliance on cloud-based analytics solutions for scalability and cost efficiency.

Development of advanced AI and ML algorithms to uncover deeper insights and automate complex tasks.

Emergence of edge analytics and IoT data processing to support decentralized decision-making.

Explosive growth in data volume from IoT devices, social media, and business transactions.

Heightened need for data-driven decision-making in competitive and fast-paced industries.

Advancements in AI and machine learning enabling more accurate predictions and actionable insights.

Increasing pressure to improve customer experiences and operational efficiency through data-driven strategies.

Data privacy and security concerns in handling sensitive and large-scale datasets.

Shortage of skilled data professionals capable of leveraging advanced analytics tools.

Complexity in integrating multiple data sources and maintaining data quality across platforms.

## Data Analytics Market Segmentation

### By Type

Big Data Analytics

Business Analytics

Customer Analytics

Risk Analytics

Statistical Analysis

Other Types

### By Deployment

On-Premises

Cloud

### By Enterprise Size

Large Enterprises

Small And Medium Enterprises (SMEs)

### By Application

Supply Chain Management

Enterprise Resource Planning

Database Management

Human Resource Management

Other Applications

### By End-User

Banking

Finance

And Insurance (BFSI)

Government

Healthcare

Information Technology (IT) And Telecom

Military And Defense

Other End-Users

### Key Companies Analysed

Google LLC

Microsoft Corp

Dell Inc.

Amazon Web Services Inc.

IBM Corporation

Oracle Corporation

SAP SE

Salesforce Inc.

SAS Institute Inc.

Teradata Corp

Databricks Inc.

TIBCO Software Inc.

Alteryx Inc.

Zoho Corporation Pvt Ltd.

Qlik International AB

Mu Sigma Inc.

BOARD International S.A.

ThoughtSpot Inc.

Pyramid Analytics BV

Absolutdata Technologies Inc.

GoodData Corporation

Logi Analytics Inc.

SiSense Inc.

Yellowfin International Pty Ltd.

Datameer Inc.

Plotly Technologies Inc.

Chartio

## Data Analytics Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

## Data Analytics Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

## Countries Covered

North America — Data Analytics market data and outlook to 2034

United States

Canada

Mexico

Europe — Data Analytics market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Data Analytics market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Data Analytics market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Data Analytics market data and outlook to 2034

Brazil

Argentina

Chile

Peru

*\* We can include data and analysis of additional countries on demand.*

## Research Methodology

This study combines primary inputs from industry experts across the Data Analytics value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

## Key Questions Addressed

What is the current and forecast market size of the Data Analytics industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

## Your Key Takeaways from the Data Analytics Market Report

Global Data Analytics market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Data Analytics trade, costs, and supply chains

Data Analytics market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Data Analytics market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Data Analytics market trends, drivers, restraints, and opportunities

Porter’s Five Forces analysis, technological developments, and Data Analytics supply chain analysis

Data Analytics trade analysis, Data Analytics market price analysis, and Data Analytics supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Data Analytics market news and developments

### Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

*\* The updated report will be delivered within 3 working days*

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