

Datafication Market Outlook 2025-2034: Market Share, and Growth Analysis By Type (Behavioral Datafication, Social Datafication, Geospatial Datafication, Transactional Datafication, Sensor Datafication), By Component (Solutions, Services), By Deployment, By Application, By Vertical

<https://marketpublishers.com/r/D4E5CC48E40CEN.html>

Date: October 2025

Pages: 160

Price: US\$ 3,950.00 (Single User License)

ID: D4E5CC48E40CEN

Abstracts

The Datafication Market is valued at USD 367.8 billion in 2025 and is projected to grow at a CAGR of 12.6% to reach USD 1071 billion by 2034. The Datafication Market refers to the increasing trend of transforming various aspects of life and business into data that can be quantified, tracked, and analyzed. This involves the process of converting traditionally non-digital information into digital data points, enabling new forms of analysis, insights, and decision-making. Datafication is impacting numerous sectors, from healthcare and education to transportation and retail, leading to the generation of vast amounts of new data and the emergence of new business models and opportunities. The proliferation of sensors, connected devices (IoT), social media, and digital platforms is a key driver behind this ongoing transformation. The Datafication Market continued its rapid expansion, with advancements in sensor technologies, the increasing penetration of IoT devices, and the growing sophistication of data capture and processing techniques. We saw more traditional industries embracing datafication to optimize operations, personalize customer experiences, and develop new data-driven products and services. The focus on extracting meaningful insights from the vast amounts of data generated through datafication became more pronounced, driving the demand for advanced analytics and artificial intelligence (AI) solutions. Furthermore, ethical considerations and privacy concerns related to the collection and use of datafied information gained increasing attention, leading to discussions and developments in data governance and regulation. The Datafication Market is expected to continue its

transformative impact across society and business. We anticipate further advancements in data capture technologies, including more sophisticated sensors and ubiquitous connectivity. The integration of AI and machine learning will play an even greater role in analyzing and deriving value from datafied information, leading to more autonomous systems and personalized experiences. The ethical and societal implications of datafication, including privacy, bias, and transparency, will likely remain a central focus, driving innovation in privacy-preserving technologies and data governance frameworks. We also expect to see datafication extending into new and previously untouched domains, creating novel opportunities and challenges.

Key Insights Datafication Market

The increasing proliferation of Internet of Things (IoT) devices and advanced sensor technologies is leading to the datafication of more physical objects and environments, generating vast amounts of real-time data.

The integration of Artificial Intelligence (AI) and Machine Learning (ML) with datafication processes is enabling more sophisticated analysis, pattern recognition, and predictive modeling from the newly generated data.

There is a growing focus on extracting actionable insights and creating new value propositions from datafied information across various industries, leading to the development of data-driven products and services.

Ethical considerations and privacy concerns surrounding the collection, storage, and use of datafied information are driving the development of data governance frameworks and privacy-preserving technologies.

Datafication is expanding into new and previously non-digital domains, transforming traditional processes and creating opportunities for innovation in areas like healthcare, education, and urban planning.

The increasing availability and decreasing cost of digital technologies, including sensors, connectivity, and cloud computing, are making datafication more feasible and accessible across various sectors.

The growing recognition of the potential for data-driven insights to improve efficiency, personalize experiences, and drive innovation is a key driver for organizations to embrace datafication.

The rise of digital platforms and social media generates vast amounts of user data, contributing significantly to the overall trend of datafication and providing opportunities for analysis and understanding of human behavior.

The competitive pressure on businesses to gain a deeper understanding of their customers, operations, and markets is driving the adoption of datafication strategies to gain a competitive edge.

Addressing privacy concerns and ensuring the ethical use of the vast amounts of personal data generated through datafication remains a significant challenge for individuals, organizations, and regulators.

Datafication Market Segmentation

By Type

Behavioral Datafication

Social Datafication

Geospatial Datafication

Transactional Datafication

Sensor Datafication

By Component

Solutions

Services

By Deployment

Cloud

On-Premises

By Application

Blockchain

Alops

Cognitive Computing

Edge Computing

FinOps

Other Applications

By Vertical

Banking Financial Services And Insurance (BFSI)

Healthcare

IT And Telecom

Retail

Government And Defense

Manufacturing

Media And Entertainment

Other Verticals

Key Companies Analysed

Amazon Web Services Inc.

Alphabet Inc

Microsoft Corporation

Dell EMC

The International Business Machines Corporation

Oracle Corporation

SAP SE

ABB Group

Hewlett-Packard Enterprise (HPE)

Emerson Electric Co.

SAS Institute Inc.

Teradata Corporation

Workiva Inc.

DataRobot Inc.

Xceptor

Matillion Limited

Dbt Labs Inc.

mParticle

Veryfi Inc.

Coalesce.io

Search Discovery Inc.

Crosser Technologies

Decodable

Osmos

Precog

Flatfile Inc.

Datafication 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.

Datafication 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 — Datafication market data and outlook to 2034

United States

Canada

Mexico

Europe — Datafication market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Datafication market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Datafication market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Datafication 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 Datafication 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 Datafication 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 Datafication Market Report

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

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

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

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

Short- and long-term Datafication market trends, drivers, restraints, and

opportunities

Porter's Five Forces analysis, technological developments, and Datafication supply chain analysis

Datafication trade analysis, Datafication market price analysis, and Datafication supply/demand dynamics

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

Latest Datafication 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*

Contents

1. TABLE OF CONTENTS

- 1.1 List of Tables
- 1.2 List of Figures

2. GLOBAL DATAFICATION MARKET SUMMARY, 2025

- 2.1 Datafication Industry Overview
 - 2.1.1 Global Datafication Market Revenues (In US\$ billion)
- 2.2 Datafication Market Scope
- 2.3 Research Methodology

3. DATAFICATION MARKET INSIGHTS, 2024-2034

- 3.1 Datafication Market Drivers
- 3.2 Datafication Market Restraints
- 3.3 Datafication Market Opportunities
- 3.4 Datafication Market Challenges
- 3.5 Tariff Impact on Global Datafication Supply Chain Patterns

4. DATAFICATION MARKET ANALYTICS

- 4.1 Datafication Market Size and Share, Key Products, 2025 Vs 2034
- 4.2 Datafication Market Size and Share, Dominant Applications, 2025 Vs 2034
- 4.3 Datafication Market Size and Share, Leading End Uses, 2025 Vs 2034
- 4.4 Datafication Market Size and Share, High Growth Countries, 2025 Vs 2034
- 4.5 Five Forces Analysis for Global Datafication Market
 - 4.5.1 Datafication Industry Attractiveness Index, 2025
 - 4.5.2 Datafication Supplier Intelligence
 - 4.5.3 Datafication Buyer Intelligence
 - 4.5.4 Datafication Competition Intelligence
 - 4.5.5 Datafication Product Alternatives and Substitutes Intelligence
 - 4.5.6 Datafication Market Entry Intelligence

5. GLOBAL DATAFICATION MARKET STATISTICS – INDUSTRY REVENUE, MARKET SHARE, GROWTH TRENDS AND FORECAST BY SEGMENTS, TO 2034

- 5.1 World Datafication Market Size, Potential and Growth Outlook, 2024- 2034 (\$ billion)
- 5.1 Global Datafication Sales Outlook and CAGR Growth By Type, 2024- 2034 (\$ billion)
- 5.2 Global Datafication Sales Outlook and CAGR Growth By Component, 2024- 2034 (\$ billion)
- 5.3 Global Datafication Sales Outlook and CAGR Growth By Deployment, 2024- 2034 (\$ billion)
- 5.4 Global Datafication Sales Outlook and CAGR Growth By Application, 2024- 2034 (\$ billion)
- 5.5 Global Datafication Sales Outlook and CAGR Growth By Vertical, 2024- 2034 (\$ billion)
- 5.6 Global Datafication Market Sales Outlook and Growth by Region, 2024- 2034 (\$ billion)

6. ASIA PACIFIC DATAFICATION INDUSTRY STATISTICS – MARKET SIZE, SHARE, COMPETITION AND OUTLOOK

- 6.1 Asia Pacific Datafication Market Insights, 2025
- 6.2 Asia Pacific Datafication Market Revenue Forecast By Type, 2024- 2034 (USD billion)
- 6.3 Asia Pacific Datafication Market Revenue Forecast By Component, 2024- 2034 (USD billion)
- 6.4 Asia Pacific Datafication Market Revenue Forecast By Deployment, 2024- 2034 (USD billion)
- 6.5 Asia Pacific Datafication Market Revenue Forecast By Application, 2024- 2034 (USD billion)
- 6.6 Asia Pacific Datafication Market Revenue Forecast By Vertical, 2024- 2034 (USD billion)
- 6.7 Asia Pacific Datafication Market Revenue Forecast by Country, 2024- 2034 (USD billion)
 - 6.7.1 China Datafication Market Size, Opportunities, Growth 2024- 2034
 - 6.7.2 India Datafication Market Size, Opportunities, Growth 2024- 2034
 - 6.7.3 Japan Datafication Market Size, Opportunities, Growth 2024- 2034
 - 6.7.4 Australia Datafication Market Size, Opportunities, Growth 2024- 2034

7. EUROPE DATAFICATION MARKET DATA, PENETRATION, AND BUSINESS PROSPECTS TO 2034

- 7.1 Europe Datafication Market Key Findings, 2025

7.2 Europe Datafication Market Size and Percentage Breakdown By Type, 2024- 2034 (USD billion)

7.3 Europe Datafication Market Size and Percentage Breakdown By Component, 2024-2034 (USD billion)

7.4 Europe Datafication Market Size and Percentage Breakdown By Deployment, 2024-2034 (USD billion)

7.5 Europe Datafication Market Size and Percentage Breakdown By Application, 2024-2034 (USD billion)

7.6 Europe Datafication Market Size and Percentage Breakdown By Vertical, 2024-2034 (USD billion)

7.7 Europe Datafication Market Size and Percentage Breakdown by Country, 2024-2034 (USD billion)

7.7.1 Germany Datafication Market Size, Trends, Growth Outlook to 2034

7.7.2 United Kingdom Datafication Market Size, Trends, Growth Outlook to 2034

7.7.2 France Datafication Market Size, Trends, Growth Outlook to 2034

7.7.2 Italy Datafication Market Size, Trends, Growth Outlook to 2034

7.7.2 Spain Datafication Market Size, Trends, Growth Outlook to 2034

8. NORTH AMERICA DATAFICATION MARKET SIZE, GROWTH TRENDS, AND FUTURE PROSPECTS TO 2034

8.1 North America Snapshot, 2025

8.2 North America Datafication Market Analysis and Outlook By Type, 2024- 2034 (\$ billion)

8.3 North America Datafication Market Analysis and Outlook By Component, 2024-2034 (\$ billion)

8.4 North America Datafication Market Analysis and Outlook By Deployment, 2024-2034 (\$ billion)

8.5 North America Datafication Market Analysis and Outlook By Application, 2024- 2034 (\$ billion)

8.6 North America Datafication Market Analysis and Outlook By Vertical, 2024- 2034 (\$ billion)

8.7 North America Datafication Market Analysis and Outlook by Country, 2024- 2034 (\$ billion)

8.7.1 United States Datafication Market Size, Share, Growth Trends and Forecast, 2024- 2034

8.7.1 Canada Datafication Market Size, Share, Growth Trends and Forecast, 2024-2034

8.7.1 Mexico Datafication Market Size, Share, Growth Trends and Forecast, 2024-

2034

9. SOUTH AND CENTRAL AMERICA DATAFICATION MARKET DRIVERS, CHALLENGES, AND FUTURE PROSPECTS

9.1 Latin America Datafication Market Data, 2025

9.2 Latin America Datafication Market Future By Type, 2024- 2034 (\$ billion)

9.3 Latin America Datafication Market Future By Component, 2024- 2034 (\$ billion)

9.4 Latin America Datafication Market Future By Deployment, 2024- 2034 (\$ billion)

9.5 Latin America Datafication Market Future By Application, 2024- 2034 (\$ billion)

9.6 Latin America Datafication Market Future By Vertical, 2024- 2034 (\$ billion)

9.7 Latin America Datafication Market Future by Country, 2024- 2034 (\$ billion)

9.7.1 Brazil Datafication Market Size, Share and Opportunities to 2034

9.7.2 Argentina Datafication Market Size, Share and Opportunities to 2034

10. MIDDLE EAST AFRICA DATAFICATION MARKET OUTLOOK AND GROWTH PROSPECTS

10.1 Middle East Africa Overview, 2025

10.2 Middle East Africa Datafication Market Statistics By Type, 2024- 2034 (USD billion)

10.3 Middle East Africa Datafication Market Statistics By Component, 2024- 2034 (USD billion)

10.4 Middle East Africa Datafication Market Statistics By Deployment, 2024- 2034 (USD billion)

10.5 Middle East Africa Datafication Market Statistics By Application, 2024- 2034 (USD billion)

10.6 Middle East Africa Datafication Market Statistics By Vertical, 2024- 2034 (USD billion)

10.7 Middle East Africa Datafication Market Statistics by Country, 2024- 2034 (USD billion)

10.7.1 Middle East Datafication Market Value, Trends, Growth Forecasts to 2034

10.7.2 Africa Datafication Market Value, Trends, Growth Forecasts to 2034

11. DATAFICATION MARKET STRUCTURE AND COMPETITIVE LANDSCAPE

11.1 Key Companies in Datafication Industry

11.2 Datafication Business Overview

11.3 Datafication Product Portfolio Analysis

11.4 Financial Analysis

11.5 SWOT Analysis

12 APPENDIX

12.1 Global Datafication Market Volume (Tons)

12.1 Global Datafication Trade and Price Analysis

12.2 Datafication Parent Market and Other Relevant Analysis

12.3 Publisher Expertise

12.2 Datafication Industry Report Sources and Methodology

I would like to order

Product name: Datafication Market Outlook 2025-2034: Market Share, and Growth Analysis By Type (Behavioral Datafication, Social Datafication, Geospatial Datafication, Transactional Datafication, Sensor Datafication), By Component (Solutions, Services), By Deployment, By Application, By Vertical

Product link: <https://marketpublishers.com/r/D4E5CC48E40CEN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D4E5CC48E40CEN.html>