

# Decision Intelligence Market Outlook 2025-2034: Market Share, and Growth Analysis By Component (Solution, Services, Platform), By Deployment Mode (On-Premise, Cloud Based), By Organization Size, By Application, By End User

<https://marketpublishers.com/r/DE143110E684EN.html>

Date: October 2025

Pages: 160

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

ID: DE143110E684EN

## Abstracts

The Decision Intelligence Market is valued at USD 14.8 billion in 2025 and is projected to grow at a CAGR of 19.8% to reach USD 75 billion by 2034. The Decision Intelligence Market is an emerging field that combines data science, artificial intelligence (AI), and decision theory to provide a comprehensive framework for improving organizational decision-making processes and outcomes. It goes beyond traditional business intelligence by not only describing what happened but also understanding why it happened, predicting what will happen, and recommending the best course of action. Decision intelligence platforms and solutions aim to augment human decision-making with data-driven insights and automated recommendations, ultimately leading to more informed, efficient, and impactful decisions across various business functions. The Decision Intelligence Market saw increasing adoption as organizations recognized the potential of AI and data analytics to transform their decision-making processes. Key developments included the rise of platforms that integrate various AI techniques, such as machine learning, natural language processing, and optimization algorithms, to provide holistic decision support. There was also a growing focus on explainable AI (XAI) within decision intelligence solutions to ensure transparency and build trust in automated recommendations. The market witnessed early adoption across industries like finance, healthcare, and retail, where data-driven decisions have a significant impact. Furthermore, there was an increasing emphasis on user-friendly interfaces and tools to make decision intelligence accessible to a wider range of business users beyond data scientists. The Decision Intelligence Market is expected to experience significant growth as AI and data analytics capabilities mature and become more

integrated into business operations. We anticipate further advancements in AI techniques that can handle more complex decision scenarios and provide more nuanced recommendations. The integration of decision intelligence with real-time data streams and event processing will likely become more prevalent, enabling faster and more agile decision-making. We also expect to see wider adoption across various industries and business functions, with tailored solutions emerging to address specific decision-making challenges. The focus on ethical AI and responsible use of decision intelligence will likely intensify, ensuring fairness and transparency in automated recommendations. Furthermore, the market may see the development of decision intelligence platforms that can learn and adapt based on the outcomes of past decisions, continuously improving their effectiveness.

### Key Insights Decision Intelligence Market

The increasing integration of various Artificial Intelligence (AI) techniques, including machine learning, natural language processing, and optimization algorithms, to provide comprehensive decision support.

A growing focus on Explainable AI (XAI) within decision intelligence solutions to ensure transparency and build trust in automated recommendations by providing insights into how decisions are derived.

The integration of decision intelligence platforms with real-time data streams and event processing to enable faster and more agile decision-making based on up-to-the-minute information.

Wider adoption of decision intelligence across various industries and business functions, with the emergence of tailored solutions addressing specific decision-making challenges and use cases.

An increasing emphasis on ethical AI and responsible use of decision intelligence to ensure fairness, transparency, and accountability in automated recommendations and decision outcomes.

The increasing volume and complexity of data available to organizations, making it challenging for humans to process and analyze effectively for optimal decision-making.

The need for faster and more data-driven decision-making to improve business

agility, efficiency, and competitive advantage in dynamic market conditions.

The advancements in artificial intelligence and machine learning technologies that enable more sophisticated analysis, prediction, and recommendation capabilities for decision support.

The growing recognition of the limitations and biases inherent in purely human-driven decision-making, highlighting the value of augmenting decisions with data-driven insights.

Ensuring the quality, reliability, and relevance of the data used by decision intelligence systems is crucial for generating accurate and trustworthy recommendations, and data governance can be a significant challenge.

## Decision Intelligence Market Segmentation

### By Component

Solution

Services

Platform

### By Deployment Mode

On-Premise

Cloud Based

### By Organization Size

Small And Medium Enterprises

Large Enterprises

## By Application

Demand Forecasting

Discovering Cause

Logistics Optimization

## By End User

Retail And E-Commerce

Healthcare

Banking

Financial Services And Insurance (BFSI)

Energy

Manufacturing

Transportation And Logistics

Information Technology And Telecommunications

Other End-Users

## Key Companies Analysed

Google LLC

Microsoft Corporation

Intel Corporation

International Business Machines Corporation (IBM)

Oracle Corporation

Advanced Micro Devices Inc.

Baidu Inc.

Arm Limited

Alteryx

insightsoftware

Domo Inc.

Alation

Sisense

Looker

Board International

ThoughtSpot

Systems Technology Group

Peak.ai

Heap

Ayasdi

Cerebra

Enlitic Inc.

Provenir

Diwo Inc.

AiCure LLC

Clarifai Inc.

Metaphacts GmbH

H2O.ai Inc.

Pyramid Analytics BV

Quantellia

## Decision Intelligence 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.

## Decision Intelligence 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 — Decision Intelligence market data and outlook to 2034

United States

Canada

Mexico

Europe — Decision Intelligence market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Decision Intelligence market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Decision Intelligence market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Decision Intelligence 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 Decision Intelligence value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling

*Decision Intelligence Market Outlook 2025-2034: Market Share, and Growth Analysis By Component (Solution, Serv...*

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 Decision Intelligence 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 Decision Intelligence Market Report

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

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

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

Decision Intelligence market size, CAGR, and market share of key products,

applications, and end-user verticals, 2023-2034

Short- and long-term Decision Intelligence market trends, drivers, restraints, and opportunities

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

Decision Intelligence trade analysis, Decision Intelligence market price analysis, and Decision Intelligence supply/demand dynamics

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

Latest Decision Intelligence 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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