

# **Embedded Analytics Market Outlook 2025-2034: Market Share, and Growth Analysis By Solution (Software, Services), By Deployment Mode (On- Premise, Cloud-Based), By Organization Size, By Application, By End-User Vertical**

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## **Abstracts**

The Embedded Analytics Market is valued at USD 69.4 billion in 2025 and is projected to grow at a CAGR of 12.5% to reach USD 199.8 billion by 2034. The Embedded Analytics market is experiencing robust growth as businesses increasingly integrate advanced data analytics within their software applications to drive real-time decision-making. Embedded analytics allows organizations to enhance user experiences by providing actionable insights directly within enterprise applications, eliminating the need for separate data visualization tools. With the rise of big data and the growing importance of artificial intelligence (AI) and machine learning (ML), businesses are leveraging embedded analytics to streamline operations, optimize performance, and improve customer engagement. Industries such as healthcare, retail, finance, and manufacturing are embedding analytics into their workflows to gain deeper insights from structured and unstructured data. The shift towards data-driven decision-making, combined with the growing adoption of cloud-based analytics platforms, is fueling market expansion. Additionally, the demand for self-service analytics is increasing as enterprises seek to empower non-technical users with easy-to-use data visualization and reporting capabilities. The Embedded Analytics market is seeing significant advancements driven by AI-powered automation and real-time data processing capabilities. Organizations are prioritizing analytics integration into enterprise applications such as customer relationship management (CRM), enterprise resource planning (ERP), and human resource management (HRM) software to enhance operational efficiency. The growing emphasis on hyper-personalization in customer engagement is leading companies to embed analytics within digital platforms to deliver

tailored recommendations, predictive insights, and automated responses. Furthermore, the increasing adoption of cloud-native architectures is making it easier for businesses to deploy and scale embedded analytics solutions with minimal infrastructure costs. The convergence of embedded analytics with the Internet of Things (IoT) is enabling businesses to analyze machine-generated data in real time, leading to enhanced predictive maintenance and operational efficiency. Cybersecurity and data privacy concerns are also influencing market dynamics, prompting organizations to implement stricter data governance policies and compliance measures to ensure secure analytics integration. The Embedded Analytics market is poised for further evolution, driven by advancements in AI, natural language processing (NLP), and augmented analytics. The demand for conversational analytics, which allows users to interact with data using voice and text queries, is expected to rise, making data insights more accessible to a broader audience. As businesses prioritize agility and real-time decision-making, the integration of analytics within low-code and no-code platforms will gain momentum, enabling faster development of analytics-driven applications. Additionally, the expansion of edge computing will accelerate the adoption of embedded analytics in IoT environments, allowing businesses to process and analyze data closer to the source. The increasing focus on explainable AI (XAI) will lead to greater transparency in analytics models, ensuring better interpretability of insights for decision-makers. As regulatory frameworks for data privacy continue to evolve, organizations will need to implement stricter compliance measures, such as federated learning and differential privacy techniques, to balance data security with analytical capabilities.

## Key Insights Embedded Analytics Market

**AI-Driven Predictive Insights:** Organizations are leveraging AI-powered analytics to forecast trends, detect anomalies, and provide automated recommendations, enabling proactive decision-making and operational efficiency across industries.

**Expansion of Embedded Analytics in IoT:** The integration of analytics with IoT devices is enabling real-time processing of sensor data, leading to improved predictive maintenance, asset tracking, and operational monitoring.

**Rise of Low-Code and No-Code Analytics Platforms:** Businesses are adopting low-code and no-code platforms with embedded analytics to enable non-technical users to create custom dashboards and reports without extensive coding knowledge.

**Growth of Conversational Analytics:** Natural language processing (NLP) is

enhancing analytics interfaces, allowing users to interact with data using voice and text-based queries for intuitive and faster insights.

**Emphasis on Explainable AI (XAI):** Organizations are focusing on making analytics models more transparent and interpretable, ensuring that AI-driven insights are understandable and actionable for business users.

**Rising Demand for Real-Time Analytics:** Businesses require instant data-driven insights to optimize decision-making processes, leading to increased adoption of embedded analytics solutions for real-time reporting and monitoring.

**Integration with Business Applications:** The widespread use of CRM, ERP, and HRM systems is driving the demand for embedded analytics, allowing enterprises to enhance productivity and streamline workflows with data-driven insights.

**Cloud-Based Analytics Adoption:** The shift towards cloud-native solutions is making embedded analytics more accessible and scalable, reducing infrastructure costs while improving flexibility and deployment speed.

**Growing Focus on Customer Experience:** Organizations are embedding analytics within digital customer platforms to personalize user experiences, improve engagement, and optimize marketing and sales strategies through data-driven insights.

**Data Security and Privacy Concerns:** As organizations embed analytics into various applications, they must address challenges related to data governance, compliance with regulations, and cybersecurity risks to prevent unauthorized access and data breaches.

## Embedded Analytics Market Segmentation

### By Solution

Software

Services

## By Deployment Mode

On-Premise

Cloud-Based

## By Organization Size

Small And Medium Enterprises

Large Enterprises

## By Application

Finance

HR

IT

Marketing And Sales

Production

Other Applications

## By End-User Vertical

Telecommunications And IT

Retail

Healthcare

Manufacturing

## Other Verticals

### Key Companies Analysed

MicroStrategy Incorporated

TIBCO Software Inc.

Tableau Software LLC

SAS Institute Inc.

Oracle Corporation

The International Business Machines Corporation

Microsoft Corporation

Infor Inc.

SAP SE

Yellowfin International Pty. Ltd.

Sisense Inc.

Information Builders Inc.

OpenText Corporation

QlikTech International AB

GoodData

Zoho Analytics

Logi Analytics Inc.

OpenText Corp.

Izenda Inc.

Vertica Systems Inc.

WNS Global Services SA Pty. Ltd.

Exago

Inc.

Looker Data Sciences Inc.

Phocas Software

Dundas Data Visualization Inc.

InetSoft Technology Corp.

Pyramid Analytics

Anaplan Inc.

Cloudera Inc.

Dataiku Inc.

## Embedded 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.

## Embedded 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 — Embedded Analytics market data and outlook to 2034

United States

Canada

Mexico

Europe — Embedded Analytics market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

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

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

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

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Embedded 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 Embedded 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 Embedded 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 Embedded Analytics Market Report

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

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

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

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

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

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

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

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

Latest Embedded 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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