

# **Predictive Analytics Market Outlook 2025-2034: Market Share, and Growth Analysis By Component (Solutions, Services), By Deployment Mode (Cloud, On-Premises), By Organization Size, By Vertical**

<https://marketpublishers.com/r/PBCE7FD9B6D5EN.html>

Date: October 2025

Pages: 160

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

ID: PBCE7FD9B6D5EN

## **Abstracts**

The Predictive Analytics Market is valued at USD 18 billion in 2025 and is projected to grow at a CAGR of 19.8% to reach USD 91.8 billion by 2034. The predictive analytics market is rapidly expanding as organizations across industries seek to harness the power of data to forecast future trends, optimize operations, and make better-informed decisions. Predictive analytics uses statistical algorithms and machine learning techniques to analyze historical data and predict future outcomes, helping businesses anticipate challenges, capitalize on opportunities, and improve efficiency. This technology has become increasingly important in sectors such as healthcare, finance, retail, and manufacturing, where accurate forecasting and data-driven decision-making are critical to success. The integration of predictive analytics with big data, cloud computing, and artificial intelligence (AI) further enhances its capabilities, enabling organizations to analyze large volumes of data quickly and accurately. As organizations continue to face growing competition and an increasing need for efficiency, predictive analytics is becoming an essential tool for gaining a competitive edge and improving business performance. The predictive analytics market saw significant advancements driven by innovations in AI and machine learning. Businesses increasingly adopted AI-driven predictive models that could learn and adapt to new data in real time, improving the accuracy of forecasts and enabling more responsive decision-making. The healthcare sector, in particular, saw a surge in predictive analytics applications, with systems designed to predict patient outcomes, optimize treatment plans, and reduce operational costs. In the finance industry, predictive analytics was increasingly used for risk management, fraud detection, and personalized customer experiences. Additionally, the rise of the Internet of Things (IoT) led to an explosion of data,

prompting businesses to adopt predictive analytics solutions to manage and derive insights from this vast amount of information. However, challenges such as data privacy concerns, the need for skilled professionals to manage advanced analytics, and the complexity of integrating predictive analytics into existing systems continued to impact market growth in some industries. The predictive analytics market is expected to continue expanding as new technologies emerge and more industries recognize the value of data-driven decision-making. The rise of 5G connectivity and increased data availability will provide new opportunities for predictive analytics, enabling real-time insights and decision-making in sectors like autonomous driving, smart cities, and energy management. The continued evolution of AI, particularly in natural language processing and computer vision, will further enhance predictive models' ability to process unstructured data and make more accurate predictions. Additionally, the adoption of edge computing will help businesses process data closer to its source, reducing latency and enabling faster decision-making. As the technology becomes more accessible and affordable, predictive analytics will likely become standard in many industries, driving further market growth and adoption. However, the challenge of managing and ensuring the security of vast amounts of data will remain a critical issue for businesses to address moving forward.

### Key Insights Predictive Analytics Market

**Increased Adoption of AI and Machine Learning:** AI and machine learning are enhancing the capabilities of predictive analytics, enabling real-time learning and adaptation to new data.

**Growth of Predictive Analytics in Healthcare:** Healthcare organizations are increasingly using predictive analytics to optimize treatment plans, predict patient outcomes, and improve operational efficiency.

**Integration with IoT and Big Data:** The rise of IoT devices and big data analytics is driving the demand for predictive analytics solutions that can process and analyze large volumes of data in real time.

**Expansion into Retail and E-Commerce:** Retailers are leveraging predictive analytics to enhance customer experiences, optimize inventory management, and improve demand forecasting.

**Advances in Cloud Computing for Scalability:** Cloud-based predictive analytics platforms are gaining popularity for their scalability, ease of deployment, and

cost-effectiveness, making the technology more accessible to businesses of all sizes.

**Increased Demand for Data-Driven Decision-Making:** As businesses face increased competition, the need for accurate forecasts and data-driven decisions is driving the adoption of predictive analytics.

**Advancements in Artificial Intelligence and Machine Learning:** Continuous developments in AI and machine learning are enhancing the accuracy and capabilities of predictive analytics models, driving market growth.

**Rising Volume of Big Data:** The growing volume of data generated by businesses and consumers is encouraging the use of predictive analytics to extract meaningful insights and forecast trends.

**Increased Focus on Operational Efficiency:** Organizations are leveraging predictive analytics to optimize processes, reduce costs, and improve efficiency in areas such as supply chain management and customer service.

**Data Privacy and Security Concerns:** As predictive analytics relies heavily on data, ensuring the privacy and security of sensitive information remains a significant challenge for businesses, particularly in industries such as healthcare and finance.

## Predictive Analytics Market Segmentation

### By Component

Solutions

Services

### By Deployment Mode

Cloud

On-Premises

## By Organization Size

Large Enterprises

Small And Medium-Sized Enterprises (SMEs)

## By Vertical

BFSI

Manufacturing

Retail And Ecommerce

Government And Defense

Healthcare And Life Sciences

Energy And Utilities

Telecommunications And IT

Transportation And Logistics

Media And Entertainment

Travel And Hospitality

## Key Companies Analysed

IBM Corporation

Microsoft Corporation

Oracle Corporation

SAP SE

SAS Institute Inc.

Salesforce Inc.

Alteryx Inc.

RapidMiner Inc.

DataRobot Inc.

Domo Inc.

TIBCO Software Inc.

KNIME Inc.

Sisense Inc.

FICO

GoodData

Angoss Software Co.

QlikTech Inc.

Rapid Insight Inc.

TARGIT Inc.

Predixion Software Inc.

Information Builders Inc.

Salesforce

Indix Internet India Private Limited

Opera Solutions India Private Limited

SymphonyAI Group

Exago Ventures S. A.

Rapid7 Inc.

Stratifyd Inc.

Thoughtspot India Private Limited

Ayasdi

## Predictive 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.

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

United States

Canada

Mexico

Europe — Predictive Analytics market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

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

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

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

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Predictive 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 Predictive

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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 Predictive 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 Predictive Analytics Market Report

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

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

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

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

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

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

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

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

Latest Predictive 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*

## Contents

### **1. TABLE OF CONTENTS**

- 1.1 List of Tables
- 1.2 List of Figures

### **2. GLOBAL PREDICTIVE ANALYTICS MARKET SUMMARY, 2025**

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

### **3. PREDICTIVE ANALYTICS MARKET INSIGHTS, 2024-2034**

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

### **4. PREDICTIVE ANALYTICS MARKET ANALYTICS**

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

### **5. GLOBAL PREDICTIVE ANALYTICS MARKET STATISTICS – INDUSTRY REVENUE, MARKET SHARE, GROWTH TRENDS AND FORECAST BY SEGMENTS, TO 2034**

5.1 World Predictive Analytics Market Size, Potential and Growth Outlook, 2024- 2034 (\$ billion)

5.1 Global Predictive Analytics Sales Outlook and CAGR Growth By Component, 2024-2034 (\$ billion)

5.2 Global Predictive Analytics Sales Outlook and CAGR Growth By Deployment Mode, 2024- 2034 (\$ billion)

5.3 Global Predictive Analytics Sales Outlook and CAGR Growth By Organization Size, 2024- 2034 (\$ billion)

5.4 Global Predictive Analytics Sales Outlook and CAGR Growth By Vertical, 2024-2034 (\$ billion)

5.5 Global Predictive Analytics Market Sales Outlook and Growth by Region, 2024-2034 (\$ billion)

## **6. ASIA PACIFIC PREDICTIVE ANALYTICS INDUSTRY STATISTICS – MARKET SIZE, SHARE, COMPETITION AND OUTLOOK**

6.1 Asia Pacific Predictive Analytics Market Insights, 2025

6.2 Asia Pacific Predictive Analytics Market Revenue Forecast By Component, 2024-2034 (USD billion)

6.3 Asia Pacific Predictive Analytics Market Revenue Forecast By Deployment Mode, 2024- 2034 (USD billion)

6.4 Asia Pacific Predictive Analytics Market Revenue Forecast By Organization Size, 2024- 2034 (USD billion)

6.5 Asia Pacific Predictive Analytics Market Revenue Forecast By Vertical, 2024- 2034 (USD billion)

6.6 Asia Pacific Predictive Analytics Market Revenue Forecast by Country, 2024- 2034 (USD billion)

6.6.1 China Predictive Analytics Market Size, Opportunities, Growth 2024- 2034

6.6.2 India Predictive Analytics Market Size, Opportunities, Growth 2024- 2034

6.6.3 Japan Predictive Analytics Market Size, Opportunities, Growth 2024- 2034

6.6.4 Australia Predictive Analytics Market Size, Opportunities, Growth 2024- 2034

## **7. EUROPE PREDICTIVE ANALYTICS MARKET DATA, PENETRATION, AND BUSINESS PROSPECTS TO 2034**

7.1 Europe Predictive Analytics Market Key Findings, 2025

7.2 Europe Predictive Analytics Market Size and Percentage Breakdown By Component, 2024- 2034 (USD billion)

7.3 Europe Predictive Analytics Market Size and Percentage Breakdown By Deployment Mode, 2024- 2034 (USD billion)

7.4 Europe Predictive Analytics Market Size and Percentage Breakdown By Organization Size, 2024- 2034 (USD billion)

7.5 Europe Predictive Analytics Market Size and Percentage Breakdown By Vertical, 2024- 2034 (USD billion)

7.6 Europe Predictive Analytics Market Size and Percentage Breakdown by Country, 2024- 2034 (USD billion)

7.6.1 Germany Predictive Analytics Market Size, Trends, Growth Outlook to 2034

7.6.2 United Kingdom Predictive Analytics Market Size, Trends, Growth Outlook to 2034

7.6.2 France Predictive Analytics Market Size, Trends, Growth Outlook to 2034

7.6.2 Italy Predictive Analytics Market Size, Trends, Growth Outlook to 2034

7.6.2 Spain Predictive Analytics Market Size, Trends, Growth Outlook to 2034

## **8. NORTH AMERICA PREDICTIVE ANALYTICS MARKET SIZE, GROWTH TRENDS, AND FUTURE PROSPECTS TO 2034**

8.1 North America Snapshot, 2025

8.2 North America Predictive Analytics Market Analysis and Outlook By Component, 2024- 2034 (\$ billion)

8.3 North America Predictive Analytics Market Analysis and Outlook By Deployment Mode, 2024- 2034 (\$ billion)

8.4 North America Predictive Analytics Market Analysis and Outlook By Organization Size, 2024- 2034 (\$ billion)

8.5 North America Predictive Analytics Market Analysis and Outlook By Vertical, 2024- 2034 (\$ billion)

8.6 North America Predictive Analytics Market Analysis and Outlook by Country, 2024- 2034 (\$ billion)

8.6.1 United States Predictive Analytics Market Size, Share, Growth Trends and Forecast, 2024- 2034

8.6.1 Canada Predictive Analytics Market Size, Share, Growth Trends and Forecast, 2024- 2034

8.6.1 Mexico Predictive Analytics Market Size, Share, Growth Trends and Forecast, 2024- 2034

## **9. SOUTH AND CENTRAL AMERICA PREDICTIVE ANALYTICS MARKET DRIVERS, CHALLENGES, AND FUTURE PROSPECTS**

9.1 Latin America Predictive Analytics Market Data, 2025

9.2 Latin America Predictive Analytics Market Future By Component, 2024- 2034 (\$ billion)

9.3 Latin America Predictive Analytics Market Future By Deployment Mode, 2024- 2034 (\$ billion)

9.4 Latin America Predictive Analytics Market Future By Organization Size, 2024- 2034 (\$ billion)

9.5 Latin America Predictive Analytics Market Future By Vertical, 2024- 2034 (\$ billion)

9.6 Latin America Predictive Analytics Market Future by Country, 2024- 2034 (\$ billion)

9.6.1 Brazil Predictive Analytics Market Size, Share and Opportunities to 2034

9.6.2 Argentina Predictive Analytics Market Size, Share and Opportunities to 2034

## **10. MIDDLE EAST AFRICA PREDICTIVE ANALYTICS MARKET OUTLOOK AND GROWTH PROSPECTS**

10.1 Middle East Africa Overview, 2025

10.2 Middle East Africa Predictive Analytics Market Statistics By Component, 2024- 2034 (USD billion)

10.3 Middle East Africa Predictive Analytics Market Statistics By Deployment Mode, 2024- 2034 (USD billion)

10.4 Middle East Africa Predictive Analytics Market Statistics By Organization Size, 2024- 2034 (USD billion)

10.5 Middle East Africa Predictive Analytics Market Statistics By Organization Size, 2024- 2034 (USD billion)

10.6 Middle East Africa Predictive Analytics Market Statistics by Country, 2024- 2034 (USD billion)

10.6.1 Middle East Predictive Analytics Market Value, Trends, Growth Forecasts to 2034

10.6.2 Africa Predictive Analytics Market Value, Trends, Growth Forecasts to 2034

## **11. PREDICTIVE ANALYTICS MARKET STRUCTURE AND COMPETITIVE LANDSCAPE**

11.1 Key Companies in Predictive Analytics Industry

11.2 Predictive Analytics Business Overview

11.3 Predictive Analytics Product Portfolio Analysis

11.4 Financial Analysis

11.5 SWOT Analysis

## **12 APPENDIX**

- 12.1 Global Predictive Analytics Market Volume (Tons)
- 12.1 Global Predictive Analytics Trade and Price Analysis
- 12.2 Predictive Analytics Parent Market and Other Relevant Analysis
- 12.3 Publisher Expertise
- 12.2 Predictive Analytics Industry Report Sources and Methodology

## I would like to order

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