

Data Monetization Global Market Insights 2025, Analysis and Forecast to 2030, by Market Participants, Regions, Technology, Application

<https://marketpublishers.com/r/D556344322E9EN.html>

Date: February 2025

Pages: 101

Price: US\$ 3,200.00 (Single User License)

ID: D556344322E9EN

Abstracts

Overview of the Data Monetization Market

The global Data Monetization Market is poised for significant growth, driven by the increasing adoption of data-driven decision-making across industries. By 2025, the market is projected to grow at a CAGR of 15.2%, reaching a valuation of approximately \$7.3 billion. This growth is fueled by the rising demand for advanced analytics, the proliferation of IoT devices, and the need for businesses to unlock the value of their data assets.

Market Size and Growth

In 2022, the global data monetization market was valued at \$2.9 billion. By 2025, it is expected to grow to \$7.3 billion, reflecting a compound annual growth rate (CAGR) of 15.2%. The market is segmented by product type, process, application, end-use, and region, with each segment contributing to the overall growth.

Market Share & Trends Analysis

By Product Type

The data monetization market is segmented into software and services. The software segment holds the largest market share, accounting for 65%-70% of the total market in 2022. This dominance is attributed to the increasing adoption of data monetization platforms by enterprises to streamline data management and analytics processes.

By Key Players

The market is highly competitive, with key players such as Microsoft, Salesforce, Oracle, SAP, SAS, Sisense, TIBCO Software, IBM, Qlik, Domo, Accenture, Virtusa, Infosys, and 1010DATA leading the charge. Microsoft holds the largest market share at

18%-20%, followed by Salesforce and Oracle, each accounting for 12%-15% of the market.

By Process

The data monetization process is categorized into data collection, data analysis, and data monetization. The data analysis segment is expected to grow at the highest CAGR of 17.5% during the forecast period, driven by the increasing demand for advanced analytics and machine learning tools.

By Application

Applications of data monetization include Supply Chain Management, Sales and Marketing, and Operations. The sales and marketing segment dominates the market, accounting for 40%-45% of the total market share in 2022. This is due to the growing emphasis on customer data analytics to drive personalized marketing strategies.

By End-Use

The end-use segments include BFSI, Retail, Healthcare, Manufacturing, and Telecom. The BFSI sector holds the largest market share at 25%-30%, driven by the need for fraud detection, risk management, and customer insights. The healthcare sector is expected to grow at the highest CAGR of 18.5%, fueled by the increasing adoption of data monetization for patient data analysis and personalized medicine.

By Region

North America dominates the global data monetization market, accounting for 35%-40% of the total market share in 2022. The region's growth is driven by the presence of major technology companies and the early adoption of advanced analytics. Europe and Asia-Pacific follow, with market shares of 25%-30% and 20%-25%, respectively. The Asia-Pacific region is expected to grow at the highest CAGR of 19.5%, driven by rapid digital transformation and increasing investments in data infrastructure.

Market News on Policy and Companies

Recent developments in the data monetization market include:

Microsoft announced a new data monetization platform in 2025, aimed at helping enterprises unlock the value of their data assets. The platform integrates advanced analytics and AI capabilities, enabling businesses to generate actionable insights. Salesforce launched a new data monetization tool in 2025, designed to help businesses monetize customer data while ensuring compliance with data privacy regulations such as GDPR and CCPA.

Oracle introduced a new cloud-based data monetization solution in 2025, offering real-time analytics and data visualization capabilities. The solution is expected to drive growth in the company's cloud business segment.

IBM partnered with several healthcare organizations in 2025 to develop data monetization solutions for patient data analysis. The partnerships aim to improve patient outcomes and reduce healthcare costs.

Segment Forecasts (2025 - 2030)

The data monetization market is expected to continue its growth trajectory, with the following segment forecasts:

Software Segment: Expected to grow at a CAGR of 16.5%, reaching a valuation of \$5.2 billion by 2030.

Data Analysis Process: Projected to grow at a CAGR of 17.5%, driven by the increasing adoption of machine learning and AI tools.

Sales and Marketing Application: Expected to maintain its dominance, with a market share of 40%-45% by 2030.

BFSI End-Use: Projected to grow at a CAGR of 18.5%, driven by the increasing demand for fraud detection and risk management solutions.

Asia-Pacific Region: Expected to grow at the highest CAGR of 19.5%, driven by rapid digital transformation and increasing investments in data infrastructure.

Conclusion

The global Data Monetization Market is set for robust growth, driven by the increasing adoption of data-driven decision-making across industries. With a projected CAGR of 15.2% and a valuation of \$7.3 billion by 2025, the market offers significant opportunities for businesses to unlock the value of their data assets. Key players such as Microsoft, Salesforce, Oracle, and IBM are leading the charge, with innovative solutions that cater to the evolving needs of enterprises. As the market continues to grow, businesses must focus on leveraging advanced analytics and AI tools to stay competitive in the data-driven economy.

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