

Global Big Data Market: Size, Trend, Share, and Opportunity Analysis & Forecast, 2014–2025

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Abstracts

Big data refers to utilization of advanced analytics technique such as machine learning, predictive analytics, and data mining to analyze data sets which may be of different types (such as structured/unstructured and streaming/batch) and different size (terabytes to zettabytes). It allows financial institutions to gain a deeper understanding of suspicious activities, derive patterns, and locate unusual transactions that helps in preventing fraud. In addition, analyzing big data allows analysts, researchers, and business users to make better and faster decisions using data that was earlier inaccessible or unusable. Global big data market is expected to grow at a CAGR over 16% from 2017 to 2025.

Based on component, market is segmented into software, big data analytics, data discovery & visualization, data management, services, consulting & system integration, training & support, and managed services. By type, it is divided into structured, semi-structured, and unstructured. Based on deployment model, it is classified into on-premises and on-demand. Various industries included in the report are banking, financial services, and insurance (BFSI), government & defense, healthcare & life sciences, manufacturing, retail & consumer goods, media & entertainment, energy & utility, transportation, IT & telecommunication, and others. Geographical breakdown and deep analysis of each of the aforesaid segments is included for North America, Europe, Asia-Pacific, and LAMEA.

MARKET DYNAMICS:

Drivers:

Increase in fraudulent activities

Switch from analog to digital

Restraints:

Lack of awareness regarding benefits of big data

MARKET PLAYERS:

The top players in the global big data market include International Business Machines (IBM) Corporation, Oracle, Microsoft Corporation, Hewlett-Packard Enterprises, SAP SE, Amazon Web Services, SAS Institute, Dell Incorporation, Teradata and Splunk.

KEY TAKEAWAYS

MARKET LANDSCAPE

By Component

Software

Big data analytics

Data discovery & visualization

Data management

Services

Consulting & system integration

Training and support

Managed services

By Type

Structured

Semi-structured

Unstructured

By Deployment Model

On-Premise

On-Demand

By Industry Vertical

Banking, Financial Services, and Insurance (BFSI)

Government & Defense

Healthcare & Life Sciences

Manufacturing

Retail & Consumer Goods

Media & Entertainment

Energy & Utility

Transportation

IT & Telecommunication

Others

By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

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