

Behaviour Analytics Market Forecasts to 2030 – Global Analysis By Analytics Type (Predictive Analytics, Prescriptive Analytics, Descriptive Analytics and Other Analytics Types), Component, Deployment Mode, Organization Size, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Behaviour Analytics Market is accounted for \$5.82 billion in 2024 and is expected to reach \$14.57 billion by 2030 growing at a CAGR of 20.5% during the forecast period. Behaviour Analytics refers to the systematic collection, processing, and analysis of behavioural data from diverse sources across the globe to understand patterns, predict trends, and enhance decision-making. It integrates data from online activities, social media, IoT devices, transactions, and other interactions to identify actionable insights. Advanced tools like artificial intelligence, machine learning, and big data analytics enable precise interpretation, helping organizations improve operations, tailor services, and anticipate user or market behaviour effectively on a global scale.

According to the Cost of Insider Threat Report 2020, cybercrime costs are expected to increase by 15% year-on-year in the next four years.

Market Dynamics:

Driver:

Rising incidents of cyber attacks

As cyber threats become more sophisticated, traditional security measures often fail to detect complex and evolving attacks. Behaviour analytics helps organizations identify abnormal activities by monitoring patterns and detecting anomalies in real time. This proactive approach enables early detection of potential security breaches, insider threats, and fraud. As businesses prioritize cybersecurity and data protection, the adoption of behaviour analytics solutions has grown, making them essential tools for safeguarding sensitive information and maintaining operational integrity, thereby accelerating market demand.

Restraint:

Integration complexities

Integration complexities in behaviour analytics arise due to the need to incorporate advanced analytics tools with existing IT infrastructures, legacy systems, and diverse data sources. Organizations often face challenges in aligning behaviour analytics with current platforms, such as CRM or ERP systems. These integration issues can lead to delays in deployment, increased operational costs, and inefficiencies, ultimately hampering the market growth.

Opportunity:

Expanding IoT ecosystems

Devices such as smart appliances, wearables and industrial sensors, collect and transmit behavioural data, prompting organizations to require advanced analytics tools to process and derive actionable insights. Behaviour analytics helps identify patterns, predict trends, and detect anomalies across various sectors. The increased volume and diversity of IoT data necessitate sophisticated solutions to enhance decision-making, improve operational efficiency, and boost security, driving the adoption and expansion of behaviour analytics in multiple industries.

Threat:

Data privacy concerns

Data privacy concerns in behaviour analytics arise due to the extensive collection of personal and sensitive data, such as user behaviour, transaction details, and interactions. This raises risks of data breaches, misuse, and unauthorized access,

especially with stricter data protection regulations like GDPR. Additionally, potential legal repercussions and loss of consumer trust can hamper market growth by limiting the willingness of organizations to fully embrace these technologies for analytics purposes.

Covid-19 Impact

The covid-19 pandemic accelerated the growth of the behaviour analytics market as businesses adapted to remote work and digital transformation. Increased reliance on online platforms, e-commerce, and digital services created a surge in behavioural data, prompting the need for advanced analytics to understand customer behaviour, detect fraud, and enhance security. Additionally, the pandemic underscored the importance of real-time data analysis, driving demand for behaviour analytics tools to monitor and respond to rapidly changing market dynamics.

The large enterprises segment is expected to be the largest during the forecast period

The large enterprises segment is predicted to secure the largest market share throughout the forecast period. Behaviour analytics in large enterprises helps organizations monitor, analyze, and optimize customer and employee behaviour to enhance decision-making, security, and performance. It is widely used for detecting insider threats, fraud prevention, improving customer experience, and personalizing marketing strategies. By leveraging advanced AI and big data, large enterprises can identify trends, anomalies, and insights to drive operational efficiency.

The risk management segment is expected to have the highest CAGR during the forecast period

The risk management segment is anticipated to witness the highest CAGR during the forecast period. Behaviour analytics in risk management helps organizations identify, assess, and mitigate potential risks by analyzing behavioural patterns and anomalies in data. It is crucial for detecting fraud, insider threats, and cybersecurity breaches, enabling proactive risk mitigation. By leveraging AI and machine learning, behaviour analytics allows businesses to monitor real-time activities and predict risks, ensuring quick responses to emerging threats.

Region with largest share:

Asia Pacific is expected to register the largest market share during the forecast period

due to increasing digitalization, rising cybersecurity threats, and growing adoption of advanced technologies like AI and big data. Countries like China, India, and Japan are driving market expansion with their large consumer bases and increasing e-commerce activities. Additionally, the surge in IoT device usage and the need for real-time data insights are boosting demand for behaviour analytics solutions.

Region with highest CAGR:

North America is expected to witness the highest CAGR over the forecast period driven by the region's advanced technological infrastructure, high adoption of AI and big data analytics, and increasing cybersecurity threats. The United States and Canada lead the market, with businesses focusing on improving customer experience, fraud detection, and real-time decision-making. The rise of remote work, e-commerce, and IoT devices further fuels demand for behaviour analytics solutions.

Key players in the market

Some of the key players profiled in the Behaviour Analytics Market include IBM Corporation, Splunk Inc., Google LLC, Microsoft Corporation, Oracle Corporation, SAP SE, Adobe Systems Incorporated, Teradata Corporation, SAS Institute Inc., Mixpanel, Inc., Hewlett Packard Enterprise, Salesforce.com, Inc., RapidMiner Inc., Tableau Software LLC, New Relic Inc. and Awareness Technologies.

Key Developments:

In August 2024, Hewlett Packard Enterprise has expanded its AI-powered networking portfolio by introducing behavioural analytics-based network detection and response (NDR) capabilities through its HPE Aruba Networking division. This division includes next-gen AI-powered Network Detection and Response and Campus-Based Zero Trust Network Access solutions.

In January 2023, Awareness Technologies introduced Veriato's workforce behaviour analytics software to the Indian market through a strategic partnership with Sectonics. This software is designed to provide comprehensive insights into employee behaviour, enabling organizations to monitor productivity, enhance workplace security, and ensure compliance with regulatory standards.

Analytics Types Covered:

Predictive Analytics

Prescriptive Analytics

Descriptive Analytics

Other Analytics Types

Components Covered:

Software

Services

Deployment Modes Covered:

Cloud-based

On-premise

Organization Sizes Covered:

Small & Medium-sized Enterprises (SMEs)

Large Enterprises

Applications Covered:

Security & Fraud Detection

Threat Management

User Experience Management

Risk Management

Compliance Management

Insider Threat Detection

Other Applications

End Users Covered:

Banking, Financial Services, and Insurance (BFSI)

Healthcare

Retail & E-commerce

Government & Defense

Transportation & Logistics

Education

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Application Analysis
- 3.7 End User Analysis
- 3.8 Emerging Markets
- 3.9 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL BEHAVIOUR ANALYTICS MARKET, BY ANALYTICS TYPE

- 5.1 Introduction
- 5.2 Predictive Analytics
- 5.3 Prescriptive Analytics
- 5.4 Descriptive Analytics
- 5.5 Other Analytics Types

6 GLOBAL BEHAVIOUR ANALYTICS MARKET, BY COMPONENT

- 6.1 Introduction
- 6.2 Software
 - 6.2.1 Standalone Behavior Analytics Software
 - 6.2.2 Integrated Behavior Analytics Software
 - 6.2.3 Analytics & Reporting Tools
 - 6.2.4 Data Visualization Tools
- 6.3 Services
 - 6.3.1 Professional Services
 - 6.3.2 Managed Services
 - 6.3.3 Consulting Services
 - 6.3.4 System Integration & Deployment

7 GLOBAL BEHAVIOUR ANALYTICS MARKET, BY DEPLOYMENT MODE

- 7.1 Introduction
- 7.2 Cloud-based
- 7.3 On-premise

8 GLOBAL BEHAVIOUR ANALYTICS MARKET, BY ORGANIZATION SIZE

- 8.1 Introduction
- 8.2 Small & Medium-sized Enterprises (SMEs)
- 8.3 Large Enterprises

9 GLOBAL BEHAVIOUR ANALYTICS MARKET, BY APPLICATION

- 9.1 Introduction
- 9.2 Security & Fraud Detection
- 9.3 Threat Management

- 9.4 User Experience Management
- 9.5 Risk Management
- 9.6 Compliance Management
- 9.7 Insider Threat Detection
- 9.8 Other Applications

10 GLOBAL BEHAVIOUR ANALYTICS MARKET, BY END USER

- 10.1 Introduction
- 10.2 Banking, Financial Services, and Insurance (BFSI)
- 10.3 Healthcare
- 10.4 Retail & E-commerce
- 10.5 Government & Defense
- 10.6 Transportation & Logistics
- 10.7 Education
- 10.8 Other End Users

11 GLOBAL BEHAVIOUR ANALYTICS MARKET, BY GEOGRAPHY

- 11.1 Introduction
- 11.2 North America
 - 11.2.1 US
 - 11.2.2 Canada
 - 11.2.3 Mexico
- 11.3 Europe
 - 11.3.1 Germany
 - 11.3.2 UK
 - 11.3.3 Italy
 - 11.3.4 France
 - 11.3.5 Spain
 - 11.3.6 Rest of Europe
- 11.4 Asia Pacific
 - 11.4.1 Japan
 - 11.4.2 China
 - 11.4.3 India
 - 11.4.4 Australia
 - 11.4.5 New Zealand
 - 11.4.6 South Korea
 - 11.4.7 Rest of Asia Pacific

- 11.5 South America
 - 11.5.1 Argentina
 - 11.5.2 Brazil
 - 11.5.3 Chile
 - 11.5.4 Rest of South America
- 11.6 Middle East & Africa
 - 11.6.1 Saudi Arabia
 - 11.6.2 UAE
 - 11.6.3 Qatar
 - 11.6.4 South Africa
 - 11.6.5 Rest of Middle East & Africa

12 KEY DEVELOPMENTS

- 12.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 12.2 Acquisitions & Mergers
- 12.3 New Product Launch
- 12.4 Expansions
- 12.5 Other Key Strategies

13 COMPANY PROFILING

- 13.1 IBM Corporation
- 13.2 Splunk Inc.
- 13.3 Google LLC
- 13.4 Microsoft Corporation
- 13.5 Oracle Corporation
- 13.6 SAP SE
- 13.7 Adobe Systems Incorporated
- 13.8 Teradata Corporation
- 13.9 SAS Institute Inc.
- 13.10 Mixpanel, Inc.
- 13.11 Hewlett Packard Enterprise
- 13.12 Salesforce.com, Inc.
- 13.13 RapidMiner Inc.
- 13.14 Tableau Software LLC
- 13.15 New Relic Inc.
- 13.16 Awareness Technologies

List Of Tables

LIST OF TABLES

Table 1 Global Behaviour Analytics Market Outlook, By Region (2022-2030) (\$MN)

Table 2 Global Behaviour Analytics Market Outlook, By Analytics Type (2022-2030) (\$MN)

Table 3 Global Behaviour Analytics Market Outlook, By Predictive Analytics (2022-2030) (\$MN)

Table 4 Global Behaviour Analytics Market Outlook, By Prescriptive Analytics (2022-2030) (\$MN)

Table 5 Global Behaviour Analytics Market Outlook, By Descriptive Analytics (2022-2030) (\$MN)

Table 6 Global Behaviour Analytics Market Outlook, By Other Analytics Types (2022-2030) (\$MN)

Table 7 Global Behaviour Analytics Market Outlook, By Component (2022-2030) (\$MN)

Table 8 Global Behaviour Analytics Market Outlook, By Software (2022-2030) (\$MN)

Table 9 Global Behaviour Analytics Market Outlook, By Standalone Behavior Analytics Software (2022-2030) (\$MN)

Table 10 Global Behaviour Analytics Market Outlook, By Integrated Behavior Analytics Software (2022-2030) (\$MN)

Table 11 Global Behaviour Analytics Market Outlook, By Analytics & Reporting Tools (2022-2030) (\$MN)

Table 12 Global Behaviour Analytics Market Outlook, By Data Visualization Tools (2022-2030) (\$MN)

Table 13 Global Behaviour Analytics Market Outlook, By Services (2022-2030) (\$MN)

Table 14 Global Behaviour Analytics Market Outlook, By Professional Services (2022-2030) (\$MN)

Table 15 Global Behaviour Analytics Market Outlook, By Managed Services (2022-2030) (\$MN)

Table 16 Global Behaviour Analytics Market Outlook, By Consulting Services (2022-2030) (\$MN)

Table 17 Global Behaviour Analytics Market Outlook, By System Integration & Deployment (2022-2030) (\$MN)

Table 18 Global Behaviour Analytics Market Outlook, By Deployment Mode (2022-2030) (\$MN)

Table 19 Global Behaviour Analytics Market Outlook, By Cloud-based (2022-2030) (\$MN)

Table 20 Global Behaviour Analytics Market Outlook, By On-premise (2022-2030)

(\$MN)

Table 21 Global Behaviour Analytics Market Outlook, By Organization Size (2022-2030)

(\$MN)

Table 22 Global Behaviour Analytics Market Outlook, By Small & Medium-sized Enterprises (SMEs) (2022-2030) (\$MN)

Table 23 Global Behaviour Analytics Market Outlook, By Large Enterprises (2022-2030) (\$MN)

Table 24 Global Behaviour Analytics Market Outlook, By Application (2022-2030) (\$MN)

Table 25 Global Behaviour Analytics Market Outlook, By Security & Fraud Detection (2022-2030) (\$MN)

Table 26 Global Behaviour Analytics Market Outlook, By Threat Management (2022-2030) (\$MN)

Table 27 Global Behaviour Analytics Market Outlook, By User Experience Management (2022-2030) (\$MN)

Table 28 Global Behaviour Analytics Market Outlook, By Risk Management (2022-2030) (\$MN)

Table 29 Global Behaviour Analytics Market Outlook, By Compliance Management (2022-2030) (\$MN)

Table 30 Global Behaviour Analytics Market Outlook, By Insider Threat Detection (2022-2030) (\$MN)

Table 31 Global Behaviour Analytics Market Outlook, By Other Applications (2022-2030) (\$MN)

Table 32 Global Behaviour Analytics Market Outlook, By End User (2022-2030) (\$MN)

Table 33 Global Behaviour Analytics Market Outlook, By Banking, Financial Services, and Insurance (BFSI) (2022-2030) (\$MN)

Table 34 Global Behaviour Analytics Market Outlook, By Healthcare (2022-2030) (\$MN)

Table 35 Global Behaviour Analytics Market Outlook, By Retail & E-commerce (2022-2030) (\$MN)

Table 36 Global Behaviour Analytics Market Outlook, By Government & Defense (2022-2030) (\$MN)

Table 37 Global Behaviour Analytics Market Outlook, By Transportation & Logistics (2022-2030) (\$MN)

Table 38 Global Behaviour Analytics Market Outlook, By Education (2022-2030) (\$MN)

Table 39 Global Behaviour Analytics Market Outlook, By Other End Users (2022-2030) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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