

# Big Data - Global Market Outlook (2017-2026)

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## Abstracts

According to Statistics MRC, the Global Big Data Market is accounted for \$31.93 billion in 2017 and is expected to reach \$156.72 billion by 2026 growing at a CAGR of 19.3% during the forecast period. Increase in number of mobile devices & apps, the growth of the healthcare industry and big data solutions enhancing organizational return on investment are some of the factors influencing the market growth. However, factors such as lack of awareness of benefits of big data solutions & services as well as privacy & security concerns in big data are hindering the market.

Big data not only refers to the data itself but also a set of technologies that capture, store, manage and analyze large and variable collections of data, to solve complex problems. Big data solutions enable organizations to effectively manage large data volumes thereby reducing cost. It is initially emerged as a term to describe datasets whose size is beyond the ability of usual databases to capture, store, manage and analyze.

Amongst type, unstructured data segment held considerable market growth during the forecast period as there is rising amount of unstructured data organizations are adopting more big data solutions to explore and handle unstructured data. By geography, North America is anticipated to dominate the global market during the forecast period owing to high adoption of analytics across countries of North America. In addition, Asia pacific registered for highest growth rate due to growing amount of data generation as well as high penetration of internet across the region.

Some of the key players profiled in the Big Data market include International Business Machines (IBM) Corporation, Oracle Corporation, Microsoft Corporation, Hewlett-Packard Enterprise, SAP SE, Amazon Web Services, SAS Institute, Dell, Inc, Teradata Corporation, Splunk, Palantir Technologies, Inc, Guavus, Inc, Hitachi, Ltd, Cloudera, Inc, Hortonworks, Inc, Google Inc, Accenture plc, Fujitsu (Japan), Datameer, Inc and

Action.

Deployment Models Covered:

On-Demand

On-Premises

Types Covered:

Semi-Structured Data

Unstructured Data

Structured Data

Component Covered:

Services

Software

End users Covered:

Academia and Research

IT and Telecommunication

Transportation

Energy and Utility

Media and Entertainment

Retail and Consumer Goods

Manufacturing

Healthcare and Life Sciences

Government and Defense

Banking, Financial Services and Insurance (BFSI)

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

Market share analysis of the top industry players

Strategic recommendations for the new entrants

Market forecasts for a minimum of 9 years of all the mentioned segments, sub segments and the regional markets

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

## 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 End User Analysis
- 3.7 Emerging Markets
- 3.8 Futuristic Market Scenario

### **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 BIG DATA MARKET, BY DEPLOYMENT MODEL**

- 5.1 Introduction
- 5.2 On-Demand
- 5.3 On-Premises

## **6 GLOBAL BIG DATA MARKET, BY TYPE**

- 6.1 Introduction
- 6.2 Semi-Structured Data
- 6.3 Unstructured Data
- 6.4 Structured Data

## **7 GLOBAL BIG DATA MARKET, BY COMPONENT**

- 7.1 Introduction
- 7.2 Services
  - 7.2.1 Managed Services
  - 7.2.2 Training and Support
  - 7.2.3 Consulting and System Integration
- 7.3 Software
  - 7.3.1 Data Management
  - 7.3.2
  - 7.3.3 Big Data Analytics

## **8 GLOBAL BIG DATA MARKET, BY END USER**

- 8.1 Introduction
- 8.2 Academia and Research
- 8.3 IT and Telecommunication
- 8.4 Transportation
- 8.5 Energy and Utility
- 8.6 Media and Entertainment
- 8.7 Retail and Consumer Goods
- 8.8 Manufacturing
- 8.9 Healthcare and Life Sciences
- 8.10 Government and Defense
- 8.11 Banking, Financial Services and Insurance (BFSI)
- 8.12 Other End Users

## **9 GLOBAL BIG DATA MARKET, BY GEOGRAPHY**

### 9.1 Introduction

### 9.2 North America

#### 9.2.1 US

#### 9.2.2 Canada

#### 9.2.3 Mexico

### 9.3 Europe

#### 9.3.1 Germany

#### 9.3.2 UK

#### 9.3.3 Italy

#### 9.3.4 France

#### 9.3.5 Spain

#### 9.3.6 Rest of Europe

### 9.4 Asia Pacific

#### 9.4.1 Japan

#### 9.4.2 China

#### 9.4.3 India

#### 9.4.4 Australia

#### 9.4.5 New Zealand

#### 9.4.6 South Korea

#### 9.4.7 Rest of Asia Pacific

### 9.5 South America

#### 9.5.1 Argentina

#### 9.5.2 Brazil

#### 9.5.3 Chile

#### 9.5.4 Rest of South America

### 9.6 Middle East & Africa

#### 9.6.1 Saudi Arabia

#### 9.6.2 UAE

#### 9.6.3 Qatar

#### 9.6.4 South Africa

#### 9.6.5 Rest of Middle East & Africa

## **10 KEY DEVELOPMENTS**

### 10.1 Agreements, Partnerships, Collaborations and Joint Ventures

### 10.2 Acquisitions & Mergers

### 10.3 New Product Launch



10.4 Expansions

10.5 Other Key Strategies

## **11 COMPANY PROFILING**

11.1 International Business Machines (IBM) Corporation

11.2 Oracle Corporation

11.3 Microsoft Corporation

11.4 Hewlett-Packard Enterprise

11.5 SAP SE

11.6 Amazon Web Services

11.7 SAS Institute

11.8 Dell, Inc.

11.9 Teradata Corporation

11.10 Splunk

11.11 Palantir Technologies, Inc

11.12 Guavus, Inc.

11.13 Hitachi, Ltd

11.14 Cloudera, Inc.

11.15 Hortonworks, Inc. (USA)

11.16 Google Inc. (USA)

11.17 Accenture plc

11.18 Fujitsu (Japan)

11.19 Datameer, Inc. (USA)

11.20 Actian

## **12. LIST OF TABLES**

Table 1 Global Big Data Market Outlook, By Region (2016-2026) (\$MN)

Table 2 Global Big Data Market Outlook, By Deployment Model (2016-2026) (\$MN)

Table 3 Global Big Data Market Outlook, By On-Demand (2016-2026) (\$MN)

Table 4 Global Big Data Market Outlook, By On-Premises (2016-2026) (\$MN)

Table 5 Global Big Data Market Outlook, By Type (2016-2026) (\$MN)

Table 6 Global Big Data Market Outlook, By Semi-Structured Data (2016-2026) (\$MN)

Table 7 Global Big Data Market Outlook, By Unstructured Data (2016-2026) (\$MN)

Table 8 Global Big Data Market Outlook, By Structured Data (2016-2026) (\$MN)

Table 9 Global Big Data Market Outlook, By Component (2016-2026) (\$MN)

Table 10 Global Big Data Market Outlook, By Services (2016-2026) (\$MN)

Table 11 Global Big Data Market Outlook, By Managed Services (2016-2026) (\$MN)

Table 12 Global Big Data Market Outlook, By Training and Support (2016-2026) (\$MN)

Table 13 Global Big Data Market Outlook, By Consulting and System Integration (2016-2026) (\$MN)

Table 14 Global Big Data Market Outlook, By Software (2016-2026) (\$MN)

Table 15 Global Big Data Market Outlook, By Data Management (2016-2026) (\$MN)

Table 16 Global Big Data Market Outlook, By Data Discovery and Visualization (2016-2026) (\$MN)

Table 17 Global Big Data Market Outlook, By Big Data Analytics (2016-2026) (\$MN)

Table 18 Global Big Data Market Outlook, By End User (2016-2026) (\$MN)

Table 19 Global Big Data Market Outlook, By Academia and Research (2016-2026) (\$MN)

Table 20 Global Big Data Market Outlook, By IT and Telecommunication (2016-2026) (\$MN)

Table 21 Global Big Data Market Outlook, By Transportation (2016-2026) (\$MN)

Table 22 Global Big Data Market Outlook, By Energy and Utility (2016-2026) (\$MN)

Table 23 Global Big Data Market Outlook, By Media and Entertainment (2016-2026) (\$MN)

Table 24 Global Big Data Market Outlook, By Retail and Consumer Goods (2016-2026) (\$MN)

Table 25 Global Big Data Market Outlook, By Manufacturing (2016-2026) (\$MN)

Table 26 Global Big Data Market Outlook, By Healthcare and Life Sciences (2016-2026) (\$MN)

Table 27 Global Big Data Market Outlook, By Government and Defense (2016-2026) (\$MN)

Table 28 Global Big Data Market Outlook, By Banking, Financial Services and Insurance (BFSI) (2016-2026) (\$MN)

Table 29 Global Big Data Market Outlook, By Other End Users (2016-2026) (\$MN)

Table 30 North America Big Data Market Outlook, By Country (2016-2026) (\$MN)

Table 31 North America Big Data Market Outlook, By Deployment Model (2016-2026) (\$MN)

Table 32 North America Big Data Market Outlook, By On-Demand (2016-2026) (\$MN)

Table 33 North America Big Data Market Outlook, By On-Premises (2016-2026) (\$MN)

Table 34 North America Big Data Market Outlook, By Type (2016-2026) (\$MN)

Table 35 North America Big Data Market Outlook, By Semi-Structured Data (2016-2026) (\$MN)

Table 36 North America Big Data Market Outlook, By Unstructured Data (2016-2026) (\$MN)

Table 37 North America Big Data Market Outlook, By Structured Data (2016-2026) (\$MN)

Table 38 North America Big Data Market Outlook, By Component (2016-2026) (\$MN)

Table 39 North America Big Data Market Outlook, By Services (2016-2026) (\$MN)

Table 40 North America Big Data Market Outlook, By Managed Services (2016-2026) (\$MN)

Table 41 North America Big Data Market Outlook, By Training and Support (2016-2026) (\$MN)

Table 42 North America Big Data Market Outlook, By Consulting and System Integration (2016-2026) (\$MN)

Table 43 North America Big Data Market Outlook, By Software (2016-2026) (\$MN)

Table 44 North America Big Data Market Outlook, By Data Management (2016-2026) (\$MN)

Table 45 North America Big Data Market Outlook, By Data Discovery and Visualization (2016-2026) (\$MN)

Table 46 North America Big Data Market Outlook, By Big Data Analytics (2016-2026) (\$MN)

Table 47 North America Big Data Market Outlook, By End User (2016-2026) (\$MN)

Table 48 North America Big Data Market Outlook, By Academia and Research (2016-2026) (\$MN)

Table 49 North America Big Data Market Outlook, By IT and Telecommunication (2016-2026) (\$MN)

Table 50 North America Big Data Market Outlook, By Transportation (2016-2026) (\$MN)

Table 51 North America Big Data Market Outlook, By Energy and Utility (2016-2026) (\$MN)

Table 52 North America Big Data Market Outlook, By Media and Entertainment (2016-2026) (\$MN)

Table 53 North America Big Data Market Outlook, By Retail and Consumer Goods (2016-2026) (\$MN)

Table 54 North America Big Data Market Outlook, By Manufacturing (2016-2026) (\$MN)

Table 55 North America Big Data Market Outlook, By Healthcare and Life Sciences (2016-2026) (\$MN)

Table 56 North America Big Data Market Outlook, By Government and Defense (2016-2026) (\$MN)

Table 57 North America Big Data Market Outlook, By Banking, Financial Services and Insurance (BFSI) (2016-2026) (\$MN)

Table 58 North America Big Data Market Outlook, By Other End Users (2016-2026) (\$MN)

Table 59 Europe Big Data Market Outlook, By Country (2016-2026) (\$MN)

Table 60 Europe Big Data Market Outlook, By Deployment Model (2016-2026) (\$MN)

Table 61 Europe Big Data Market Outlook, By On-Demand (2016-2026) (\$MN)

Table 62 Europe Big Data Market Outlook, By On-Premises (2016-2026) (\$MN)
Table 63 Europe Big Data Market Outlook, By Type (2016-2026) (\$MN)
Table 64 Europe Big Data Market Outlook, By Semi-Structured Data (2016-2026) (\$MN)
Table 65 Europe Big Data Market Outlook, By Unstructured Data (2016-2026) (\$MN)
Table 66 Europe Big Data Market Outlook, By Structured Data (2016-2026) (\$MN)
Table 67 Europe Big Data Market Outlook, By Component (2016-2026) (\$MN)
Table 68 Europe Big Data Market Outlook, By Services (2016-2026) (\$MN)
Table 69 Europe Big Data Market Outlook, By Managed Services (2016-2026) (\$MN)
Table 70 Europe Big Data Market Outlook, By Training and Support (2016-2026) (\$MN)
Table 71 Europe Big Data Market Outlook, By Consulting and System Integration (2016-2026) (\$MN)
Table 72 Europe Big Data Market Outlook, By Software (2016-2026) (\$MN)
Table 73 Europe Big Data Market Outlook, By Data Management (2016-2026) (\$MN)
Table 74 Europe Big Data Market Outlook, By Data Discovery and Visualization (2016-2026) (\$MN)
Table 75 Europe Big Data Market Outlook, By Big Data Analytics (2016-2026) (\$MN)
Table 76 Europe Big Data Market Outlook, By End User (2016-2026) (\$MN)
Table 77 Europe Big Data Market Outlook, By Academia and Research (2016-2026) (\$MN)
Table 78 Europe Big Data Market Outlook, By IT and Telecommunication (2016-2026) (\$MN)
Table 79 Europe Big Data Market Outlook, By Transportation (2016-2026) (\$MN)
Table 80 Europe Big Data Market Outlook, By Energy and Utility (2016-2026) (\$MN)
Table 81 Europe Big Data Market Outlook, By Media and Entertainment (2016-2026) (\$MN)
Table 82 Europe Big Data Market Outlook, By Retail and Consumer Goods (2016-2026) (\$MN)
Table 83 Europe Big Data Market Outlook, By Manufacturing (2016-2026) (\$MN)
Table 84 Europe Big Data Market Outlook, By Healthcare and Life Sciences (2016-2026) (\$MN)
Table 85 Europe Big Data Market Outlook, By Government and Defense (2016-2026) (\$MN)
Table 86 Europe Big Data Market Outlook, By Banking, Financial Services and Insurance (BFSI) (2016-2026) (\$MN)
Table 87 Europe Big Data Market Outlook, By Other End Users (2016-2026) (\$MN)
Table 88 Asia Pacific Big Data Market Outlook, By Country (2016-2026) (\$MN)
Table 89 Asia Pacific Big Data Market Outlook, By Deployment Model (2016-2026) (\$MN)
Table 90 Asia Pacific Big Data Market Outlook, By On-Demand (2016-2026) (\$MN)

Table 91 Asia Pacific Big Data Market Outlook, By On-Premises (2016-2026) (\$MN)

Table 92 Asia Pacific Big Data Market Outlook, By Type (2016-2026) (\$MN)

Table 93 Asia Pacific Big Data Market Outlook, By Semi-Structured Data (2016-2026) (\$MN)

Table 94 Asia Pacific Big Data Market Outlook, By Unstructured Data (2016-2026) (\$MN)

Table 95 Asia Pacific Big Data Market Outlook, By Structured Data (2016-2026) (\$MN)

Table 96 Asia Pacific Big Data Market Outlook, By Component (2016-2026) (\$MN)

Table 97 Asia Pacific Big Data Market Outlook, By Services (2016-2026) (\$MN)

Table 98 Asia Pacific Big Data Market Outlook, By Managed Services (2016-2026) (\$MN)

Table 99 Asia Pacific Big Data Market Outlook, By Training and Support (2016-2026) (\$MN)

Table 100 Asia Pacific Big Data Market Outlook, By Consulting and System Integration (2016-2026) (\$MN)

Table 101 Asia Pacific Big Data Market Outlook, By Software (2016-2026) (\$MN)

Table 102 Asia Pacific Big Data Market Outlook, By Data Management (2016-2026) (\$MN)

Table 103 Asia Pacific Big Data Market Outlook, By Data Discovery and Visualization (2016-2026) (\$MN)

Table 104 Asia Pacific Big Data Market Outlook, By Big Data Analytics (2016-2026) (\$MN)

Table 105 Asia Pacific Big Data Market Outlook, By End User (2016-2026) (\$MN)

Table 106 Asia Pacific Big Data Market Outlook, By Academia and Research (2016-2026) (\$MN)

Table 107 Asia Pacific Big Data Market Outlook, By IT and Telecommunication (2016-2026) (\$MN)

Table 108 Asia Pacific Big Data Market Outlook, By Transportation (2016-2026) (\$MN)

Table 109 Asia Pacific Big Data Market Outlook, By Energy and Utility (2016-2026) (\$MN)

Table 110 Asia Pacific Big Data Market Outlook, By Media and Entertainment (2016-2026) (\$MN)

Table 111 Asia Pacific Big Data Market Outlook, By Retail and Consumer Goods (2016-2026) (\$MN)

Table 112 Asia Pacific Big Data Market Outlook, By Manufacturing (2016-2026) (\$MN)

Table 113 Asia Pacific Big Data Market Outlook, By Healthcare and Life Sciences (2016-2026) (\$MN)

Table 114 Asia Pacific Big Data Market Outlook, By Government and Defense (2016-2026) (\$MN)



Table 115 Asia Pacific Big Data Market Outlook, By Banking, Financial Services and Insurance (BFSI) (2016-2026) (\$MN)

Table 116 Asia Pacific Big Data Market Outlook, By Other End Users (2016-2026) (\$MN)

Table 117 South America Big Data Market Outlook, By Country (2016-2026) (\$MN)

Table 118 South America Big Data Market Outlook, By Deployment Model (2016-2026) (\$MN)

Table 119 South America Big Data Market Outlook, By On-Demand (2016-2026) (\$MN)

Table 120 South America Big Data Market Outlook, By On-Premises (2016-2026) (\$MN)

Table 121 South America Big Data Market Outlook, By Type (2016-2026) (\$MN)

Table 122 South America Big Data Market Outlook, By Semi-Structured Data (2016-2026) (\$MN)

Table 123 South America Big Data Market Outlook, By Unstructured Data (2016-2026) (\$MN)

Table 124 South America Big Data Market Outlook, By Structured Data (2016-2026) (\$MN)

Table 125 South America Big Data Market Outlook, By Component (2016-2026) (\$MN)

Table 126 South America Big Data Market Outlook, By Services (2016-2026) (\$MN)

Table 127 South America Big Data Market Outlook, By Managed Services (2016-2026) (\$MN)

Table 128 South America Big Data Market Outlook, By Training and Support (2016-2026) (\$MN)

Table 129 South America Big Data Market Outlook, By Consulting and System Integration (2016-2026) (\$MN)

Table 130 South America Big Data Market Outlook, By Software (2016-2026) (\$MN)

Table 131 South America Big Data Market Outlook, By Data Management (2016-2026) (\$MN)

Table 132 South America Big Data Market Outlook, By Data Discovery and Visualization (2016-2026) (\$MN)

Table 133 South America Big Data Market Outlook, By Big Data Analytics (2016-2026) (\$MN)

Table 134 South America Big Data Market Outlook, By End User (2016-2026) (\$MN)

Table 135 South America Big Data Market Outlook, By Academia and Research (2016-2026) (\$MN)

Table 136 South America Big Data Market Outlook, By IT and Telecommunication (2016-2026) (\$MN)

Table 137 South America Big Data Market Outlook, By Transportation (2016-2026) (\$MN)

Table 138 South America Big Data Market Outlook, By Energy and Utility (2016-2026) (\$MN)

Table 139 South America Big Data Market Outlook, By Media and Entertainment (2016-2026) (\$MN)

Table 140 South America Big Data Market Outlook, By Retail and Consumer Goods (2016-2026) (\$MN)

Table 141 South America Big Data Market Outlook, By Manufacturing (2016-2026) (\$MN)

Table 142 South America Big Data Market Outlook, By Healthcare and Life Sciences (2016-2026) (\$MN)

Table 143 South America Big Data Market Outlook, By Government and Defense (2016-2026) (\$MN)

Table 144 South America Big Data Market Outlook, By Banking, Financial Services and Insurance (BFSI) (2016-2026) (\$MN)

Table 145 South America Big Data Market Outlook, By Other End Users (2016-2026) (\$MN)

Table 146 Middle East & Africa Big Data Market Outlook, By Country (2016-2026) (\$MN)

Table 147 Middle East & Africa Big Data Market Outlook, By Deployment Model (2016-2026) (\$MN)

Table 148 Middle East & Africa Big Data Market Outlook, By On-Demand (2016-2026) (\$MN)

Table 149 Middle East & Africa Big Data Market Outlook, By On-Premises (2016-2026) (\$MN)

Table 150 Middle East & Africa Big Data Market Outlook, By Type (2016-2026) (\$MN)

Table 151 Middle East & Africa Big Data Market Outlook, By Semi-Structured Data (2016-2026) (\$MN)

Table 152 Middle East & Africa Big Data Market Outlook, By Unstructured Data (2016-2026) (\$MN)

Table 153 Middle East & Africa Big Data Market Outlook, By Structured Data (2016-2026) (\$MN)

Table 154 Middle East & Africa Big Data Market Outlook, By Component (2016-2026) (\$MN)

Table 155 Middle East & Africa Big Data Market Outlook, By Services (2016-2026) (\$MN)

Table 156 Middle East & Africa Big Data Market Outlook, By Managed Services (2016-2026) (\$MN)

Table 157 Middle East & Africa Big Data Market Outlook, By Training and Support (2016-2026) (\$MN)

Table 158 Middle East & Africa Big Data Market Outlook, By Consulting and System Integration (2016-2026) (\$MN)

Table 159 Middle East & Africa Big Data Market Outlook, By Software (2016-2026) (\$MN)

Table 160 Middle East & Africa Big Data Market Outlook, By Data Management (2016-2026) (\$MN)

Table 161 Middle East & Africa Big Data Market Outlook, By Data Discovery and Visualization (2016-2026) (\$MN)

Table 162 Middle East & Africa Big Data Market Outlook, By Big Data Analytics (2016-2026) (\$MN)

Table 163 Middle East & Africa Big Data Market Outlook, By End User (2016-2026) (\$MN)

Table 164 Middle East & Africa Big Data Market Outlook, By Academia and Research (2016-2026) (\$MN)

Table 165 Middle East & Africa Big Data Market Outlook, By IT and Telecommunication (2016-2026) (\$MN)

Table 166 Middle East & Africa Big Data Market Outlook, By Transportation (2016-2026) (\$MN)

Table 167 Middle East & Africa Big Data Market Outlook, By Energy and Utility (2016-2026) (\$MN)

Table 168 Middle East & Africa Big Data Market Outlook, By Media and Entertainment (2016-2026) (\$MN)

Table 169 Middle East & Africa Big Data Market Outlook, By Retail and Consumer Goods (2016-2026) (\$MN)

Table 170 Middle East & Africa Big Data Market Outlook, By Manufacturing (2016-2026) (\$MN)

Table 171 Middle East & Africa Big Data Market Outlook, By Healthcare and Life Sciences (2016-2026) (\$MN)

Table 172 Middle East & Africa Big Data Market Outlook, By Government and Defense (2016-2026) (\$MN)

Table 173 Middle East & Africa Big Data Market Outlook, By Banking, Financial Services and Insurance (BFSI) (2016-2026) (\$MN)

Table 174 Middle East & Africa Big Data Market Outlook, By Other End Users (2016-2026) (\$MN)



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