

# **Data-as-a-Service (DaaS) Market Forecasts to 2032 – Global Analysis By Component (Platforms, Services, and Tools & Solutions), Service Type, Deployment Model, Organization Size, Application, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Data-as-a-Service (DaaS) Market is accounted for \$45.60 billion in 2025 and is expected to reach \$263.84 billion by 2032 growing at a CAGR of 28.5% during the forecast period. Data-as-a-Service (DaaS) refers to a cloud-enabled approach where data is supplied to users and systems whenever required through APIs or online interfaces. It helps companies obtain, organize, and utilize reliable, up-to-date information without handling heavy backend systems. With cloud-based storage and delivery, DaaS lowers infrastructure expenses, increases data availability, and strengthens analytics. The model ensures scalability, easy integration, and smooth data distribution, allowing organizations to use consistent, high-quality data for better operational performance and strategic decisions.

According to a survey by Lenovo in 2022, 82% of IT leaders want to work with technology that upholds the workplace's new values.

### **Market Dynamics:**

Driver:

Cost efficiency & OpEx model

Companies are increasingly shifting to subscription-based data services to avoid upfront infrastructure investments. This operational expenditure model enables flexible scaling

based on business needs and real-time workloads. Cloud-native data delivery is helping enterprises optimize storage, processing, and integration without maintaining complex systems. As businesses face mounting data volumes, DaaS platforms provide a more economical alternative to traditional on-premises solutions. The growing emphasis on financial agility and resource optimization is firmly driving market expansion.

#### Restraint:

##### Data security & privacy concerns

Organizations are cautious about transferring sensitive information to external platforms due to the risk of data breaches. Strict data protection regulations across regions complicate compliance for global businesses. Concerns over unauthorized access and inconsistent encryption practices further limit widespread trust. Industries like healthcare and finance impose stringent privacy standards, slowing migration to cloud-based data services. These persistent risks act as a significant restraint on market growth.

#### Opportunity:

##### Advanced analytics services

Businesses are increasingly relying on real-time insights to support decision-making and predictive modeling. DaaS platforms equipped with AI, ML, and big data analytics capabilities are transforming how organizations utilize information. Integrated analytics tools allow users to extract meaningful patterns from complex datasets with minimal technical effort. Enterprises are adopting analytics-driven DaaS solutions to accelerate digital transformation and improve operational intelligence. This growing focus on data-enhanced strategy presents a major growth avenue for the market.

#### Threat:

##### Dependency on internet connectivity

Any disruption in connectivity can hinder data access, affecting business continuity. Organizations operating in remote or infrastructure-poor regions struggle with inconsistent network availability. Latency issues can delay data ingestion, synchronization, and real-time analytics workflows. Interruptions in cloud access increase operational risks for companies with data-intensive processes. This

dependence on network reliability remains a critical threat to market performance.

#### Covid-19 Impact:

The pandemic accelerated digital transformation, leading to increased adoption of cloud-based data delivery models. Many organizations turned to DaaS to support remote operations and distributed workforces. Lockdowns highlighted the need for centralized, accessible, and scalable data platforms across industries. However, disruptions in IT budgets temporarily slowed DaaS investments in some sectors. Post-pandemic recovery has strengthened the focus on automation, resilience, and cloud-native data integration. As businesses prioritize long-term digital continuity, DaaS has emerged as a key enabler of modernization.

The platforms segment is expected to be the largest during the forecast period

The platforms segment is expected to account for the largest market share during the forecast period, due to rising demand for integrated data delivery environments. These platforms streamline data ingestion, processing, and distribution from a single unified interface. Companies prefer platform-based services for their scalability and ease of deployment across diverse applications. Enhanced interoperability with analytics tools and enterprise systems further drives adoption. As organizations modernize data architectures, platform-centric solutions are becoming foundational components.

The healthcare & life sciences segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the healthcare & life sciences segment is predicted to witness the highest growth rate, due to its heavy dependence on real-time data. Rising use of digital health records, clinical analytics, and personalized medicine is boosting demand for DaaS. Hospitals and research institutions are leveraging cloud-based data services to improve diagnostics and patient management. Integration of genomic, imaging, and wearable health data is further accelerating cloud-driven insights.

#### Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, due to rapid cloud adoption across emerging economies. Nations such as China, India, and Japan are making significant investments in digital infrastructure and data-driven technologies. Enterprises in the region are increasingly using DaaS to support

large-scale modernization initiatives. Government programs promoting digital ecosystems are accelerating cloud-based data integration. The rise of e-commerce, fintech, and smart manufacturing is strengthening regional data requirements.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, fueled by its strong technological foundation. Companies in the U.S. and Canada are early adopters of AI-driven analytics, cloud platforms, and third-party data services. Advancements in data governance frameworks are encouraging organizations to expand cloud-based data utilization. High investments in R&D and enterprise digitalization continue to accelerate DaaS adoption. The region also benefits from a mature ecosystem of providers offering specialized data services.

Key players in the market

Some of the key players in Data-as-a-Service (DaaS) Market include Snowflake, Bright Data, Amazon Web Services, Foursquare, Microsoft, HERE Technologies, Google Cloud, Databricks, Oracle, Informatica, LiveRamp, ZoomInfo, Dun & Bradstreet, TransUnion, and Experian.

### **Key Developments:**

In October 2025, Oracle announced the latest capabilities added to Oracle Database@AWS to better support mission-critical enterprise workloads in the cloud. In addition, customers can now procure Oracle Database@AWS through qualified AWS and Oracle channel partners. This gives customers the flexibility to procure Oracle Database@AWS through their trusted partners and continue to innovate, modernize, and solve complex business problems in the cloud.

In September 2025, HERE Technologies, the leading location data and technology platform is partnering with Radaro, a global leader in last-mile delivery management and logistics intelligence with over 10,000 daily users in 60+ countries, to extend Radaro's enterprise-grade routing, planning, and fleet optimisation capabilities.

Components Covered:

Platforms

Services

Tools & Solutions

Service Types Covered:

Batch Data Services

Real-time/Streaming Data Services

Data Discovery & Query Services

Data Analytics Services

Deployment Models Covered:

Public Cloud

Private Cloud

Hybrid Cloud

Organization Sizes Covered:

Large Enterprises

SMEs

Applications Covered:

Sales & Marketing Analytics

Business Intelligence & Reporting

Risk & Compliance Management

Customer Personalization

Supply Chain Optimization

Other Applications

End Users Covered:

BFSI

Retail & E-commerce

Energy & Utilities

Healthcare & Life Sciences

Transportation & Logistics

Telecommunications

Government & Public Sector

Manufacturing

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 2024, 2025, 2026, 2028, and 2032
- 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

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