

Data Visualization Tools - Global Market Outlook (2020-2028)

<https://marketpublishers.com/r/D7BB8CEFDFA0EN.html>

Date: July 2021

Pages: 150

Price: US\$ 4,150.00 (Single User License)

ID: D7BB8CEFDFA0EN

Abstracts

According to Statistics MRC, the Global Data Visualization Tools market is accounted for \$5.29 billion in 2020 and is expected to reach \$14.66 billion by 2028 growing at a CAGR of 13.6% during the forecast period. Increasing demand for an interactive view of data for faster business decisions, developments in augmented reality (AR) and virtual reality (VR) to enable the interaction of companies with data in 3D formats and multi-device access to visualization are the major factors driving the market growth. However, variation in data formats is restraining the market growth.

A data visualization tool is a software that generates presentation. Users can use data visualization tools to explore and analyse data in an intuitive way, allowing them to, infer correlations and causalities, spot interesting patterns and enhance sense-making activities.

Based on deployment mode, the on-premises segment is estimated to have a lucrative growth due to the accessibility of easy deployment options and minimal requirements of capital and time. These factors support the lockdown scenario of COVID-19 as social distancing, and online purchasing of goods hit the industry and are expected to drive the adoption of cloud-based data visualization tools. By geography, Asia Pacific is going to have high growth during forecast period due to growing awareness for companies to uncover patterns from data silos in key countries, such as China, India, and Japan, is expected to fuel the adoption of data visualization tools.

Some of the key players profiled in the Data Visualization Tools Market include Alteryx, Chartio, Domo, Dundas, Geckoboard, Ggplot2, Highcharts, IBM, Infogram, Kibana, Klipfolio, MATLAB, Microsoft, Plotly, Qlik, SAP, Sisense, Tableau, Visme and Zoho.

Tools Covered:

Standalone

Integrated

Deployment Modes Covered:

On-premises

Cloud

Organization Sizes Covered:

Large Enterprises

Small and Medium-sized Enterprises (SMEs)

Business Functions Covered:

Finance

Human Resources

Marketing and Sales

Operations

End Users Covered:

Banking, Financial Services and Insurance (BFSI)

Government

Healthcare and Life Sciences

Manufacturing

Retail and eCommerce

Telecommunications and Information Technology (IT)

Transportation and Logistics

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 2019, 2020, 2021, 2025, and 2028

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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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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