

Manufacturing Analytics Market Forecasts to 2030 – Global Analysis By Component (Solutions and Services), Deployment Mode (Cloud-Based and On-Premises), Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Manufacturing Analytics Market is accounted for \$14.4 billion in 2024 and is expected to reach \$42.8 billion by 2030 growing at a CAGR of 19.8% during the forecast period. The use of data analysis methods and tools to improve manufacturing processes is known as manufacturing analytics. By gathering and evaluating data from different production phases, businesses can increase productivity, cut expenses, improve product quality, and anticipate equipment failures. Continuous improvement is promoted, decision-making is aided, and insights are revealed by this data-driven approach.

According to Deloitte's 2024 analysis Technology investments made by manufacturing companies accounted for 30% of their operating budget in 2024, compared to 23% in 2023.

Market Dynamics:

Driver:

Rising demand for operational efficiency

The manufacturing analytics market is driven by the increasing need to enhance operational efficiency through data-driven insights. By leveraging analytics, manufacturers can optimize production processes, reduce downtime, and improve resource utilization. Real-time monitoring and predictive maintenance capabilities

enable companies to identify inefficiencies and prevent equipment failures, leading to cost savings and higher productivity. As industries adopt Industry 4.0 technologies, the integration of advanced analytics becomes essential for maintaining competitiveness in a rapidly evolving manufacturing landscape.

Restraint:

Complexity of integration

Many manufacturers operate with outdated infrastructure that lacks compatibility with modern analytics solutions. This creates challenges in data collection, processing, and analysis, often requiring substantial investments in system upgrades and skilled personnel. Additionally, fragmented data sources and inconsistent formats further complicate seamless integration, delaying the adoption of analytics across manufacturing operations.

Opportunity:

Growth of smart manufacturing

Smart factories leverage IoT devices, AI, and machine learning to generate vast amounts of real-time data. Manufacturing analytics solutions enable companies to harness this data for predictive maintenance, quality control, and supply chain optimization. As industries increasingly adopt digital transformation initiatives and Industry 4.0 practices, the demand for analytics tools that support automation and real-time decision-making is expected to surge.

Threat:

Cybersecurity threats

Cybersecurity threats are a major challenge for the manufacturing analytics market as increased connectivity exposes systems to potential attacks. The integration of IoT devices and cloud-based platforms creates vulnerabilities that can compromise sensitive data or disrupt operations. Ransomware attacks and unauthorized access to critical systems pose significant risks to manufacturers' financial stability and reputation.

Covid-19 Impact:

The COVID-19 pandemic disrupted global manufacturing operations, highlighting the importance of real-time data insights for managing supply chain disruptions and production challenges. While initial lockdowns slowed adoption due to reduced budgets, the pandemic accelerated digital transformation efforts as companies sought resilient and efficient processes. Manufacturing analytics played a vital role in enabling remote monitoring, predictive maintenance, and inventory optimization during this period, fostering long-term growth in the market.

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

The solutions segment is expected to account for the largest market share during the forecast period due to its critical role in collecting, processing, and visualizing manufacturing data. These tools enable manufacturers to gain actionable insights into production efficiency, quality control, and supply chain management. The growing adoption of IoT devices and cloud-based platforms further drives demand for advanced software solutions that support real-time monitoring and predictive analytics. Continuous innovation in AI-powered tools enhances their capabilities, ensuring this segment remains a key driver of market growth.

The on-premises segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the on-premises segment is predicted to witness the highest growth rate due to its advantages in data security and control over sensitive information. Industries with strict compliance requirements prefer on-premises deployment as it reduces reliance on third-party cloud providers. Additionally, advancements in hardware technologies make on-premises solutions more scalable and efficient. As manufacturers prioritize secure environments for critical operations, this segment is expected to grow rapidly.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share due to its early adoption of advanced technologies like IoT and big data analytics in manufacturing. The region's strong focus on innovation and presence of leading technology providers drive widespread implementation of manufacturing analytics solutions. Government initiatives promoting smart factories further boost adoption rates across industries such as automotive and aerospace, solidifying North America's leadership in this market.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, owing to rapid industrialization and increasing investments in smart manufacturing technologies across countries like China, India, and Japan. The region's growing focus on digital transformation initiatives supports widespread adoption of analytics tools for optimizing production processes and supply chains. Expanding manufacturing hubs in emerging economies further contribute to robust growth in this region.

Key players in the market

Some of the key players in Manufacturing Analytics Market include International Business Machines Corporation (IBM), Oracle Corporation, SAP SE, SAS Institute Inc., Salesforce Inc., TIBCO Software Inc., Alteryx Inc., Sisense Inc., Wipro Limited, General Electric Company, Northwest Analytics Inc., DXC Technology Company, QlikTech Inc., Zensar Technologies Ltd., Computer Science Corporation, Cloud Software Group, Rockwell Automation Inc. and Siemens AG.

Key Developments:

In November 2024, Alteryx, Inc., a leader in automated and AI analytics announced its Fall 2024 release for the Alteryx platform. The latest update supports hybrid architectures and meets customers where they are—whether in the cloud or on premises. Alteryx's Fall 2024 release provides business analysts with a seamless analytics experience that scales data-driven insights across departments and industries.

In October 2024, Salesforce announced Connected Assets, a new suite of capabilities for Manufacturing Cloud that gives manufacturers a comprehensive, real-time view of their connected asset data — including service history, status, and customer and telematics information — so they can better manage assets, monitor health and performance, and act on real-time data. With Connected Assets, sales, customer, and field service teams can now provide real-time alerts to customers, faster, more informed support, more personalized offers and services, and accelerate repair times to increase customer satisfaction, all from one platform.

In December 2023, Jakarta – Qlik® announced that Japfa, a leading integrated agri-food company in Asia, is harnessing Qlik Sense® and Qlik Data Integration® to support

its vital mission of delivering safe, nutritious, and traceable protein foods across diverse Asian markets including Indonesia, Vietnam, Myanmar, India and Bangladesh.

Components Covered:

Solutions

Services

Deployment Modes Covered:

Cloud-Based

On-Premises

Applications Covered:

Predictive Maintenance & Asset Management

Production & Quality Management

Supply Chain & Procurement

Sales & Customer Insights

Risk & Emergency Management

Other Applications

End Users Covered:

Electronics & Semiconductor

Automotive & Aerospace

Food & Beverages

Pharmaceuticals & Life Sciences

Chemicals & Materials

Machinery & Industrial Equipment

Paper, Pulp, & Plastic

Energy & Utilities

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:

Manufacturing Analytics Market Forecasts to 2030 – Global Analysis By Component (Solutions and Services), Depl...

- 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 MANUFACTURING ANALYTICS MARKET, BY COMPONENT

- 5.1 Introduction
- 5.2 Solutions
 - 5.2.1 Manufacturing Analytics Solutions
 - 5.2.2 Business Intelligence Tools
- 5.3 Services
 - 5.3.1 Professional Services
 - 5.3.2 Managed Services

6 GLOBAL MANUFACTURING ANALYTICS MARKET, BY DEPLOYMENT MODE

- 6.1 Introduction
- 6.2 Cloud-Based
- 6.3 On-Premises

7 GLOBAL MANUFACTURING ANALYTICS MARKET, BY APPLICATION

- 7.1 Introduction
- 7.2 Predictive Maintenance & Asset Management
- 7.3 Production & Quality Management
- 7.4 Supply Chain & Procurement
- 7.5 Sales & Customer Insights
- 7.6 Risk & Emergency Management
- 7.7 Other Applications

8 GLOBAL MANUFACTURING ANALYTICS MARKET, BY END USER

- 8.1 Introduction
- 8.2 Electronics & Semiconductor
- 8.3 Automotive & Aerospace
- 8.4 Food & Beverages
- 8.5 Pharmaceuticals & Life Sciences
- 8.6 Chemicals & Materials
- 8.7 Machinery & Industrial Equipment
- 8.8 Paper, Pulp, & Plastic
- 8.9 Energy & Utilities
- 8.10 Other End Users

9 GLOBAL MANUFACTURING ANALYTICS 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 Corporation (IBM)

11.2 Oracle Corporation

11.3 SAP SE

11.4 SAS Institute Inc.

11.5 Salesforce Inc.

11.6 TIBCO Software Inc.

11.7 Alteryx Inc.

11.8 Sisense Inc.

11.9 Wipro Limited

11.10 General Electric Company

11.11 Northwest Analytics Inc.

11.12 DXC Technology Company

11.13 QlikTech Inc.

11.14 Zensar Technologies Ltd.

11.15 Computer Science Corporation

11.16 Cloud Software Group

11.17 Rockwell Automation Inc.

11.18 Siemens AG

List Of Tables

LIST OF TABLES

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

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

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

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

Table 5 Global Manufacturing Analytics Market Outlook, By Business Intelligence Tools (2022-2030) (\$MN)

Table 6 Global Manufacturing Analytics Market Outlook, By Services (2022-2030) (\$MN)

Table 7 Global Manufacturing Analytics Market Outlook, By Professional Services (2022-2030) (\$MN)

Table 8 Global Manufacturing Analytics Market Outlook, By Managed Services (2022-2030) (\$MN)

Table 9 Global Manufacturing Analytics Market Outlook, By Deployment Mode (2022-2030) (\$MN)

Table 10 Global Manufacturing Analytics Market Outlook, By Cloud-Based (2022-2030) (\$MN)

Table 11 Global Manufacturing Analytics Market Outlook, By On-Premises (2022-2030) (\$MN)

Table 12 Global Manufacturing Analytics Market Outlook, By Application (2022-2030) (\$MN)

Table 13 Global Manufacturing Analytics Market Outlook, By Predictive Maintenance & Asset Management (2022-2030) (\$MN)

Table 14 Global Manufacturing Analytics Market Outlook, By Production & Quality Management (2022-2030) (\$MN)

Table 15 Global Manufacturing Analytics Market Outlook, By Supply Chain & Procurement (2022-2030) (\$MN)

Table 16 Global Manufacturing Analytics Market Outlook, By Sales & Customer Insights (2022-2030) (\$MN)

Table 17 Global Manufacturing Analytics Market Outlook, By Risk & Emergency Management (2022-2030) (\$MN)

Table 18 Global Manufacturing Analytics Market Outlook, By Other Applications (2022-2030) (\$MN)

Table 19 Global Manufacturing Analytics Market Outlook, By End User (2022-2030) (\$MN)

Table 20 Global Manufacturing Analytics Market Outlook, By Electronics & Semiconductor (2022-2030) (\$MN)

Table 21 Global Manufacturing Analytics Market Outlook, By Automotive & Aerospace (2022-2030) (\$MN)

Table 22 Global Manufacturing Analytics Market Outlook, By Food & Beverages (2022-2030) (\$MN)

Table 23 Global Manufacturing Analytics Market Outlook, By Pharmaceuticals & Life Sciences (2022-2030) (\$MN)

Table 24 Global Manufacturing Analytics Market Outlook, By Chemicals & Materials (2022-2030) (\$MN)

Table 25 Global Manufacturing Analytics Market Outlook, By Machinery & Industrial Equipment (2022-2030) (\$MN)

Table 26 Global Manufacturing Analytics Market Outlook, By Paper, Pulp, & Plastic (2022-2030) (\$MN)

Table 27 Global Manufacturing Analytics Market Outlook, By Energy & Utilities (2022-2030) (\$MN)

Table 28 Global Manufacturing 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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