

Telecom Data Analytics Market Forecasts to 2034 – Global Analysis By Component (Software and Services), Analytics Type, Deployment Mode, Technology, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Telecom Data Analytics Market is accounted for \$14.6 billion in 2026 and is expected to reach \$62.4 billion by 2034 growing at a CAGR of 19.8% during the forecast period. Telecom data analytics refers to software platforms and professional and managed services that enable telecommunications operators to collect, process, analyze, and derive actionable intelligence from massive volumes of network performance data, customer behavior records, call detail records, billing data, and operational metrics using descriptive, diagnostic, predictive, and prescriptive analytics techniques to support network optimization, revenue assurance, churn prevention, fraud detection, customer experience improvement, and strategic business decision-making across wireline, wireless, and converged telecommunications service providers.

Market Dynamics:

Driver:

5G Network Complexity Data Generation

Massive proliferation of 5G network data streams from ultra-dense small cell deployments, network slicing configurations, and edge computing nodes generating data volumes that far exceed legacy network management analytical capability is compelling telecom operators to invest in advanced analytics platforms capable of processing network telemetry in real-time for automated optimization and proactive fault

resolution. 5G monetization strategy dependency on analytics-driven customer segmentation and service personalization creates direct revenue motivation for analytics platform investment beyond operational efficiency justification alone.

Restraint:**Data Silos Legacy Infrastructure Fragmentation**

Telecommunications operator legacy infrastructure fragmented across multiple vendor systems, siloed operational and business support systems, and heterogeneous network technology generations creates significant data integration barriers that limit analytics platform ability to develop unified cross-domain customer and network intelligence, requiring expensive data governance program investment before analytics can deliver comprehensive operational optimization insights across the complete telecom service delivery value chain.

Opportunity:**Real-Time Customer Experience Analytics**

Real-time customer experience analytics enabling telecommunications operators to proactively identify and resolve service degradation before customer complaint escalation represents a premium competitive differentiation opportunity generating documented customer retention improvement and net promoter score enhancement that quantifiably justifies analytics platform investment through reduced churn and improved customer lifetime value outcomes. API monetization analytics enabling operators to identify and capture revenue from enterprise 5G network service consumption patterns creates additional analytics-driven revenue stream development opportunities.

Threat:**Hyperscaler Cloud Analytics Platform Competition**

Hyperscaler cloud provider analytics platform offerings from AWS, Microsoft Azure, and Google Cloud providing increasingly telecommunications-specific analytics capabilities at competitive economics through elastic consumption pricing models create competitive pressure against specialized telecom analytics software vendors whose proprietary platform value proposition is challenged by cloud-native analytics stack

integration advantages that hyperscalers provide to telecommunications operators already investing in cloud infrastructure migration programs.

Covid-19 Impact:

COVID-19 dramatically increased network traffic volumes from remote work, video conferencing, and streaming consumption that exposed analytical infrastructure inadequacies in operators lacking real-time network capacity analytics, accelerating analytics platform investment for traffic management optimization. Post-pandemic digital service monetization strategy dependency on customer behavior analytics and network performance intelligence continue sustaining strong telecom data analytics investment across global telecommunications operator capital expenditure programs.

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

The services segment is expected to account for the largest market share during the forecast period, due to the dominant commercial model of telecom analytics delivered through managed analytics services and professional implementation consulting that telecommunications operators adopt to access analytical capability and domain expertise without requiring large internal data science team development. Ongoing managed analytics service contracts providing continuous network optimization, churn prediction, and fraud detection services generate recurring revenue streams that collectively exceed software license revenue in the telecom analytics commercial landscape.

The descriptive analytics segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the descriptive analytics segment is predicted to witness the highest growth rate, driven by foundational telecom operator investment in comprehensive network and customer data visibility platforms establishing the descriptive analytics infrastructure prerequisite for more advanced predictive and prescriptive analytics capabilities, combined with expanding regulatory reporting requirements across telecommunications sectors mandating comprehensive network performance and service quality documentation that descriptive analytics platforms efficiently support.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, due to the United States and Canada hosting major telecommunications operators with substantial analytics investment programs, leading telecom analytics platform vendors including IBM, Oracle, SAS, and Amdocs generating substantial North American revenue, and progressive 5G network deployment creating expanding analytics demand for network optimization and customer experience management intelligence across advanced wireless service providers.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, due to China, Japan, South Korea, and India hosting the world's largest telecommunications subscriber bases generating massive analytics data volumes, aggressive 5G deployment creating new analytics-driven monetization requirements, and domestic telecom analytics solution development from Huawei and regional vendors creating competitive ecosystem expansion across Asia Pacific telecommunications operator markets.

Key players in the market

Some of the key players in Telecom Data Analytics Market include IBM Corporation, Microsoft Corporation, Oracle Corporation, SAP SE, Cisco Systems Inc., SAS Institute Inc., Teradata Corporation, Hewlett Packard Enterprise (HPE), Accenture plc, Huawei Technologies Co. Ltd., Ericsson AB, Nokia Corporation, Amdocs Limited, TIBCO Software Inc., and Adobe Inc..

Key Developments:

In April 2026, IBM Corporation launched an AI-powered telecom network analytics platform integrating real-time 5G performance telemetry with customer experience correlation models enabling automated network optimization and proactive service degradation prevention.

In February 2026, Amdocs Limited introduced a cloud-native telecom data analytics suite combining network intelligence, customer analytics, and revenue assurance in a unified platform targeting Tier 1 operator digital transformation analytics modernization programs.

Components Covered:

Software

Services

Analytics Types Covered:

Descriptive Analytics

Diagnostic Analytics

Predictive Analytics

Prescriptive Analytics

Deployment Modes Covered:

On-Premises

Cloud-Based

Hybrid Deployment

Technologies Covered:

Big Data Analytics

Artificial Intelligence & Machine Learning

Real-Time Analytics

Edge Computing

5G-Enabled Analytics

Applications Covered:

Customer Analytics

Network Analytics

Marketing & Sales Analytics

Fraud Detection & Security Analytics

Revenue Assurance & Billing Analytics

Risk & Compliance Analytics

Workforce Analytics

End Users Covered:

Telecom Operators

Telecom Equipment Providers

Managed Service Providers (MSPs)

Enterprises using Telecom Data Services

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 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2032 and 2034
- 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

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

2 RESEARCH FRAMEWORK

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
 - 2.4.1 Data Collection (Primary and Secondary)
 - 2.4.2 Data Modeling and Estimation Techniques
 - 2.4.3 Data Validation and Triangulation
 - 2.4.4 Analytical and Forecasting Approach

3 MARKET DYNAMICS AND TREND ANALYSIS

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

4 COMPETITIVE AND STRATEGIC ASSESSMENT

- 4.1 Porter's Five Forces Analysis
 - 4.1.1 Supplier Bargaining Power
 - 4.1.2 Buyer Bargaining Power
 - 4.1.3 Threat of Substitutes
 - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

5 GLOBAL TELECOM DATA ANALYTICS MARKET, BY COMPONENT

- 5.1 Software
- 5.2 Services
 - 5.2.1 Professional Services
 - 5.2.2 Managed Services
 - 5.2.3 Consulting & Integration

6 GLOBAL TELECOM DATA ANALYTICS MARKET, BY ANALYTICS TYPE

- 6.1 Descriptive Analytics
- 6.2 Diagnostic Analytics
- 6.3 Predictive Analytics
- 6.4 Prescriptive Analytics

7 GLOBAL TELECOM DATA ANALYTICS MARKET, BY DEPLOYMENT MODE

- 7.1 On-Premises
- 7.2 Cloud-Based
- 7.3 Hybrid Deployment

8 GLOBAL TELECOM DATA ANALYTICS MARKET, BY TECHNOLOGY

- 8.1 Big Data Analytics
- 8.2 Artificial Intelligence & Machine Learning
- 8.3 Real-Time Analytics
- 8.4 Edge Computing
- 8.5 5G-Enabled Analytics

9 GLOBAL TELECOM DATA ANALYTICS MARKET, BY APPLICATION

- 9.1 Customer Analytics
- 9.2 Network Analytics
- 9.3 Marketing & Sales Analytics
- 9.4 Fraud Detection & Security Analytics

9.5 Revenue Assurance & Billing Analytics

9.6 Risk & Compliance Analytics

9.7 Workforce Analytics

10 GLOBAL TELECOM DATA ANALYTICS MARKET, BY END USER

10.1 Telecom Operators

10.2 Telecom Equipment Providers

10.3 Managed Service Providers (MSPs)

10.4 Enterprises using Telecom Data Services

11 GLOBAL TELECOM DATA ANALYTICS MARKET, BY GEOGRAPHY

11.1 North America

11.1.1 United States

11.1.2 Canada

11.1.3 Mexico

11.2 Europe

11.2.1 United Kingdom

11.2.2 Germany

11.2.3 France

11.2.4 Italy

11.2.5 Spain

11.2.6 Netherlands

11.2.7 Belgium

11.2.8 Sweden

11.2.9 Switzerland

11.2.10 Poland

11.2.11 Rest of Europe

11.3 Asia Pacific

11.3.1 China

11.3.2 Japan

11.3.3 India

11.3.4 South Korea

11.3.5 Australia

11.3.6 Indonesia

11.3.7 Thailand

11.3.8 Malaysia

11.3.9 Singapore

- 11.3.10 Vietnam
- 11.3.11 Rest of Asia Pacific
- 11.4 South America
 - 11.4.1 Brazil
 - 11.4.2 Argentina
 - 11.4.3 Colombia
 - 11.4.4 Chile
 - 11.4.5 Peru
 - 11.4.6 Rest of South America
- 11.5 Rest of the World (RoW)
 - 11.5.1 Middle East
 - 11.5.1.1 Saudi Arabia
 - 11.5.1.2 United Arab Emirates
 - 11.5.1.3 Qatar
 - 11.5.1.4 Israel
 - 11.5.1.5 Rest of Middle East
 - 11.5.2 Africa
 - 11.5.2.1 South Africa
 - 11.5.2.2 Egypt
 - 11.5.2.3 Morocco
 - 11.5.2.4 Rest of Africa

12 STRATEGIC MARKET INTELLIGENCE

- 12.1 Industry Value Network and Supply Chain Assessment
- 12.2 White-Space and Opportunity Mapping
- 12.3 Product Evolution and Market Life Cycle Analysis
- 12.4 Channel, Distributor, and Go-to-Market Assessment

13 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

- 13.1 Mergers and Acquisitions
- 13.2 Partnerships, Alliances, and Joint Ventures
- 13.3 New Product Launches and Certifications
- 13.4 Capacity Expansion and Investments
- 13.5 Other Strategic Initiatives

14 COMPANY PROFILES

- 14.1 IBM Corporation
- 14.2 Microsoft Corporation
- 14.3 Oracle Corporation
- 14.4 SAP SE
- 14.5 Cisco Systems, Inc.
- 14.6 SAS Institute Inc.
- 14.7 Teradata Corporation
- 14.8 Hewlett Packard Enterprise (HPE)
- 14.9 Accenture plc
- 14.10 Huawei Technologies Co., Ltd.
- 14.11 Ericsson AB
- 14.12 Nokia Corporation
- 14.13 Amdocs Limited
- 14.14 TIBCO Software Inc.
- 14.15 Adobe Inc.

List Of Tables

LIST OF TABLES

- Table 1 Global Telecom Data Analytics Market Outlook, By Region (2023-2034) (\$MN)
- Table 2 Global Telecom Data Analytics Market Outlook, By Component (2023-2034) (\$MN)
- Table 3 Global Telecom Data Analytics Market Outlook, By Software (2023-2034) (\$MN)
- Table 4 Global Telecom Data Analytics Market Outlook, By Services (2023-2034) (\$MN)
- Table 5 Global Telecom Data Analytics Market Outlook, By Professional Services (2023-2034) (\$MN)
- Table 6 Global Telecom Data Analytics Market Outlook, By Managed Services (2023-2034) (\$MN)
- Table 7 Global Telecom Data Analytics Market Outlook, By Consulting & Integration (2023-2034) (\$MN)
- Table 8 Global Telecom Data Analytics Market Outlook, By Analytics Type (2023-2034) (\$MN)
- Table 9 Global Telecom Data Analytics Market Outlook, By Descriptive Analytics (2023-2034) (\$MN)
- Table 10 Global Telecom Data Analytics Market Outlook, By Diagnostic Analytics (2023-2034) (\$MN)
- Table 11 Global Telecom Data Analytics Market Outlook, By Predictive Analytics (2023-2034) (\$MN)
- Table 12 Global Telecom Data Analytics Market Outlook, By Prescriptive Analytics (2023-2034) (\$MN)
- Table 13 Global Telecom Data Analytics Market Outlook, By Deployment Mode (2023-2034) (\$MN)
- Table 14 Global Telecom Data Analytics Market Outlook, By On-Premises (2023-2034) (\$MN)
- Table 15 Global Telecom Data Analytics Market Outlook, By Cloud-Based (2023-2034) (\$MN)
- Table 16 Global Telecom Data Analytics Market Outlook, By Hybrid Deployment (2023-2034) (\$MN)
- Table 17 Global Telecom Data Analytics Market Outlook, By Technology (2023-2034) (\$MN)
- Table 18 Global Telecom Data Analytics Market Outlook, By Big Data Analytics (2023-2034) (\$MN)
- Table 19 Global Telecom Data Analytics Market Outlook, By Artificial Intelligence &

Machine Learning (2023-2034) (\$MN)

Table 20 Global Telecom Data Analytics Market Outlook, By Real-Time Analytics (2023-2034) (\$MN)

Table 21 Global Telecom Data Analytics Market Outlook, By Edge Computing (2023-2034) (\$MN)

Table 22 Global Telecom Data Analytics Market Outlook, By 5G-Enabled Analytics (2023-2034) (\$MN)

Table 23 Global Telecom Data Analytics Market Outlook, By Application (2023-2034) (\$MN)

Table 24 Global Telecom Data Analytics Market Outlook, By Customer Analytics (2023-2034) (\$MN)

Table 25 Global Telecom Data Analytics Market Outlook, By Network Analytics (2023-2034) (\$MN)

Table 26 Global Telecom Data Analytics Market Outlook, By Marketing & Sales Analytics (2023-2034) (\$MN)

Table 27 Global Telecom Data Analytics Market Outlook, By Fraud Detection & Security Analytics (2023-2034) (\$MN)

Table 28 Global Telecom Data Analytics Market Outlook, By Revenue Assurance & Billing Analytics (2023-2034) (\$MN)

Table 29 Global Telecom Data Analytics Market Outlook, By Risk & Compliance Analytics (2023-2034) (\$MN)

Table 30 Global Telecom Data Analytics Market Outlook, By Workforce Analytics (2023-2034) (\$MN)

Table 31 Global Telecom Data Analytics Market Outlook, By End User (2023-2034) (\$MN)

Table 32 Global Telecom Data Analytics Market Outlook, By Telecom Operators (2023-2034) (\$MN)

Table 33 Global Telecom Data Analytics Market Outlook, By Telecom Equipment Providers (2023-2034) (\$MN)

Table 34 Global Telecom Data Analytics Market Outlook, By Managed Service Providers (MSPs) (2023-2034) (\$MN)

Table 35 Global Telecom Data Analytics Market Outlook, By Enterprises using Telecom Data Services (2023-2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) are also represented in the same manner as above.

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