

# **Augmented Analytics Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Deployment (On-premise and Cloud), By Organization Size (SMEs and Large Enterprises), By End-User (BFSI, Telecom & IT, Logistics, Healthcare, Government, Retail and Others), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Augmented Analytics Market is projected to experience robust expansion, growing from USD 16.14 Billion in 2025 to USD 61.78 Billion by 2031, representing a compound annual growth rate of 25.07%. This sector leverages artificial intelligence and machine learning to automate essential data processes such as preparation, insight generation, and explanation, thereby empowering non-technical users to derive value without deep technical expertise. The market is primarily driven by the exponential rise in data complexity and the critical need to democratize data science capabilities across enterprises. This strategic shift toward automated intelligence is accelerating demand as organizations aim to reduce reliance on specialized staff; a priority reflected in recent surveys, such as the IEEE reporting in 2024 that 65% of global technology leaders view Artificial Intelligence as the most vital technology area for their organizations.

However, this market growth is significantly challenged by inadequate data governance and the absence of established ethical frameworks. Organizations often face difficulties in maintaining data integrity and fostering trust when implementing these automated solutions, creating a barrier to widespread adoption. This governance gap poses a tangible risk to scalability, as highlighted by ISACA findings; in 2024, only 15% of organizations had implemented formal AI policies to effectively manage these technologies. Consequently, the lack of robust oversight remains a critical hurdle that

could impede the broader maturity and acceptance of the global augmented analytics market.

## **Market Driver**

The deepening integration of AI and ML technologies acts as the primary engine driving the Global Augmented Analytics Market. As organizations aim to process immense datasets, they are embedding generative AI to automate insight generation and natural language querying, allowing businesses to bypass labor-intensive data modeling in favor of immediate strategic application. The momentum behind this adoption is significant; according to IBM's 'Global AI Adoption Index 2024' released in January 2024, 42% of enterprise-scale organizations have actively deployed AI within their operations. This surge suggests a maturing infrastructure capable of supporting advanced augmented capabilities, ensuring analytics tools evolve from descriptive dashboards into predictive decision-making engines.

Simultaneously, extensive digital transformation initiatives are amplifying the need for unified data solutions to navigate complex environments. As companies digitize operations, they often encounter fragmented information landscapes that hinder agility, necessitating augmented analytics to automate data harmonization across disparate systems. The urgency of this issue is underscored by connectivity challenges; according to MuleSoft's '2024 Connectivity Benchmark Report' from February 2024, 81% of IT leaders indicated that data silos are obstructing their digital transformation efforts. Furthermore, the workforce is increasingly prepared for these advanced tools, with Microsoft and LinkedIn reporting in 2024 that 75% of global knowledge workers use AI at work, demonstrating a ready user base for automated analytic solutions.

## **Market Challenge**

Inadequate data governance and the lack of established ethical frameworks constitute significant impediments to the expansion of the Global Augmented Analytics Market. As organizations increasingly integrate automated decision-making tools, the inability to ensure data accuracy, privacy, and ethical compliance introduces substantial operational risks. Business leaders often hesitate to scale these technologies because opaque algorithms can obscure the derivation of insights, leading to potential biases or regulatory violations that are difficult to explain or defend. This lack of transparency erodes stakeholder trust, causing decision-makers to limit their reliance on augmented analytics for critical business functions and effectively stalling widespread adoption.

The impact of this governance deficit is quantifiable and directly correlates with slowed market momentum. According to ISC2, in 2024, 45% of professionals cited the lack of a clear artificial intelligence strategy as a top barrier to adoption within their organizations. When companies lack comprehensive protocols to manage these advanced systems, they face heightened exposure to security vulnerabilities and compliance failures. Consequently, this uncertainty compels many enterprises to delay full-scale implementation, directly hampering the broader market's maturity and growth potential.

## **Market Trends**

The shift toward Continuous and Real-Time Intelligence is transforming the market as organizations move away from high-latency batch processing in favor of immediate data availability. This transition is driven by the necessity to support instant decision-making and responsive customer experiences that rely on live data streams. As enterprises modernize, data streaming platforms are becoming central to architectural strategies, enabling the seamless flow of information across disparate systems. The strategic urgency of this evolution is evident; according to Confluent's '2024 Data Streaming Report' from June 2024, 86% of IT leaders identified data streaming as a top strategic or important priority for their IT investments, confirming that real-time capabilities are essential for maintaining competitive agility.

Concurrently, the Convergence of Business Intelligence and Data Science Platforms is bridging the gap between technical teams and business users. Modern augmented analytics solutions are unifying these disciplines, allowing machine learning models to be operationalized directly within business intelligence environments. This integration ensures that advanced predictive insights are not confined to data labs but are scaled effectively into production to drive tangible value. The acceleration of this shift is substantial; according to Databricks' '2024 State of Data + AI Report' from March 2024, organizations put 11x more AI models into production year-over-year compared to the previous period, highlighting the rapid move toward unified platforms that synthesize data science innovation with everyday business analytics.

## **Key Market Players**

Microsoft Corporation

IBM Corporation

SAP SE

Salesforce, Inc.

QlikTech International AB

Tableau Software, LLC

Sisense Ltd.

TIBCO Software Inc.

Oracle Corporation

SAS Institute Inc.

## **Report Scope**

In this report, the Global Augmented Analytics Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Augmented Analytics Market, By Deployment

On-premise

Cloud

### Augmented Analytics Market, By Organization Size

SMEs

Large Enterprises

### Augmented Analytics Market, By End-User

BFSI

Telecom & IT

Logistics

Healthcare

Government

Retail

Others

## Augmented Analytics Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Augmented Analytics Market.

## **Available Customizations:**

Global Augmented Analytics Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## **Company Information**

Detailed analysis and profiling of additional market players (up to five).

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