

Big Data and Data Engineering Services Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Service Type (Data Modelling, Data Integration, Analytics, Data Quality), By Organization Size (Small & Medium-Sized Enterprises, Large Enterprises), By Business Function (Finance, Marketing & Sales, HR, Others), By End User (Media & Telecom, BFSI, Manufacturing, Government, Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Big Data and Data Engineering Services Market is projected to expand from USD 71.98 Billion in 2025 to USD 137.13 Billion by 2031, registering a CAGR of 11.34%. These services involve the architectural design, infrastructure development, and pipeline management necessary to convert massive raw datasets into structured formats suitable for analysis. The market is primarily driven by the rapid accumulation of unstructured data across digital ecosystems and the urgent need for enterprises to leverage real-time intelligence for competitive gains. NASSCOM reported in 2024 that global investments in AI and data analytics reached approximately USD 83 billion, following a 24% compound annual growth rate since 2019, illustrating the significant financial commitment organizations are allocating to these foundational technologies.

However, the growth of this sector faces substantial obstacles due to the complicated regulatory environment regarding data privacy and sovereignty. The difficulty of adhering to diverse jurisdictional laws creates friction in cross-border data governance, which can hinder the scalability of engineering initiatives. This compliance burden, combined with the technical challenges of integrating legacy systems, continues to

complicate the seamless implementation of global data strategies.

Market Driver

The incorporation of Artificial Intelligence and Machine Learning technologies is fundamentally reshaping the market as enterprises move from experimental pilots to full-scale production environments. This transition creates a need for advanced data engineering services to build resilient pipelines, manage feature stores, and ensure high-quality data availability for complex algorithms. As organizations operationalize these technologies, the demand for MLOps and scalable infrastructure to support the lifecycle of intelligent applications has surged. A June 2025 report by Databricks, titled 'State of Data + AI', noted a 1,018% year-over-year increase in AI models registered for production, emphasizing the massive industrial pivot toward deploying functional AI assets and the resulting necessity for engineering support.

Market expansion is further fueled by the accelerated adoption of cloud-based data architectures, as businesses modernize legacy infrastructure to achieve greater agility and scalability. Companies are aggressively migrating workloads to public and hybrid cloud environments to utilize elastic computing power and unified analytics platforms. In the '2025 State of the Cloud Report' by Flexera released in March 2025, 78% of organizations identified the volume of workloads migrated to the cloud as a key metric, a significant rise from 36% the previous year. However, this rapid decentralization often leads to complex fragmentation; Salesforce noted in 2025 that 90% of IT leaders find data silos to be a significant business challenge, underscoring the critical need for engineering services to unify disparate systems.

Market Challenge

The complex regulatory landscape regarding data privacy and sovereignty acts as a major barrier to the expansion of the Global Big Data and Data Engineering Services Market. As nations enforce divergent data localization mandates and privacy statutes, organizations encounter severe restrictions on cross-border data flows. This legal fragmentation forces enterprises to abandon unified, efficient global data architectures in favor of segregated, region-specific infrastructures to ensure data residency. Consequently, engineering teams must manage disjointed pipelines, which drastically increases operational complexity and diminishes the analytical value derived from centralized, massive datasets.

This compliance burden necessitates the diversion of critical financial and technical

resources toward legal governance and risk mitigation rather than engineering innovation or service scalability. The uncertainty inherent in navigating these shifting jurisdictional laws creates a cautious operational environment, often causing firms to delay large-scale data initiatives. In 2024, the International Association of Privacy Professionals reported that only 20% of privacy professionals expressed complete confidence in their organization's ability to maintain compliance with current regulatory standards. This pervasive lack of certainty directly hampers decision-making and stalls the adoption of global data engineering services, as organizations prioritize avoiding litigation and penalties over aggressive market expansion.

Market Trends

The convergence of Data Lakes and Warehouses into Lakehouse Models is fundamentally restructuring the market by merging the low-cost storage of data lakes with the high-performance management capabilities of data warehouses. This architectural unification resolves the operational inefficiencies caused by fragmented data silos, allowing enterprises to run diverse analytical workloads on a single copy of data using open formats like Apache Iceberg. Consequently, organizations are moving away from complex, brittle ETL processes in favor of direct data access, which significantly enhances governance and reduces infrastructure overhead. A January 2025 report by Dremio, 'State of the Data Lakehouse in the AI Era', indicates that 67% of organizations plan to run the majority of their analytics on data lakehouses within the next three years, highlighting the rapid industrial pivot toward this consolidated framework.

Integration of Generative AI for Augmented Data Engineering is emerging as a critical trend to address the widening skills gap and the increasing complexity of data pipelines. By embedding large language models directly into development workflows, engineering teams are automating labor-intensive tasks such as code generation, schema mapping, and legacy system documentation. This shift moves the focus from manual coding to architectural oversight, significantly accelerating the delivery of reliable data products while minimizing technical debt associated with human error. Ascend.io's 'Annual Pulse Survey' in September 2025 revealed that 83% of data engineers stated that AI and new tools have increased their productivity, highlighting the transformative impact of intelligent automation on the services lifecycle.

Key Market Players

Accenture PLC

Genpact Inc.

Cognizant Technology Solutions Corporation

Infosys Limited

Capgemini SE

NTT Data Inc.

Mphasis Limited

L&T Technology Services

Hexaware Technologies Inc.

KPMG LLP

Report Scope

In this report, the Global Big Data and Data Engineering Services Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Big Data and Data Engineering Services Market, By Service Type

Data Modelling

Data Integration

Analytics

Data Quality

Big Data and Data Engineering Services Market, By Organization Size

Small & Medium-Sized Enterprises

Large Enterprises

Big Data and Data Engineering Services Market, By Business Function

Finance

Marketing & Sales

HR

Others

Big Data and Data Engineering Services Market, By End User

Media & Telecom

BFSI

Manufacturing

Government

Others

Big Data and Data Engineering Services 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 Big Data and Data Engineering Services Market.

Available Customizations:

Global Big Data and Data Engineering Services 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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