

Business Intelligence Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Component (Software, Services), By Deployment Model (On-Premise, Cloud-Based, Hybrid Model), By Functionality (Data Warehousing, Online Analytical Processing, Online Analytical Mining, Data Visualization, Reporting), By User Type (Business Users, Data Analysts, IT Professionals), By Industry Vertical (BFSI, Retail & E-commerce, Manufacturing, Healthcare, Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Business Intelligence Market is projected to expand from USD 33.48 Billion in 2025 to USD 57.31 Billion by 2031, reflecting a compound annual growth rate of 9.37%. This market comprises the various technologies and strategic methodologies that businesses employ to analyze complex information for improved decision-making. Key drivers propelling this growth include the surging volume of organizational data and the critical need for immediate insights to secure competitive advantages across diverse industries. Additionally, the incorporation of artificial intelligence into analytics tools facilitates advanced predictive modeling and data visualization, serving as a primary accelerator for widespread market adoption.

Despite these positive indicators, the market confronts significant hurdles related to data quality and the intricacies of integration, which can severely restrict the utility of analytics solutions. Enterprises frequently encounter difficulties in merging scattered

data sources into the unified structure required for precise reporting. According to CompTIA, in 2024, merely 25% of companies indicated they had achieved their desired state of corporate data management. This lack of data maturity poses a substantial challenge, potentially hindering the broader trajectory and effectiveness of the business intelligence sector.

Market Driver

The incorporation of artificial intelligence and machine learning is fundamentally transforming the Global Business Intelligence Market by automating intricate analytical workflows. These advancements enable companies to evolve from traditional static reporting to dynamic predictive modeling, empowering users to detect distinct patterns and anticipate future trends with enhanced precision. The emergence of generative AI further democratizes access to data, permitting non-technical staff to query information using natural language instead of complex SQL code. According to the '2025 AI Research Report' by Rackspace Technology in June 2025, 83% of organizations anticipate increasing their AI expenditures over the coming five years to scale these capabilities. This reflects a transition toward autonomous systems that do more than report on past metrics; they proactively recommend strategic moves based on real-time pattern analysis.

Concurrently, the rapid uptake of cloud-based business intelligence platforms is broadening market access by offering infrastructure that is both scalable and adaptable. Cloud deployments remove the financial burden of on-premise hardware, ensuring real-time data availability for remote teams and facilitating seamless global collaboration. According to Rackspace Technology's '2025 State of Cloud Report' from January 2025, more than 90% of IT leaders intended to significantly revise their cloud strategies, signaling a major shift toward modernized, hybrid environments conducive to advanced analytics. This modernization stems from a pressing corporate requirement to use data for competitive advantages. As noted in Salesforce's 'State of Data and Analytics' report from November 2025, 76% of business leaders feel intensifying pressure to derive concrete value from data, leading organizations to prioritize agile, cloud-native BI platforms to satisfy these escalating strategic needs.

Market Challenge

Complexities surrounding data quality and integration represent a substantial barrier to the progress of the Global Business Intelligence Market. Although the market is driven by the demand for immediate insights and predictive capabilities, these sophisticated

functions become ineffective if the foundational data is fragmented or incorrect. When businesses fail to cohesively merge disparate data sources, the resulting information silos obstruct the comprehensive analysis necessary for strategic planning. As a result, prospective adopters may postpone investing in analytics platforms due to concerns that the results will be untrustworthy or that the expenses associated with data cleansing will exceed the potential returns.

This widespread lack of data readiness serves as a critical bottleneck limiting broader market growth. Without a unified and pristine data foundation, the advanced artificial intelligence features that power the market cannot operate at peak efficiency. According to TDWI findings in 2024, roughly 40% of enterprises did not possess clear protocols for detecting and correcting data quality problems. This substantial deficiency in data management maturity directly retards the uptake of business intelligence solutions, as organizations are compelled to solve these fundamental integration issues before they can successfully utilize the full power of modern analytical tools.

Market Trends

The rise of Embedded Business Intelligence is relocating analytics from isolated platforms directly into daily operational workflows. By integrating dashboards into core applications such as CRMs, companies remove the necessity for users to switch between systems, thereby ensuring that insights are readily available at the moment of decision-making. This context-sensitive strategy notably improves user engagement and operational fluidity. As highlighted in the 'Top Software Development Challenges for 2025' report by Reveal in November 2025, 81% of technology leaders have incorporated embedded analytics into their products to address increasing requirements. Consequently, this trend evolves data from a passive asset into an immediate catalyst for business execution.

At the same time, the deployment of Low-Code and No-Code BI platforms is democratizing the creation of dashboards, allowing non-technical employees to design complex analytical tools without needing programming skills. These visual interfaces permit citizen developers to quickly generate custom reports, effectively reducing the development backlog typically shouldered by IT departments. According to Mendix's 'Survey of the Low-Code Market' report from March 2025, 84% of enterprises confirmed that these tools successfully empower a wider array of staff to contribute to application development. This movement expedites the distribution of essential insights and transforms analytics into a capability accessible throughout the organization.

Key Market Players

- Microsoft Corporation

- Salesforce, Inc.

- SAP SE

- IBM Corporation

- Oracle Corporation

- QlikTech International AB

- SAS Institute Inc.

- Teradata Operations, Inc.

- Domo, Inc.

- ThoughtSpot Inc

Report Scope

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

- Business Intelligence Market, By Component

- Software

- Services

- Business Intelligence Market, By Deployment Model

- On-Premise

- Cloud-Based

%li%%li%Hybrid Model

%li%Business Intelligence Market, By Functionality

%li%%li%Data Warehousing

%li%%li%Online Analytical Processing

%li%%li%Online Analytical Mining

%li%%li%Data Visualization

%li%%li%Reporting

%li%Business Intelligence Market, By User Type

%li%%li%Business Users

%li%%li%Data Analysts

%li%%li%IT Professionals

%li%Business Intelligence Market, By Industry Vertical

%li%%li%BFSI

%li%%li%Retail & E-commerce

%li%%li%Manufacturing

%li%%li%Healthcare

%li%%li%Others

%li%Business Intelligence Market, By Region

%li%%li%North America

%li%%li%%li%United States

%li%%li%%li%Canada

%li%%li%%li%Mexico

%li%%li%Europe

%li%%li%%li%France

%li%%li%%li%United Kingdom

%li%%li%%li%Italy

%li%%li%%li%Germany

%li%%li%%li%Spain

%li%%li%Asia Pacific

%li%%li%%li%China

%li%%li%%li%India

%li%%li%%li%Japan

%li%%li%%li%Australia

%li%%li%%li%South Korea

%li%%li%South America

%li%%li%%li%Brazil

%li%%li%%li%Argentina

%li%%li%%li%Colombia

%li%%li%Middle East & Africa

%li%%li%%li%South Africa

%li%%li%%li%Saudi Arabia

%li%%li%%li%UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Business Intelligence Market.

Available Customizations:

Global Business Intelligence 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

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

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

4. VOICE OF CUSTOMER

5. GLOBAL BUSINESS INTELLIGENCE MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Component (Software, Services)
 - 5.2.2. By Deployment Model (On-Premise, Cloud-Based, Hybrid Model)
 - 5.2.3. By Functionality (Data Warehousing, Online Analytical Processing, Online Analytical Mining, Data Visualization, Reporting)

- 5.2.4. By User Type (Business Users, Data Analysts, IT Professionals)
- 5.2.5. By Industry Vertical (BFSI, Retail & E-commerce, Manufacturing, Healthcare, Others)
- 5.2.6. By Region
- 5.2.7. By Company (2025)
- 5.3. Market Map

6. NORTH AMERICA BUSINESS INTELLIGENCE MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Component
 - 6.2.2. By Deployment Model
 - 6.2.3. By Functionality
 - 6.2.4. By User Type
 - 6.2.5. By Industry Vertical
 - 6.2.6. By Country
- 6.3. North America: Country Analysis
 - 6.3.1. United States Business Intelligence Market Outlook
 - 6.3.1.1. Market Size & Forecast
 - 6.3.1.1.1. By Value
 - 6.3.1.2. Market Share & Forecast
 - 6.3.1.2.1. By Component
 - 6.3.1.2.2. By Deployment Model
 - 6.3.1.2.3. By Functionality
 - 6.3.1.2.4. By User Type
 - 6.3.1.2.5. By Industry Vertical
 - 6.3.2. Canada Business Intelligence Market Outlook
 - 6.3.2.1. Market Size & Forecast
 - 6.3.2.1.1. By Value
 - 6.3.2.2. Market Share & Forecast
 - 6.3.2.2.1. By Component
 - 6.3.2.2.2. By Deployment Model
 - 6.3.2.2.3. By Functionality
 - 6.3.2.2.4. By User Type
 - 6.3.2.2.5. By Industry Vertical
 - 6.3.3. Mexico Business Intelligence Market Outlook
 - 6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Component

6.3.3.2.2. By Deployment Model

6.3.3.2.3. By Functionality

6.3.3.2.4. By User Type

6.3.3.2.5. By Industry Vertical

7. EUROPE BUSINESS INTELLIGENCE MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Component

7.2.2. By Deployment Model

7.2.3. By Functionality

7.2.4. By User Type

7.2.5. By Industry Vertical

7.2.6. By Country

7.3. Europe: Country Analysis

7.3.1. Germany Business Intelligence Market Outlook

7.3.1.1. Market Size & Forecast

7.3.1.1.1. By Value

7.3.1.2. Market Share & Forecast

7.3.1.2.1. By Component

7.3.1.2.2. By Deployment Model

7.3.1.2.3. By Functionality

7.3.1.2.4. By User Type

7.3.1.2.5. By Industry Vertical

7.3.2. France Business Intelligence Market Outlook

7.3.2.1. Market Size & Forecast

7.3.2.1.1. By Value

7.3.2.2. Market Share & Forecast

7.3.2.2.1. By Component

7.3.2.2.2. By Deployment Model

7.3.2.2.3. By Functionality

7.3.2.2.4. By User Type

7.3.2.2.5. By Industry Vertical

7.3.3. United Kingdom Business Intelligence Market Outlook

- 7.3.3.1. Market Size & Forecast
 - 7.3.3.1.1. By Value
- 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Component
 - 7.3.3.2.2. By Deployment Model
 - 7.3.3.2.3. By Functionality
 - 7.3.3.2.4. By User Type
 - 7.3.3.2.5. By Industry Vertical
- 7.3.4. Italy Business Intelligence Market Outlook
 - 7.3.4.1. Market Size & Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Component
 - 7.3.4.2.2. By Deployment Model
 - 7.3.4.2.3. By Functionality
 - 7.3.4.2.4. By User Type
 - 7.3.4.2.5. By Industry Vertical
- 7.3.5. Spain Business Intelligence Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast
 - 7.3.5.2.1. By Component
 - 7.3.5.2.2. By Deployment Model
 - 7.3.5.2.3. By Functionality
 - 7.3.5.2.4. By User Type
 - 7.3.5.2.5. By Industry Vertical

8. ASIA PACIFIC BUSINESS INTELLIGENCE MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Component
 - 8.2.2. By Deployment Model
 - 8.2.3. By Functionality
 - 8.2.4. By User Type
 - 8.2.5. By Industry Vertical
 - 8.2.6. By Country
- 8.3. Asia Pacific: Country Analysis

- 8.3.1. China Business Intelligence Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Component
 - 8.3.1.2.2. By Deployment Model
 - 8.3.1.2.3. By Functionality
 - 8.3.1.2.4. By User Type
 - 8.3.1.2.5. By Industry Vertical
- 8.3.2. India Business Intelligence Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Component
 - 8.3.2.2.2. By Deployment Model
 - 8.3.2.2.3. By Functionality
 - 8.3.2.2.4. By User Type
 - 8.3.2.2.5. By Industry Vertical
- 8.3.3. Japan Business Intelligence Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Component
 - 8.3.3.2.2. By Deployment Model
 - 8.3.3.2.3. By Functionality
 - 8.3.3.2.4. By User Type
 - 8.3.3.2.5. By Industry Vertical
- 8.3.4. South Korea Business Intelligence Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast
 - 8.3.4.2.1. By Component
 - 8.3.4.2.2. By Deployment Model
 - 8.3.4.2.3. By Functionality
 - 8.3.4.2.4. By User Type
 - 8.3.4.2.5. By Industry Vertical
- 8.3.5. Australia Business Intelligence Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value

8.3.5.2. Market Share & Forecast

- 8.3.5.2.1. By Component
- 8.3.5.2.2. By Deployment Model
- 8.3.5.2.3. By Functionality
- 8.3.5.2.4. By User Type
- 8.3.5.2.5. By Industry Vertical

9. MIDDLE EAST & AFRICA BUSINESS INTELLIGENCE MARKET OUTLOOK

9.1. Market Size & Forecast

- 9.1.1. By Value

9.2. Market Share & Forecast

- 9.2.1. By Component
- 9.2.2. By Deployment Model
- 9.2.3. By Functionality
- 9.2.4. By User Type
- 9.2.5. By Industry Vertical
- 9.2.6. By Country

9.3. Middle East & Africa: Country Analysis

9.3.1. Saudi Arabia Business Intelligence Market Outlook

9.3.1.1. Market Size & Forecast

- 9.3.1.1.1. By Value

9.3.1.2. Market Share & Forecast

- 9.3.1.2.1. By Component
- 9.3.1.2.2. By Deployment Model
- 9.3.1.2.3. By Functionality
- 9.3.1.2.4. By User Type
- 9.3.1.2.5. By Industry Vertical

9.3.2. UAE Business Intelligence Market Outlook

9.3.2.1. Market Size & Forecast

- 9.3.2.1.1. By Value

9.3.2.2. Market Share & Forecast

- 9.3.2.2.1. By Component
- 9.3.2.2.2. By Deployment Model
- 9.3.2.2.3. By Functionality
- 9.3.2.2.4. By User Type
- 9.3.2.2.5. By Industry Vertical

9.3.3. South Africa Business Intelligence Market Outlook

9.3.3.1. Market Size & Forecast

- 9.3.3.1.1. By Value
- 9.3.3.2. Market Share & Forecast
 - 9.3.3.2.1. By Component
 - 9.3.3.2.2. By Deployment Model
 - 9.3.3.2.3. By Functionality
 - 9.3.3.2.4. By User Type
 - 9.3.3.2.5. By Industry Vertical

10. SOUTH AMERICA BUSINESS INTELLIGENCE MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Component
 - 10.2.2. By Deployment Model
 - 10.2.3. By Functionality
 - 10.2.4. By User Type
 - 10.2.5. By Industry Vertical
 - 10.2.6. By Country
- 10.3. South America: Country Analysis
 - 10.3.1. Brazil Business Intelligence Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Component
 - 10.3.1.2.2. By Deployment Model
 - 10.3.1.2.3. By Functionality
 - 10.3.1.2.4. By User Type
 - 10.3.1.2.5. By Industry Vertical
 - 10.3.2. Colombia Business Intelligence Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Component
 - 10.3.2.2.2. By Deployment Model
 - 10.3.2.2.3. By Functionality
 - 10.3.2.2.4. By User Type
 - 10.3.2.2.5. By Industry Vertical
 - 10.3.3. Argentina Business Intelligence Market Outlook

10.3.3.1. Market Size & Forecast

10.3.3.1.1. By Value

10.3.3.2. Market Share & Forecast

10.3.3.2.1. By Component

10.3.3.2.2. By Deployment Model

10.3.3.2.3. By Functionality

10.3.3.2.4. By User Type

10.3.3.2.5. By Industry Vertical

11. MARKET DYNAMICS

11.1. Drivers

11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

12.1. Merger & Acquisition (If Any)

12.2. Product Launches (If Any)

12.3. Recent Developments

13. GLOBAL BUSINESS INTELLIGENCE MARKET: SWOT ANALYSIS

14. PORTER'S FIVE FORCES ANALYSIS

14.1. Competition in the Industry

14.2. Potential of New Entrants

14.3. Power of Suppliers

14.4. Power of Customers

14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

15.1. Microsoft Corporation

15.1.1. Business Overview

15.1.2. Products & Services

15.1.3. Recent Developments

15.1.4. Key Personnel

15.1.5. SWOT Analysis

15.2. Salesforce, Inc.

- 15.3. SAP SE
- 15.4. IBM Corporation
- 15.5. Oracle Corporation
- 15.6. QlikTech International AB
- 15.7. SAS Institute Inc.
- 15.8. Teradata Operations, Inc.
- 15.9. Domo, Inc.
- 15.10. ThoughtSpot Inc

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

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