

# **Data Visualization Tools Market - Global Industry Size, Share, Trends, Opportunity, and Forecast Segmented By Offering (Software, Service), By Deployment Model (On-premise, Cloud), By Enterprise Size (Large Enterprises, SMEs), By Application (Supply Chain, Sales and Marketing, Finance, Human resources (HR), Others), By Industry Vertical (BFSI, IT & Telecommunications, Retail & E-Commerce, Healthcare, Media & Entertainment, Travel & Hospitality, and Others), By Region, By Competition, 2021-2031F**

<https://marketpublishers.com/r/DFED58BB5F7FEN.html>

Date: January 2026

Pages: 185

Price: US\$ 4,500.00 (Single User License)

ID: DFED58BB5F7FEN

## **Abstracts**

The Global Data Visualization Tools Market is projected to expand from USD 9.82 Billion in 2025 to USD 17.72 Billion by 2031, registering a CAGR of 10.34%. These software solutions are engineered to convert intricate datasets into graphical formats, such as charts, heat maps, and infographics, which allow users to spot trends, correlations, and patterns that might otherwise be hidden in raw numbers. Current market momentum is driven by factors such as the explosive increase in enterprise data, the rising need for immediate decision-making capabilities, and the democratization of analytics that permits non-technical staff to conduct independent analyses. Reinforcing this trend, the Data Visualization Society reported in 2024 that 42% of industry respondents named data visualization as their main professional focus, highlighting the growing reliance on these skills in the modern workplace.

Despite this growth, the market encounters a major hurdle regarding a widespread gap

in data literacy. Although these tools are increasingly accessible, there is a scarcity of personnel who can correctly interpret visual data or construct effective dashboards. This shortage creates a risk of misinterpretation and flawed strategic planning, which may hinder broader adoption within organizations that lack technical maturity.

## **Market Driver**

The incorporation of artificial intelligence to provide automated insights is significantly transforming the Global Data Visualization Tools Market by reducing technical obstacles and speeding up the time it takes to gain insights. AI-driven capabilities, including natural language querying and automated pattern recognition, enable business users to create sophisticated visualizations without needing coding expertise, effectively widening the user base beyond data scientists. This movement toward democratized, intelligent analytics is demonstrated by the swift adoption of these tools globally, prompting vendors to prioritize them to remain competitive. As noted in Microsoft's 'AI Diffusion Report' from November 2025, over 1.2 billion individuals have utilized AI tools within a span of less than three years, demonstrating the immense demand for automated intelligence that drives modern visualization software.

At the same time, the rapid escalation in the volume and complexity of big data serves as a crucial catalyst, forcing organizations to implement advanced visualization solutions that can synthesize massive streams of information. As businesses gather diverse datasets from digital interactions and IoT devices, traditional spreadsheet methods are becoming insufficient, creating a need for robust analytical tools. According to the 'State of Data and Analytics, 2nd Edition' report by Salesforce in October 2025, leaders in data and analytics estimate their organization's data volumes are increasing by 30% per year, a trend that necessitates scalable visualization infrastructure. Despite this increase in data, there is still significant market potential; the 'Your guide to 2025 data and analytics megatrends' report by Sisense in November 2025 indicates that business intelligence penetration is only around 30%, suggesting a large opportunity for vendors to address the remaining market with advanced, user-focused solutions.

## **Market Challenge**

The pervasive data literacy gap constitutes a substantial impediment to the expansion of the Global Data Visualization Tools Market. Although vendors continuously enhance the analytical depth of their software, a significant portion of the workforce lacks the requisite skills to accurately interpret complex visual data or configure meaningful

dashboards. This deficiency often results in the underutilization of expensive platforms and increases the risk of erroneous strategic decisions based on misinterpreted graphics. As organizations struggle to derive consistent value from their investments due to this human capital constraint, they frequently delay scaling their software deployments, thereby reducing overall market momentum.

Illustrating the magnitude of this issue, according to the World Economic Forum, in 2025, 63% of employers reported that skills gaps remain the principal barrier to effective business transformation. This statistic indicates that the shortage of analytically capable personnel is not merely an operational inconvenience but a strategic blockade. When businesses cannot secure the talent necessary to leverage data visualization effectively, the demand for these tools naturally stagnates, directly curbing the market's potential revenue growth.

## **Market Trends**

The expansion of embedded analytics in business workflows is fundamentally altering how organizations consume data by integrating visualization capabilities directly into operational applications. Instead of forcing users to toggle between disparate dashboards and business software, this trend embeds real-time insights within the daily tools used by employees, such as CRM and ERP systems, thereby preserving context and streamlining decision-making processes. This seamless integration addresses the inefficiency of context switching and ensures that data is accessible at the exact moment of action, moving beyond the limitations of standalone reporting tools. Validating this shift, according to Reveal BI, November 2025, in the 'Top Software Development Challenges for 2025' report, 81% of data analytics users now utilize embedded analytics, highlighting a massive migration toward integrated data experiences.

Simultaneously, there is a growing emphasis on data storytelling and narrative visualization to bridge the gap between complex analytical outputs and human comprehension. As data volumes surge, static charts often fail to convey the underlying "why" behind trends; consequently, vendors are developing features that combine visual data with narrative elements to guide user interpretation and foster a stronger data culture. This approach creates a structured narrative around datasets, enabling non-technical stakeholders to grasp insights without requiring advanced analytical training or manual investigation. Illustrating the adoption of this method, according to Venngage, September 2025, in the 'Design and Marketing Predictions vs. Reality in 2025' report, 34% of marketing teams reported utilizing subject matter-specific storytelling in their

campaigns, demonstrating the increasing reliance on narrative techniques to drive engagement and understanding.

## **Key Market Players**

Tableau Software

Looker Data Sciences, Inc.

Qlik

Domo, Inc.

SAS Institute Inc.

TIBCO Software Inc.

IBM Corporation

MicroStrategy Incorporated

Sisense Inc.

Looker Data Sciences, Inc.

## **Report Scope**

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

Data Visualization Tools Market, By Offering

Software

Service

Data Visualization Tools Market, By Deployment Model

On-premise

Cloud

### Data Visualization Tools Market, By Enterprise Size

Large Enterprises

SMEs

### Data Visualization Tools Market, By Application

Supply Chain

Sales and Marketing

Finance

Human resources (HR)

Others

### Data Visualization Tools Market, By Industry Vertical

BFSI

IT & Telecommunications

Retail & E-Commerce

Healthcare

Media & Entertainment

Travel & Hospitality

Others

## Data Visualization Tools 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 Data Visualization Tools Market.

### **Available Customizations:**

Global Data Visualization Tools 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).

## 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 DATA VISUALIZATION TOOLS MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Offering (Software, Service)
  - 5.2.2. By Deployment Model (On-premise, Cloud)
  - 5.2.3. By Enterprise Size (Large Enterprises, SMEs)
  - 5.2.4. By Application (Supply Chain, Sales and Marketing, Finance, Human resources)

(HR), Others)

5.2.5. By Industry Vertical (BFSI, IT & Telecommunications, Retail & E-Commerce, Healthcare, Media & Entertainment, Travel & Hospitality, Others)

5.2.6. By Region

5.2.7. By Company (2025)

5.3. Market Map

## **6. NORTH AMERICA DATA VISUALIZATION TOOLS MARKET OUTLOOK**

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Offering

6.2.2. By Deployment Model

6.2.3. By Enterprise Size

6.2.4. By Application

6.2.5. By Industry Vertical

6.2.6. By Country

6.3. North America: Country Analysis

6.3.1. United States Data Visualization Tools 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 Offering

6.3.1.2.2. By Deployment Model

6.3.1.2.3. By Enterprise Size

6.3.1.2.4. By Application

6.3.1.2.5. By Industry Vertical

6.3.2. Canada Data Visualization Tools 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 Offering

6.3.2.2.2. By Deployment Model

6.3.2.2.3. By Enterprise Size

6.3.2.2.4. By Application

6.3.2.2.5. By Industry Vertical

6.3.3. Mexico Data Visualization Tools 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 Offering
  - 6.3.3.2.2. By Deployment Model
  - 6.3.3.2.3. By Enterprise Size
  - 6.3.3.2.4. By Application
  - 6.3.3.2.5. By Industry Vertical

## **7. EUROPE DATA VISUALIZATION TOOLS MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Offering
  - 7.2.2. By Deployment Model
  - 7.2.3. By Enterprise Size
  - 7.2.4. By Application
  - 7.2.5. By Industry Vertical
  - 7.2.6. By Country
- 7.3. Europe: Country Analysis
  - 7.3.1. Germany Data Visualization Tools 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 Offering
      - 7.3.1.2.2. By Deployment Model
      - 7.3.1.2.3. By Enterprise Size
      - 7.3.1.2.4. By Application
      - 7.3.1.2.5. By Industry Vertical
  - 7.3.2. France Data Visualization Tools 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 Offering
      - 7.3.2.2.2. By Deployment Model
      - 7.3.2.2.3. By Enterprise Size
      - 7.3.2.2.4. By Application
      - 7.3.2.2.5. By Industry Vertical
  - 7.3.3. United Kingdom Data Visualization Tools 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 Offering
  - 7.3.3.2.2. By Deployment Model
  - 7.3.3.2.3. By Enterprise Size
  - 7.3.3.2.4. By Application
  - 7.3.3.2.5. By Industry Vertical
- 7.3.4. Italy Data Visualization Tools 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 Offering
    - 7.3.4.2.2. By Deployment Model
    - 7.3.4.2.3. By Enterprise Size
    - 7.3.4.2.4. By Application
    - 7.3.4.2.5. By Industry Vertical
- 7.3.5. Spain Data Visualization Tools 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 Offering
    - 7.3.5.2.2. By Deployment Model
    - 7.3.5.2.3. By Enterprise Size
    - 7.3.5.2.4. By Application
    - 7.3.5.2.5. By Industry Vertical

## **8. ASIA PACIFIC DATA VISUALIZATION TOOLS MARKET OUTLOOK**

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

### 8.3.1. China Data Visualization Tools 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 Offering

##### 8.3.1.2.2. By Deployment Model

##### 8.3.1.2.3. By Enterprise Size

##### 8.3.1.2.4. By Application

##### 8.3.1.2.5. By Industry Vertical

### 8.3.2. India Data Visualization Tools 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 Offering

##### 8.3.2.2.2. By Deployment Model

##### 8.3.2.2.3. By Enterprise Size

##### 8.3.2.2.4. By Application

##### 8.3.2.2.5. By Industry Vertical

### 8.3.3. Japan Data Visualization Tools 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 Offering

##### 8.3.3.2.2. By Deployment Model

##### 8.3.3.2.3. By Enterprise Size

##### 8.3.3.2.4. By Application

##### 8.3.3.2.5. By Industry Vertical

### 8.3.4. South Korea Data Visualization Tools 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 Offering

##### 8.3.4.2.2. By Deployment Model

##### 8.3.4.2.3. By Enterprise Size

##### 8.3.4.2.4. By Application

##### 8.3.4.2.5. By Industry Vertical

### 8.3.5. Australia Data Visualization Tools 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 Offering
- 8.3.5.2.2. By Deployment Model
- 8.3.5.2.3. By Enterprise Size
- 8.3.5.2.4. By Application
- 8.3.5.2.5. By Industry Vertical

## **9. MIDDLE EAST & AFRICA DATA VISUALIZATION TOOLS MARKET OUTLOOK**

### 9.1. Market Size & Forecast

- 9.1.1. By Value

### 9.2. Market Share & Forecast

- 9.2.1. By Offering
- 9.2.2. By Deployment Model
- 9.2.3. By Enterprise Size
- 9.2.4. By Application
- 9.2.5. By Industry Vertical
- 9.2.6. By Country

### 9.3. Middle East & Africa: Country Analysis

#### 9.3.1. Saudi Arabia Data Visualization Tools 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 Offering
  - 9.3.1.2.2. By Deployment Model
  - 9.3.1.2.3. By Enterprise Size
  - 9.3.1.2.4. By Application
  - 9.3.1.2.5. By Industry Vertical

#### 9.3.2. UAE Data Visualization Tools 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 Offering
  - 9.3.2.2.2. By Deployment Model
  - 9.3.2.2.3. By Enterprise Size
  - 9.3.2.2.4. By Application
  - 9.3.2.2.5. By Industry Vertical

#### 9.3.3. South Africa Data Visualization Tools 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 Offering
  - 9.3.3.2.2. By Deployment Model
  - 9.3.3.2.3. By Enterprise Size
  - 9.3.3.2.4. By Application
  - 9.3.3.2.5. By Industry Vertical

## **10. SOUTH AMERICA DATA VISUALIZATION TOOLS MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Offering
  - 10.2.2. By Deployment Model
  - 10.2.3. By Enterprise Size
  - 10.2.4. By Application
  - 10.2.5. By Industry Vertical
  - 10.2.6. By Country
- 10.3. South America: Country Analysis
  - 10.3.1. Brazil Data Visualization Tools 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 Offering
      - 10.3.1.2.2. By Deployment Model
      - 10.3.1.2.3. By Enterprise Size
      - 10.3.1.2.4. By Application
      - 10.3.1.2.5. By Industry Vertical
  - 10.3.2. Colombia Data Visualization Tools 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 Offering
      - 10.3.2.2.2. By Deployment Model
      - 10.3.2.2.3. By Enterprise Size
      - 10.3.2.2.4. By Application
      - 10.3.2.2.5. By Industry Vertical
  - 10.3.3. Argentina Data Visualization Tools 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 Offering

##### 10.3.3.2.2. By Deployment Model

##### 10.3.3.2.3. By Enterprise Size

##### 10.3.3.2.4. By Application

##### 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 DATA VISUALIZATION TOOLS 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. Tableau Software

#### 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. Looker Data Sciences, Inc.

- 15.3. Qlik
- 15.4. Domo, Inc.
- 15.5. SAS Institute Inc.
- 15.6. TIBCO Software Inc.
- 15.7. IBM Corporation
- 15.8. MicroStrategy Incorporated
- 15.9. Sisense Inc.
- 15.10. Looker Data Sciences, Inc.

## **16. STRATEGIC RECOMMENDATIONS**

## **17. ABOUT US & DISCLAIMER**

## I would like to order

Product name: Data Visualization Tools Market - Global Industry Size, Share, Trends, Opportunity, and Forecast Segmented By Offering (Software, Service), By Deployment Model (On-premise, Cloud), By Enterprise Size (Large Enterprises, SMEs), By Application (Supply Chain, Sales and Marketing, Finance, Human resources (HR), Others), By Industry Vertical (BFSI, IT & Telecommunications, Retail & E-Commerce, Healthcare, Media & Entertainment, Travel & Hospitality, and Others), By Region, By Competition, 2021-2031F

Product link: <https://marketpublishers.com/r/DFED58BB5F7FEN.html>

Price: US\$ 4,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/DFED58BB5F7FEN.html>