

Alternative data Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Data Type (Web and Social Media Data, Satellite and Geolocation Data, Financial and Transaction Data, Consumer Behavior Data, Healthcare and Life Sciences, Others), By Delivery Model (Subscription-Based, Pay-Per-Use or Pay-Per-Access and Data as a Service (DaaS)), By End-User Industry (Financial Services and Investment Firms, Hedge Funds and Asset Management, Private Equity and Venture Capital, Healthcare and Life Sciences), By Region & Competition, 2021-2031F

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Abstracts

The Global Alternative data Market will grow from USD 4.45 Billion in 2025 to USD 29.82 Billion by 2031 at a 37.31% CAGR. The Global Alternative Data Market encompasses non-traditional information sets derived from digital footprints, such as satellite imagery, social media sentiment, and credit card transaction logs, which investors utilize to gain unique economic insights.

Key Market Drivers

Rising Institutional Demand for Alpha-Generating Investment Insights acts as a primary market accelerator as asset managers seek to outperform benchmarks in an increasingly efficient market. With traditional financial data offering diminishing

competitive advantages, funds are aggressively increasing capital allocation toward non-traditional datasets to identify idiosyncratic risks and opportunities.

Key Market Challenges

Strict data privacy regulations and compliance requirements act as a primary constraint on the scalability of the Global Alternative Data Market. As asset managers seek to leverage non-traditional information, the complexity of adhering to diverse legal frameworks regarding material non-public information and consumer privacy significantly increases operational costs. These legal obligations compel firms to implement rigorous and time-consuming due diligence processes to ensure all ingested data is compliant, which directly delays the deployment of new strategies and erodes the speed advantage that alternative data intends to provide.

Key Market Trends

The Emergence of Synthetic Data for AI Model Training represents a transformative shift in the market, addressing the scarcity of high-quality, privacy-compliant historical datasets required for advanced analytics. As financial institutions increasingly deploy Generative AI, they face critical shortages of real-world data for training robust models without violating consumer privacy or data residency laws. Synthetic data—artificially generated information that mirrors the statistical properties of real-world assets—enables firms to simulate rare market events and train algorithms on 'what-if' scenarios that historical data cannot provide.

Key Market Players

Bloomberg LP

FactSet Research Systems Inc.

S&P Global Inc.

Thomson Reuters Corporation

IHS Markit Ltd.

QUANDL INC.

YIPITDATA INC

Eagle Alpha Ltd

1010data Inc

Thinknum Alternative Data Inc

Report Scope:

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

Alternative data Market, By Delivery Model:

Subscription-Based

Pay-Per-Use or Pay-Per-Access and Data as a Service (DaaS)

Alternative data Market, By End-User Industry:

Financial Services and Investment Firms

Hedge Funds and Asset Management

Private Equity and Venture Capital

Healthcare and Life Sciences

Alternative data 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 Alternative data Market.

Available Customizations:

Global Alternative data 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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