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# Global Master Data Management Market By Solution (Product MDM, Customer MDM & Others), By Deployment Type (On-Premise & Cloud), By Enterprise Size (Large Enterprise & SME), By End User Industry (Government & Defense, BFSI & Others), By Region, Competition, Forecast & Opportunities, 2024

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## Abstracts

Global master data management market stood at $ 1.6 billion and is projected to grow at a double digit CAGR of 14% to reach $ 3.4 billion by 2024 on account of increasing demand for managing large amount of data. Master data management ensures availability of consistent and accurate data source for transactions and also helps to manage and define the critical data of an organization to provide data integration at a single point of reference. Increasing need for compliance and verification coupled with increasing penetration of IoT in various end user industries is further anticipated to drive global master data management market through 2024.

Master data management market can be segmented based on the solution, deployment type, enterprise size and End Use industry. In terms of solution, the market can be segmented into Product Master Data Management (PMDM), Customer MDM, Supplier MDM and Multi-domain MDM Solution. On account of operational benefits of multi-domain MDM solutions, the segment is expected to grow at the highest CAGR during forecast period. Based on the deployment type, the market can be bifurcated into on-premise and cloud. On-premise segment accounts for major share in global master data management market as the segment provides total control over the security of sensitive data of the enterprise and the data exists on dedicated server which is separated from business data of any other organization. Master data management caters to various end

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user industries such as government & defense, BFSI, IT & telecom, retail, energy and utility and others. BFSI segment is likely to hold the largest share during forecast period as the sector generates large amount of data from transactions and comprise other crucial information.

Regionally, the market for master data management is gaining traction and expanding to various regions including Asia-Pacific, North America, Europe, South America and Middle East & Africa. In 2018, North America, followed by Europe, dominated the global master data management market, however, Asia Pacific is expected to grow at the fastest pace during the forecast period.

The major players operating in global master data management market include Orcale Corporation, SAP SE, IBM Corporation, Informatica LLC, Stibo Systems A/S, etc. Major companies are developing advanced technologies and launching new products in order to stay competitive in the market. Other competitive strategies include mergers & acquisitions and new product developments. In 2018, TIBCO software Inc acquired the leading company in MDM solutions, i.e., Orchestra Networks Inc.

Years considered for this report:

Historical Years: 2014-2017

Base Year: 2018

Estimated Year: 2019

Forecast Period: 2020–2024

Objective of the Study:

To analyze and forecast the market size of global master data management market.

To classify and forecast global master data management market based on solution, deployment type, enterprise size, Deployment Type industry and regional distribution.

To identify drivers and challenges for global master data management market.

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To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in global master data management market.

To identify and analyze the profile of leading players operating in global master data management market.

Some of the leading players in global master data management market include IBM Corporation, SAP SE, Informatica LLC, Riversand Technologies, Inc., TIBCO Software Inc., Stibo Systems A/S, Riversand Technologies, Inc., Reltio Inc., PROFISEE GROUP, INC., Enterworks, Inc., etc.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of service providers across the globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the service providers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the service offerings, distribution channels and presence of all major service providers across the globe.

TechSci Research calculated the market size of global master data management market using a bottom-up approach, wherein data for various Deployment Type segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Master data management service providers

Security and intelligence service providers

Research organizations and consulting companies

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Government bodies such as regulating authorities and policy makers

Organizations, forums and alliances related to master data management

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as service providers and partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, global master data management market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Market, By Solution:

Product MDM

Customer MDM

Supplier MDM

Multi-domain MDM Solution

Market, By Deployment Type:

On-premise

Cloud based

Market, By Enterprise Size:

Large Enterprises

Small & Medium Sized Enterprises

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Market, By End User Industry:

- BFSI
- IT & Telecom
- Government & Defense
- Retail
- Energy & Utility
- Others

Market, By Region:

- North America
  - United States
  - Mexico
  - Canada
- Europe
  - United Kingdom
  - Germany
  - Norway
  - Sweden
  - France
- Asia-Pacific
  - China

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- Japan
- South Korea
- India
- Australia

Middle East & Africa

- Saudi Arabia
- UAE
- South Africa
- Qatar

South America

- Brazil
- Argentina
- Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in global master data management market.

Available Customizations:

With the given market data, TechSci Research offers customizations according the company's specific needs. The following customization options are available for the report:

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## Company Information

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

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