

# **Asia Pacific Alternative Data Market Forecast to 2030 - Regional Analysis - by Data Type [Credit and Debit Card Transactions, Email Receipts, Geo-location (Foot Traffic) Records, Mobile Application Usage, Satellite and Weather Data, and Others] and Industry (Automotive, BFSI, Energy Industrial, IT and Telecommunications, Media and Entertainment, and Others)**

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## **Abstracts**

The Asia Pacific alternative data market was valued at US\$ 1,220.24 million in 2022 and is expected to reach US\$ 42,401.00 million by 2030; it is estimated to grow at a CAGR of 55.8% from 2022 to 2030.

### **Growth of Energy Industry Fuels the Asia Pacific Alternative Data Market**

Energy is considered one of the largest and fastest-growing industries. According to Exxon Mobil Corporation, the global energy demand will rise by ~15% in 2050 compared to 2021 due to population and prosperity. The rise in population will generate the demand for electric power, contributing to the growing need and demand from various end-use industries, such as commercial transportation, manufacturing, construction, and infrastructure. All these industries require electricity for workflow at some point.

Energy companies can leverage the benefits of alternative data into their R&D, marketing, investment, risk analysis, and other key processes to fuel their business growth. It will help business managers and investors to make informed business

decisions with the help of real-time business insights. The benefits of adopting digital solutions in the energy industry can further generate the demand for the use of alternative data. Therefore, the growing energy industry is anticipated to provide growth opportunities for the Asia Pacific alternative data market during the forecast period.

## Asia Pacific Alternative Data Market Overview

Asia Pacific (APAC) is a diverse region with a large population and a growing digital economy, contributing to the surge in data. APAC has been at the forefront of data computing adoption due to the proliferation of IoT devices, smart cities initiatives, and the need for real-time data processing. APAC has witnessed a significant increase in internet penetration rates, leading to a surge in data consumption and the need for localized data processing. According to GSM Association, the IT industry plays a vital role in extending connectivity across the world. In 2021, the number of internet subscribers reached 4.2 billion globally. Furthermore, APAC accounted for 59% of internet subscribers in 2021, and is projected to reach ~62% by 2025. The rise of internet penetration is directly linked to increasing internet usage. Moreover, the rollout of 5G networks is expected to increase internet usage by enabling faster data speed, lower latency, and higher data device density. According to GSM Association, the 5G users in APAC reached 8% in 2021, and is likely to increase up to 25% by 2025. Therefore, the rise in internet penetration leads to increased data generation, which needs to be processed and analyzed to gain insights. Alternative data play a crucial role in providing insights to enhance business growth, which further leads to its adoption among various companies.

## Asia Pacific Alternative Data Market Revenue and Forecast to 2030 (US\$ Mn)

### Asia Pacific Alternative Data Market Segmentation

The Asia Pacific alternative data market is segmented into data type, industry, and country.

Based on data type, the Asia Pacific alternative data market is segmented credit and debit card transactions, email receipts, geo-location (foot traffic) records, mobile application usage, satellite and weather data, and others. The credit and debit card transactions segment held the largest market share in 2022.

Based on industry, the Asia Pacific alternative data market is segmented into automotive, BFSI, energy industrial, IT and telecommunications, media & entertainment,

and others. The BFSI segment held the largest market share in 2022.

Based on country, the Asia Pacific alternative data market is segmented to Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific. China dominated the Asia Pacific alternative data market share in 2022.

Dataminr Inc, Eagle Alpha Ltd, FactSet Research Systems Inc, Moody's Analytics Inc, Preqin Ltd, Refinitiv Ltd, and Visible Alpha LLC are some of the leading companies operating in the Asia Pacific alternative data market.

## Contents

### **1. INTRODUCTION**

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

### **2. EXECUTIVE SUMMARY**

- 2.1 Key Insights
- 2.2 Market Attractiveness

### **3. RESEARCH METHODOLOGY**

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

### **4. ASIA PACIFIC ALTERNATIVE DATA MARKET LANDSCAPE**

- 4.1 Overview
- 4.2 PEST Analysis
- 4.3 Ecosystem Analysis
- 4.4 Premium Insights
  - 4.4.1 List of Alternative Data Suppliers

### **5. ASIA PACIFIC ALTERNATIVE DATA MARKET - KEY INDUSTRY DYNAMICS**

- 5.1 Asia Pacific Alternative Data Market - Key Industry Dynamics
- 5.2 Market Drivers
  - 5.2.1 Rising E-Commerce Industry
  - 5.2.2 Increasing Demand from Hedge Funds
  - 5.2.3 Growing Digitalization
- 5.3 Market Restraints
  - 5.3.1 Regulatory Concerns
  - 5.3.2 Data Security Issues
- 5.4 Market Opportunities
  - 5.4.1 Shift Towards Artificial Intelligence
  - 5.4.2 Growth of Energy Industry

## 5.5 Future Trends

### 5.5.1 Advent of IoT, Big Data, and Machine Learning

## 5.6 Impact of Drivers and Restraints:

## **6. ALTERNATIVE DATA MARKET - ASIA PACIFIC MARKET ANALYSIS**

### 6.1 Asia Pacific Alternative Data Market Revenue (US\$ Million), 2022 - 2030

### 6.2 Asia Pacific Alternative Data Market Forecast and Analysis

## **7. ASIA PACIFIC ALTERNATIVE DATA MARKET ANALYSIS - DATA TYPE**

### 7.1 Credit and Debit Card Transactions

#### 7.1.1 Overview

#### 7.1.2 Credit and Debit Card Transactions Market, Revenue and Forecast to 2030 (US\$ Million)

### 7.2 Email Receipts

#### 7.2.1 Overview

#### 7.2.2 Email Receipts Market, Revenue and Forecast to 2030 (US\$ Million)

### 7.3 Mobile Industry Usage

#### 7.3.1 Overview

#### 7.3.2 Mobile Industry Usage Market Revenue and Forecast to 2030 (US\$ Million)

### 7.4 Satellite and Weather Data

#### 7.4.1 Overview

#### 7.4.2 Satellite and Weather Data Market Revenue and Forecast to 2030 (US\$ Million)

### 7.5 Social and Sentiment Data

#### 7.5.1 Overview

#### 7.5.2 Social and Sentiment Data Market Revenue and Forecast to 2030 (US\$ Million)

### 7.6 Others

#### 7.6.1 Overview

#### 7.6.2 Others Market Revenue and Forecast to 2030 (US\$ Million)

## **8. ASIA PACIFIC ALTERNATIVE DATA MARKET ANALYSIS - INDUSTRY**

### 8.1 Automotive and Transportation

#### 8.1.1 Overview

#### 8.1.2 Automotive and Transportation Market Revenue, and Forecast to 2030 (US\$ Million)

### 8.2 BFSI

#### 8.2.1 Overview

8.2.2 BFSI Market Revenue, and Forecast to 2030 (US\$ Million)

8.3 Retail

8.3.1 Overview

8.3.2 Retail Market Revenue, and Forecast to 2030 (US\$ Million)

8.4 IT and Telecommunications

8.4.1 Overview

8.4.2 IT and Telecommunications Market Revenue, and Forecast to 2030 (US\$ Million)

8.5 Media and Entertainment

8.5.1 Overview

8.5.2 Media and Entertainment Market Revenue, and Forecast to 2030 (US\$ Million)

8.6 Others

8.6.1 Overview

8.6.2 Others Market Revenue, and Forecast to 2030 (US\$ Million)

## **9. ASIA PACIFIC ALTERNATIVE DATA MARKET - COUNTRY ANALYSIS**

9.1 Overview

9.1.1 Asia Pacific Alternative Data Market Revenue and Forecasts and Analysis - By Country

9.1.1.1 Asia Pacific Alternative Data Market Revenue and Forecasts and Analysis - By Country

9.1.1.2 Australia: Asia Pacific Alternative Data Market Revenue and Forecasts to 2030 (US\$ Mn)

9.1.1.2.1 Australia: Asia Pacific Alternative Data Market Breakdown by Data Type

9.1.1.2.2 Australia: Asia Pacific Alternative Data Market Breakdown by Industry

9.1.1.3 China: Asia Pacific Alternative Data Market Revenue and Forecasts to 2030 (US\$ Mn)

9.1.1.3.1 China: Asia Pacific Alternative Data Market Breakdown by Data Type

9.1.1.3.2 China: Asia Pacific Alternative Data Market Breakdown by Industry

9.1.1.4 India: Asia Pacific Alternative Data Market Revenue and Forecasts to 2030 (US\$ Mn)

9.1.1.4.1 India: Asia Pacific Alternative Data Market Breakdown by Data Type

9.1.1.4.2 India: Asia Pacific Alternative Data Market Breakdown by Industry

9.1.1.5 Japan: Asia Pacific Alternative Data Market Revenue and Forecasts to 2030 (US\$ Mn)

9.1.1.5.1 Japan: Asia Pacific Alternative Data Market Breakdown by Data Type

9.1.1.5.2 Japan: Asia Pacific Alternative Data Market Breakdown by Industry

9.1.1.6 South Korea: Asia Pacific Alternative Data Market Revenue and Forecasts to 2030 (US\$ Mn)

9.1.1.6.1 South Korea: Asia Pacific Alternative Data Market Breakdown by Data Type

9.1.1.6.2 South Korea: Asia Pacific Alternative Data Market Breakdown by Industry

9.1.1.7 Rest of Asia Pacific Alternative Data Market Revenue and Forecasts to 2030 (US\$ Mn)

9.1.1.7.1 Rest of Asia Pacific Alternative Data Market Breakdown by Data Type

9.1.1.7.2 Rest of Asia Pacific Alternative Data Market Breakdown by Industry

## **10. COMPETITIVE LANDSCAPE**

10.1 Heat Map Analysis By Key Players

10.2 Company Positioning & Concentration

## **11. INDUSTRY LANDSCAPE**

11.1 Overview

11.2 Market Initiative

11.3 New Product Development

11.4 Merger and Acquisition

## **12. COMPANY PROFILES**

12.1 Dataminr Inc

12.1.1 Key Facts

12.1.2 Business Description

12.1.3 Products and Services

12.1.4 Financial Overview

12.1.5 SWOT Analysis

12.1.6 Key Developments

12.2 FactSet Research Systems Inc

12.2.1 Key Facts

12.2.2 Business Description

12.2.3 Products and Services

12.2.4 Financial Overview

12.2.5 SWOT Analysis

12.2.6 Key Developments

12.3 Preqin Ltd

12.3.1 Key Facts

12.3.2 Business Description

- 12.3.3 Products and Services
- 12.3.4 Financial Overview
- 12.3.5 SWOT Analysis
- 12.3.6 Key Developments
- 12.4 Refinitiv Ltd
  - 12.4.1 Key Facts
  - 12.4.2 Business Description
  - 12.4.3 Products and Services
  - 12.4.4 Financial Overview
  - 12.4.5 SWOT Analysis
  - 12.4.6 Key Developments
- 12.5 Eagle Alpha Ltd
  - 12.5.1 Key Facts
  - 12.5.2 Business Description
  - 12.5.3 Products and Services
  - 12.5.4 Financial Overview
  - 12.5.5 SWOT Analysis
  - 12.5.6 Key Developments
- 12.6 Moody's Analytics Inc
  - 12.6.1 Key Facts
  - 12.6.2 Business Description
  - 12.6.3 Products and Services
  - 12.6.4 Financial Overview
  - 12.6.5 SWOT Analysis
  - 12.6.6 Key Developments
- 12.7 Visible Alpha LLC
  - 12.7.1 Key Facts
  - 12.7.2 Business Description
  - 12.7.3 Products and Services
  - 12.7.4 Financial Overview
  - 12.7.5 SWOT Analysis
  - 12.7.6 Key Developments

## **13. APPENDIX**

- 13.1 About The Insight Partners
- 13.2 Word Index



## List Of Tables

### LIST OF TABLES

Table 1. Asia Pacific Alternative Data Market Segmentation

Table 2. Asia Pacific Alternative Data Market Revenue and Forecasts To 2030 (US\$ Million)

Table 3. Asia Pacific Alternative Data Market Revenue and Forecasts To 2030 (US\$ Million) - Data Type

Table 4. Asia Pacific Alternative Data Market Revenue and Forecasts To 2030 (US\$ Million) - Industry

Table 5. Asia Pacific Alternative Data Market Revenue and Forecasts To 2030 (US\$ Mn) - By Country

Table 6. Australia: Asia Pacific Alternative Data Market Revenue and Forecasts To 2030 (US\$ Mn) - By Data Type

Table 7. Australia: Asia Pacific Alternative Data Market Revenue and Forecasts To 2030 (US\$ Mn) - By Industry

Table 8. China: Asia Pacific Alternative Data Market Revenue and Forecasts To 2030 (US\$ Mn) - By Data Type

Table 9. China: Asia Pacific Alternative Data Market Revenue and Forecasts To 2030 (US\$ Mn) - By Industry

Table 10. India: Asia Pacific Alternative Data Market Revenue and Forecasts To 2030 (US\$ Mn) - By Data Type

Table 11. India: Asia Pacific Alternative Data Market Revenue and Forecasts To 2030 (US\$ Mn) - By Industry

Table 12. Japan: Asia Pacific Alternative Data Market Revenue and Forecasts To 2030 (US\$ Mn) - By Data Type

Table 13. Japan: Asia Pacific Alternative Data Market Revenue and Forecasts To 2030 (US\$ Mn) - By Industry

Table 14. South Korea: Asia Pacific Alternative Data Market Revenue and Forecasts To 2030 (US\$ Mn) - By Data Type

Table 15. South Korea: Asia Pacific Alternative Data Market Revenue and Forecasts To 2030 (US\$ Mn) - By Industry

Table 16. Rest of Asia Pacific Alternative Data Market Revenue and Forecasts To 2030 (US\$ Mn) - By Data Type

Table 17. Rest of Asia Pacific Alternative Data Market Revenue and Forecasts To 2030 (US\$ Mn) - By Industry

Table 18. Heat Map Analysis By Key Players

Table 19. @LIST OF Abbreviation

## List Of Figures

### LIST OF FIGURES

Figure 1. Asia Pacific Alternative Data Market Segmentation, By Country

Figure 2. PEST Analysis

Figure 3. Ecosystem: Asia Pacific Alternative Data Market

Figure 4. Impact Analysis of Drivers and Restraints

Figure 5. Asia Pacific Alternative Data Market Breakdown by Country, 2022 and 2030 (%)

Figure 6. Asia Pacific Alternative Data Market Revenue (US\$ Million), 2022 - 2030

Figure 7. Asia Pacific Alternative Data Market Share (%) - Data Type, 2022 and 2030

Figure 8. Credit and Debit Card Transactions Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 9. Email Receipts Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 10. Mobile Industry Usage Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 11. Satellite and Weather Data Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 12. Social and Sentiment Data Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 13. Others Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 14. Asia Pacific Alternative Data Market Share (%) - Industry, 2022 and 2030

Figure 15. Automotive and Transportation Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 16. BFSI Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 17. Retail Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 18. IT and Telecommunications Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 19. Media and Entertainment Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 20. Others Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 21. Asia Pacific Alternative Data Market Revenue and Forecasts To 2030 (US\$ Mn)

Figure 22. Asia Pacific Alternative Data Market Breakdown by Key Countries, 2022 and 2030 (%)

Figure 23. Australia: Asia Pacific Alternative Data Market Revenue and Forecasts To 2030 (US\$ Mn)

Figure 24. China: Asia Pacific Alternative Data Market Revenue and Forecasts To 2030 (US\$ Mn)

Figure 25. India: Asia Pacific Alternative Data Market Revenue and Forecasts To 2030 (US\$ Mn)

Figure 26. Japan: Asia Pacific Alternative Data Market Revenue and Forecasts To 2030 (US\$ Mn)

Figure 27. South Korea: Asia Pacific Alternative Data Market Revenue and Forecasts To 2030 (US\$ Mn)

Figure 28. Rest of Asia Pacific Alternative Data Market Revenue and Forecasts To 2030 (US\$ Mn)

Figure 29. Company Positioning & Concentration

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