

# **Big Data Analytics Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Component (Software and Services), Deployment (Cloud and On Premises), Application (Customer Analytics, Supply Chain Analytics, Marketing Analytics, Pricing Analytics, Workforce Analytics, and Others), End-User Industry (IT and Telecom, BFSI, Healthcare, Retail, and Others), and Geography**

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## **Abstracts**

The big data analytics market size is expected to reach US\$ 725.93 billion by 2031 from 293.14 billion in 2024, at an estimated CAGR of 13.5% from 2025 to 2031.

By country the big data analytics market is segmented into UK, Germany, France, Italy, Russia, and Rest of Europe. In 2024, UK is growing with a significant growth rate. Four major US companies unveiled plans to invest ?6.3 billion (US\$ 78.3 billion) in the UK's data infrastructure in October 2024. This announcement, made at the International Investment Summit, was hailed by Technology Secretary as a "vote of confidence" in the UK's strategy of collaborating with businesses to boost economic growth.

CyrusOne, ServiceNow, CloudHQ, and CoreWeave are a few companies committing substantial investments, contributing to a total of over ?25 billion (US\$ 31.1 billion) invested in UK data centers since the current government took office. These new facilities will significantly enhance the country's computing power and data storage capabilities, which are crucial for the development and deployment of next-generation AI-based technologies. Further, this substantial investment highlights the rapid growth of the big data analytics market in the UK, which continues to expand as businesses

increasingly recognize the need for robust data infrastructure. With these new data centers, the UK is positioning itself as a key player in the global data economy, offering the necessary resources to support the growing demand for data-driven solutions, AI, and machine learning. As the need for advanced data analytics continues to rise across sectors such as healthcare, finance, and manufacturing, the expansion of the UK's data infrastructure is critical to fostering innovation and maintaining a competitive edge in the digital age. This influx of investment strengthens the UK's position as a data hub as well as fuels the country's broader digital transformation initiatives

The big data analytics market analysis has been carried out by considering the following segments: component, application, and end use industry.

In terms of component, the market is divided into software and services. Big data analytics software is widely used across various industries to harness the potential of vast data sets for improved decision-making and operational efficiency. This software offers insights into large data sets that are collected from big data clusters. The software helps business users to identify patterns, data trends, and anomalies, as well as synthesize the information into understandable data visualizations, reports, and dashboards. Big data analytics software is commonly used at companies running Hadoop in conjunction with big data processing and distribution software to collect and store data. In addition, these big data analytics products typically integrate with data warehouse software—the central storage hub for a company's integrated data. Further, it enables businesses to ingest, integrate, and prepare large amounts of data. As a result, companies might integrate all company data sources into a single platform to facilitate cross-departmental collaboration, display and comprehend company data, promote data-driven decision-making for business optimization, and uncover fresh insights that can improve the bottom line.

Moreover, factor such as increasing demand for data-driven decision making and growing adoption and investment in cloud computing propel the big data analytics market growth. Also, growing implementation of GenAI and RAG is expected to bring new big data analytics market trends in the coming years.

Based on deployment, the big data analytics market is segmented into cloud and on-premises. The demand for quicker and more effective big data processing is growing, leading to the rising adoption of cloud computing and Apache Spark. Cloud computing has various advantages over on-premise (e.g., Hadoop) solutions, making it an appealing alternative for big data processing. Cloud deployment has various

advantages such as cloud services can be easily upscaled or downscaled as per the requirement. Cloud deployment helps address the storage and processing requirements of big data. Also, users only pay for the resources they consume, as the services are distributed across locations. Furthermore, latency and network lag can be reduced with cloud deployment, which further improves the performance of big data applications. Further, cloud platforms provide scalability, flexibility, and cost-efficiency that allow organizations to handle the complexity of big data without investing in costly on-premise infrastructure.

Amazon Web Services Inc., FICO, Hewlett Packard Enterprise Co, International Business Machines Corp, Microsoft Corp, Oracle Corp, SAP SE, SAS Institute Inc., TIBCO Software Inc., and Teradata Corp are among the key players profiled in the big data analytics market report.

The big data analytics market forecast is estimated on the basis of various secondary and primary research findings such as key company publications, association data, and databases. Exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the big data analytics market growth. The process also helps obtain an overview and forecast of the market with respect to all the market segments. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights. This process includes industry experts such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants such as valuation experts, research analysts, and key opinion leaders, specializing in the Big Data Analytics market.

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