

# **North America AI Data Management Market Forecast to 2031 - Regional Analysis - by Offering (Solution and Service), Deployment (On-premise and Cloud), Technology [Machine Learning, Natural Language Processing (NLP), Computer Vision, and Context Awareness Computing], and Industry Vertical (BFSI, Retail & E-Commerce, IT & Telecom, Healthcare, Government, and Others)**

<https://marketpublishers.com/r/N7E98195F526EN.html>

Date: September 2024

Pages: 111

Price: US\$ 3,550.00 (Single User License)

ID: N7E98195F526EN

## **Abstracts**

The North America AI data management market was valued at US\$ 8,249.57 million in 2023 and is expected to reach US\$ 41,979.87 million by 2031; it is estimated to register a CAGR of 22.6% from 2023 to 2031.

### **Advancements in AI and ML-Based Data Management Software Fuel North America AI Data Management Market**

An ongoing evolution of AI and ML technologies increases the demand among consumers to manage their organizational data effectively. The sophisticated capabilities of AI provide businesses with power tools to generate detailed insights from collected data. The integration of AI and ML into data management procedures is perceived as a revolutionary factor in managing and addressing complexities associated with data analysis, handling, and decision-making. In May 2023, International Business Machines Corp introduced the Watsonx Platform, which helps businesses manage and fully control their data. Watsonx Platform is integrated with ML algorithms that allow organizations to collect and clean data. AI and ML algorithms help automate and optimize data management operations. These technologies are used to optimize large

datasets at a faster speed beyond human capacity, which improves productivity for data management tasks such as data integration, categorization, and cleansing. AI-powered automated data management helps businesses significantly minimize the chance of error, reducing the workload associated with manual processes and ensuring the reliability and accuracy of data-driven insights. Thus, advancements in AI and ML-based data management software drive the market.

## North America AI Data Management Market Overview

In 2022, North America led the global AI data management market. Factors such as increasing adoption of innovative technologies in numerous industries such as BFSI, IT & telecom, retail & e-commerce, and healthcare are driving the market. The presence of major players, such as Microsoft Corp, Amazon Web Services Inc, Alphabet Inc, Oracle Corp, International Business Machines Corp, Salesforce Inc, Hewlett Packard Enterprise Development LP, SAS Institute Inc, and Snowflake Inc, is also benefitting the market growth in the US. These players are engaged in developing new innovative technologies to support enterprises in managing customers' information and business data. For instance, in March 2024, Oracle Corp. announced the general availability of Oracle Analytics Server. Oracle Analytics Server is an Oracle Autonomous Database, having capabilities of AutoML and Oracle Cloud Infrastructure AI Services that help organizations hide sensitive data and potentially improve data privacy by using the OCI Language service. This provides businesses with new opportunities for growth by improving their operations.

The growing adoption of advanced technologies has also encouraged market players to implement AI technology in data management solutions and services to improve customer satisfaction.

## North America AI Data Management Market Revenue and Forecast to 2030 (US\$ Million)

### North America AI Data Management Market Segmentation

The North America AI data management market is categorized into offering, deployment, technology, industry vertical, and country.

Based on offering, the North America AI data management market is bifurcated into solution and service. The solution segment held a larger North America AI data management market share in 2023.

In terms of deployment, the North America AI data management market is segmented into on-premise and cloud. The cloud segment held a larger North America AI data management market share in 2023.

By technology, the North America AI data management market is divided into machine learning, natural language processing (NLP), computer vision, and context awareness computing. The machine learning segment held the largest North America AI data management market share in 2023.

Based on industry vertical, the North America AI data management market is categorized into BFSI, retail & e-commerce, IT & telecom, healthcare, government, and others. The BFSI segment held the largest North America AI data management market share in 2023.

Based on country, the North America AI data management market is categorized into the US, Canada, and Mexico. The US dominated the North America AI data management market share in 2023.

Microsoft Corp, Alphabet Inc, Oracle Corp, International Business Machines Corp, Salesforce Inc, SAP SE, Hewlett Packard Enterprise Co, SAS Institute Inc, Snowflake Inc, and Amazon com Inc. are some of the leading companies operating in the North America AI data management market.

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