

South & Central America 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 South & Central America alternative data market was valued at US\$ 78.85 million in 2022 and is expected to reach US\$ 1,171.73 million by 2030; it is estimated to grow at a CAGR of 40.1% from 2022 to 2030.

Shift Towards Artificial Intelligence Fuels the South & Central America Alternative Data Market

The dawn of AI has changed the way businesses work. By leveraging AI, businesses can predict and extract insights from unstructured data formats and gather actionable information. The predictive analysis by AI helps businesses grow, acting as an opportunity for business growth. Therefore, there is a growing adoption of AI by businesses due to its benefits. For instance, according to Our World in Data, the yearly global corporate investment in artificial intelligence was US\$ 153.63 billion in 2020, which increased to US\$ 175.54 billion in 2022. Moreover, the use of AI for alternative data can fuel the adoption of alternative data by several market players across various industries as the AI can help to provide better predictive insights. For instance, according to a survey by Market Makers, a hedge fund services provider, 9 out of 10

hedge fund traders are expected to use artificial intelligence to achieve portfolio returns in 2023. Alternative data from various unstructured data sources can help businesses efficiently with enhanced state-of-art portfolio management and risk evaluation for better business decision-making. Therefore, the use of AI for processing alternative data is expected to create lucrative opportunities for alternative data market growth during the forecast period.

South & Central America Alternative Data Market Overview

The South & Central America alternative data market is segmented into Brazil, Argentina, and the Rest of South & Central America. Due to the rising digitalization in Brazil, Argentina, Colombia, Chile, El Salvador, Guatemala, and Peru, the region has become a major contributor to the South & Central America alternative data market. The growing urbanization, increasing deployment of advanced technologies in industries, and improving economic conditions are the prominent factors propelling the demand for IoT solutions, which, in turn, also contribute to a huge volume of data. This factor further boosts the demand for alternative data in the region.

South & Central America Alternative Data Market Revenue and Forecast to 2030 (US\$ Mn)

South & Central America Alternative Data Market Segmentation

The South & Central America alternative data market is segmented into data type, industry, and country.

Based on data type, the South & Central America 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 South & Central America 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 South & Central America alternative data market is segmented to Brazil, Argentina, and the Rest of South & Central America. Brazil dominated the South & Central America alternative data market share in 2022.

Dataminr Inc, Eagle Alpha Ltd, FactSet Research Systems Inc, Prequin Ltd, and Refinitiv Ltd are some of the leading companies operating in the South & Central America alternative data market.

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