+44 20 8123 2220
info@marketpublishers.com

# 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)

https://marketpublishers.com/r/S4D1552BAEDBEN.html
Date: February 2024
Pages: 69
Price: US$ 3,550.00 (Single User License)
ID: S4D1552BAEDBEN

## 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

+44 20 8123 2220
info@marketpublishers.com

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.

+44 20 8123 2220
info@marketpublishers.com

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

+44 20 8123 2220
info@marketpublishers.com

# 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. SOUTH & CENTRAL AMERICA 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. SOUTH & CENTRAL AMERICA ALTERNATIVE DATA MARKET - KEY INDUSTRY DYNAMICS

5.1 South & Central America 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

+44 20 8123 2220
info@marketpublishers.com

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 - SOUTH & CENTRAL AMERICA MARKET ANALYSIS**

6.1 South & Central America Alternative Data Market Revenue (US$ Million), 2022 - 2030
6.2 South & Central America Alternative Data Market Forecast and Analysis

**7. SOUTH & CENTRAL AMERICA 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. SOUTH & CENTRAL AMERICA ALTERNATIVE DATA MARKET ANALYSIS - INDUSTRY**

8.1 Automotive and Transportation

+44 20 8123 2220
info@marketpublishers.com

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. SOUTH & CENTRAL AMERICA ALTERNATIVE DATA MARKET - COUNTRY ANALYSIS

9.1 Overview
9.1.1 South & Central America Alternative Data Market Revenue and Forecasts and Analysis - By Countries
9.1.1.1 Brazil: South & Central America Alternative Data Market Revenue and Forecasts to 2030 (US$ Mn)
9.1.1.1.1 Brazil: South & Central America Alternative Data Market Breakdown by Data Type
9.1.1.1.2 Brazil: South & Central America Alternative Data Market Breakdown by Industry
9.1.1.2 Argentina: South & Central America Alternative Data Market Revenue and Forecasts to 2030 (US$ Mn)
9.1.1.2.1 Argentina: South & Central America Alternative Data Market Breakdown by Data Type
9.1.1.2.2 Argentina: South & Central America Alternative Data Market Breakdown by Industry
9.1.1.3 Rest of South & Central America: South & Central America Alternative Data Market Revenue and Forecasts to 2030 (US$ Mn)

+44 20 8123 2220
info@marketpublishers.com

9.1.1.3.1 Rest of South & Central America: South & Central America Alternative Data Market Breakdown by Data Type
9.1.1.3.2 Rest of South & Central America: South & Central America 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

+44 20 8123 2220
info@marketpublishers.com

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

**13. APPENDIX**

13.1 About The Insight Partners
13.2 Word Index

+44 20 8123 2220
info@marketpublishers.com

# List Of Tables

## LIST OF TABLES

Table 1. South & Central America Alternative Data Market Segmentation
Table 2. South & Central America Alternative Data Market Revenue and Forecasts To 2030 (US$ Million)
Table 3. South & Central America Alternative Data Market Revenue and Forecasts To 2030 (US$ Million) - Data Type
Table 4. South & Central America Alternative Data Market Revenue and Forecasts To 2030 (US$ Million) - Industry
Table 5. South & Central America Alternative Data Market Revenue and Forecasts To 2030 (US$ Mn) - By Country
Table 6. Brazil: South & Central America Alternative Data Market Revenue and Forecasts To 2030 (US$ Mn) - By Data Type
Table 7. Brazil: South & Central America Alternative Data Market Revenue and Forecasts To 2030 (US$ Mn) - By Industry
Table 8. Argentina: South & Central America Alternative Data Market Revenue and Forecasts To 2030 (US$ Mn) - By Data Type
Table 9. Argentina: South & Central America Alternative Data Market Revenue and Forecasts To 2030 (US$ Mn) - By Industry
Table 10. Rest of South & Central America: South & Central America Alternative Data Market Revenue and Forecasts To 2030 (US$ Mn) - By Data Type
Table 11. Rest of South & Central America: South & Central America Alternative Data Market Revenue and Forecasts To 2030 (US$ Mn) - By Industry
Table 12. Heat Map Analysis By Key Players
Table 13. @LIST OF Abbreviation

+44 20 8123 2220
info@marketpublishers.com

# List Of Figures

## LIST OF FIGURES

Figure 1. South & Central America Alternative Data Market Segmentation, By Country
Figure 2. PEST Analysis
Figure 3. Ecosystem: South & Central America Alternative Data Market
Figure 4. Impact Analysis of Drivers and Restraints
Figure 5. South & Central America Alternative Data Market Breakdown by Country, 2022 and 2030 (%)
Figure 6. South & Central America Alternative Data Market Revenue (US$ Million), 2022 - 2030
Figure 7. South & Central America 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. South & Central America 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. South & Central America Alternative Data Market , by Key Country-Revenue (2022)(US$ Mn)
Figure 22. South & Central America Alternative Data Market Breakdown by Key Countries, 2022 and 2030 (%)
Figure 23. Brazil: South & Central America Alternative Data Market Revenue and

+44 20 8123 2220
info@marketpublishers.com

Forecasts To 2030 (US$ Mn)
Figure 24. Argentina: South & Central America Alternative Data Market Revenue and Forecasts To 2030 (US$ Mn)
Figure 25. Rest of South & Central America: South & Central America Alternative Data Market Revenue and Forecasts To 2030 (US$ Mn)
Figure 26. Company Positioning & Concentration

+44 20 8123 2220
info@marketpublishers.com

## I would like to order

Product name: 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)

Product link: https://marketpublishers.com/r/S4D1552BAEDBEN.html

Price: US$ 3,550.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/S4D1552BAEDBEN.html

## To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

+44 20 8123 2220
info@marketpublishers.com

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970