

Data Monetization Market: Current Analysis and Forecast (2025-2033)

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Abstracts

The Data Monetization Market is witnessing a robust growth rate of 26.10% within the forecast period (2025- 2033F). The emergence of Artificial Intelligence (AI) and Machine Learning (ML) is a considerable factor propelling the marketplace in data monetization. AI and ML tools help businesses derive actionable information out of huge piles of data and can generate new revenues. These technologies are also used to increase data analytics, bringing predictive insights, automation, and the creation of personalized products and services. In finance, AI is being utilized in analyzing transaction data, finding fraud, and enhancing customer experiences. Other businesses, such as Mastercard, have embraced AI as a measure towards boosting the level of security as well as enabling them to personalize financial services, thereby turning data into a source of revenue with enhanced fraud detection and customized offers. There are also transformational effects of AI and ML in the healthcare industry. Additionally, the presence of more superior technologies of AI and ML results in automated data analysis platforms and simplifies monetization by the business through efficient monetization via data. This technological transition will supposedly drive the success of the market with the rise of AI and ML in data-driven innovation. For instance, in 2025, Mastercard partnered with Feedzai to integrate AI solutions into fraud detection systems, enabling banks to identify and stop scams more effectively. This collaboration empowers financial institutions globally to tackle next-generation scams driven by AI.

Based on deployment, the market is segmented into on-premises and cloud. The cloud segment dominated the market in the historical year and is expected to continue dominating in the forecast period. One key factor that has accelerated this trend is the growing popularity of cloud-based platforms in diverse industries. Cloud computing provides businesses with scalable, flexible, and cost-effective solutions, and hence makes it easy to store, manage, and

analyze data in large quantities. These benefits have rendered the cloud a favorable choice for organizations wishing to capitalize on their data. In addition, the capacity of the cloud to provide real-time analysis and processing of data further increases its worth when used in monetization techniques. Companies using the cloud will be able to quickly analyze reference behavior, consumer markets, trend analysis, and operational performance into actionable insights, and then directly translate these insights into revenue streams. Accordingly, the emergence of cloud artificial intelligence (AI) and machine learning (ML) technologies also significantly contributes to the enhancement of the data monetization process. The use of AI/ML tools in cloud platforms enables businesses to gain more valuable insights from their data to further increase their capability of building profitable data-driven solutions.

Based on organization size, the market is segmented into SMEs and Large Enterprises. The Large Enterprises segment dominated the market in the historical year and is expected to continue dominating in the forecast period. Large firms have become particularly interested in data monetization with their large resources, customer data, and capability of advanced analytics. These organizations now have the ability to capture massive troves of data, and in that capacity, they should be better placed to reap high value out of their data assets. Big enterprises have a huge infrastructure, technical skill sets, and dedicated workforces that enable them to optimize big data analytics and utilize tools of artificial intelligence (AI) to extract practical insights. Integrating both structured and unstructured data across various sources into the enterprise environment enables the generation of integrated data models to support revenue-generating ventures. Additionally, large companies can apply data-driven approaches that streamline business operations, enhance customer experiences, and explore new revenue streams, making them key stakeholders in the ecosystem of data monetization.

Based on vertical, the market is segmented into BFSI, Telecommunications & IT, Consumer Goods and Retail, Manufacturing, and Others. The BFSI segment dominated the market in the historical year and is expected to maintain its lead in the forecast period. Insurance companies and banks have massive data stores assessing transaction preservation and consumer input, refreshing every minute. Their pre-existing security and compliance systems are already robust, so they find it simple to share insight securely when compared with other industries. The Open-banking regulations will prompt them to develop safe APIs, which can also be sold as data products. Their bulging wallets enable them to

invest in sophisticated analytics to monetize risk, fraud, and credit data and sell it to other companies at a premium. All of this makes BFSI a leader of other industries in generating new revenues with data on a continuous basis.

For a better understanding of the market of the data monetization market, the market is analyzed based on its worldwide presence in countries such as North America (The US, Canada, and Rest of North America), Europe (Germany, The UK, France, Italy, Spain, Rest of Europe), Asia-Pacific (China, Japan, India, South Korea, Rest of Asia-Pacific), Rest of World. The North America Data Monetization market dominated the global market in 2024 and is forecasted to remain in this position in the forecast period. North America is experiencing rapid growth in the Data Monetization market, as reflected in the extensive use of digital technologies, the increased volume of data, and the growing need to utilize data in critical decision-making for enterprises. There is also a trend of businesses in the region utilizing AI, machine learning, and cloud-based technologies to process enormous amounts of data, unlocking whole new types of business and new types of revenue. An increased prevalence of Data-as-a-Service (DaaS) business models and the incorporation of decentralized data applications are making it easier to access valuable data. At the same time, organizations in North America are getting used to data privacy rules, including the California Consumer Privacy Act (CCPA) and the General Data Protection Regulation (GDPR), which are being used to set up safe practices of data sharing. Since the healthcare industry, fintech, and retail are all gradually switching to connected and data-driven patterns, data monetization opportunities are quite high in the region. For instance, in July 2024, Amazon Web Services (AWS) launched AWS clean rooms, which have been described as a secure data-sharing platform that would allow organizations to combine their data without allowing underlying raw data to be exposed. Helping to create such an environment of data-sharing partnerships, AWS enables companies to generate revenue from their insights, but they still have to maintain high data-privacy standards.

Some of the major players operating in the market include Microsoft, Oracle, Salesforce.com, inc., SAP SE, SAS Institute Inc., Accenture, IBM Corporation, Sisense Ltd., Revelate Data Monetization Corp, and Tr?ata Limited.

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