

Data Discovery Market Size, Share, and Outlook, 2025 Report- By Type (Visual Exploration Tools, Data Profiling, Search-Based Data Discovery), By Application (Risk Management, Customer Experience Management, Social Network Analytics, Cost Optimization, Supply Chain Management and Procurement, Sales and Marketing Optimization, Assets Management, Others), By Component (Software, Service), By End-User (BFSI, Telecommunication and IT, Retail and Ecommerce, Healthcare and Life Sciences, Manufacturing, Government and Defense, Energy and Utilities, Transportation and Logistics, Media and Entertainment, Others), 2018-2032

<https://marketpublishers.com/r/D319CF8C0016EN.html>

Date: April 2025

Pages: 166

Price: US\$ 3,680.00 (Single User License)

ID: D319CF8C0016EN

Abstracts

Data Discovery Market Outlook

The Data Discovery Market size is expected to register a growth rate of 15.1% during the forecast period from \$15.06 Billion in 2025 to \$40.3 Billion in 2032. The Data Discovery market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data

on Data Discovery segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Visual Exploration Tools, Data Profiling, Search-Based Data Discovery), By Application (Risk Management, Customer Experience Management, Social Network Analytics, Cost Optimization, Supply Chain Management and Procurement, Sales and Marketing Optimization, Assets Management, Others), By Component (Software, Service), By End-User (BFSI, Telecommunication and IT, Retail and Ecommerce, Healthcare and Life Sciences, Manufacturing, Government and Defense, Energy and Utilities, Transportation and Logistics, Media and Entertainment, Others). Over 70 tables and charts showcase findings from our latest survey report on Data Discovery markets.

Data Discovery Market Insights, 2025

The data discovery market is expanding rapidly as businesses leverage AI-driven analytics and automation to extract actionable insights from vast datasets. Companies such as IBM, Microsoft, and Tableau are integrating machine learning and natural language processing (NLP) to enable real-time data classification, visualization, and risk assessment. The rise of cloud-based data discovery tools is making analytics more accessible, allowing organizations to identify patterns and anomalies across structured and unstructured data sources. Compliance with regulations like GDPR and CCPA is also driving demand, as businesses prioritize data governance and privacy. With AI-powered predictive analytics becoming a standard feature, data discovery tools are increasingly being used for fraud detection, customer behavior analysis, and cybersecurity threat identification.

Five Trends that will define global Data Discovery market in 2025 and Beyond

A closer look at the multi-million market for Data Discovery identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Data Discovery companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future. The impact of tariffs by the US administration also significantly impact the profitability of Data Discovery vendors.

What are the biggest opportunities for growth in the Data Discovery industry?

The Data Discovery sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant

opportunities to leverage the existing momentum towards actions by 2032. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Data Discovery Market Segment Insights

The Data Discovery industry presents strong offers across categories. The analytical report offers forecasts of Data Discovery industry performance across segments and countries. Key segments in the industry include%li%By Type (Visual Exploration Tools, Data Profiling, Search-Based Data Discovery), By Application (Risk Management, Customer Experience Management, Social Network Analytics, Cost Optimization, Supply Chain Management and Procurement, Sales and Marketing Optimization, Assets Management, Others), By Component (Software, Service), By End-User (BFSI, Telecommunication and IT, Retail and Ecommerce, Healthcare and Life Sciences, Manufacturing, Government and Defense, Energy and Utilities, Transportation and Logistics, Media and Entertainment, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Data Discovery market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Data Discovery industry ecosystem. It assists decision-makers in evaluating global Data Discovery market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Data Discovery industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios%li%low growth, reference case, and high growth cases.

Asia Pacific Data Discovery Market Analysis%li%A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with over 4.5 billion population, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Data Discovery Industry 2025%li%Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Data Discovery with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Data Discovery market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Data Discovery market Insights%li%Vendors are exploring new opportunities within the US Data Discovery industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Data Discovery companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Data Discovery market.

Latin American Data Discovery market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported in Q1 -2025 and the prospects remain strong for rest of 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Data Discovery Markets%li%New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Data Discovery markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Data Discovery markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape%li%How Data Discovery companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Birst, Clearstory Data, Cloudera, Datameer, Datawatch Corp, Microsoft Corp, MicroStrategy Inc, Oracle Corp, QlikTech International AB, SAP SE, SAS Institute, Tableau Software.

Data Discovery Market Segmentation

By Type

Visual Exploration Tools

Data Profiling

Search-Based Data Discovery

By Application

Risk Management

Customer Experience Management

Social Network Analytics

Cost Optimization

Supply Chain Management and Procurement

Sales and Marketing Optimization

Assets Management

Others

By Component

Software

Service

By End-User

BFSI

Telecommunication and IT

Retail and Ecommerce

Healthcare and Life Sciences

Manufacturing

Government and Defense

Energy and Utilities

Transportation and Logistics

Media and Entertainment

Others

Leading Companies

Birst

Clearstory Data

Cloudera

Datameer

Datawatch Corp

Microsoft Corp

MicroStrategy Inc

Oracle Corp

QlikTech International AB

SAP SE

SAS Institute

Tableau Software

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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By Type

Visual Exploration Tools

Data Profiling

Search-Based Data Discovery

By Application

Risk Management

Customer Experience Management

Social Network Analytics

Cost Optimization

Supply Chain Management and Procurement

Sales and Marketing Optimization

Assets Management

Others

By Component

Software

Service

By End-User

BFSI

Telecommunication and IT

Retail and Ecommerce

Healthcare and Life Sciences

Manufacturing

Government and Defense

Energy and Utilities
Transportation and Logistics
Media and Entertainment
Others

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Birst

Clearstory Data

Cloudera

Datameer

Datawatch Corp

Microsoft Corp

MicroStrategy Inc

Oracle Corp

QlikTech International AB

SAP SE

SAS Institute

Tableau Software

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