

# **Data Marketplaces Market Size, Share, and Outlook, 2025 Report- By Type (Static Data, Dynamic Data), By Application (Business Intelligence, Research and Development, AI and Machine Learning), By End-User (BFSI, Healthcare, Retail & E-commerce, Manufacturing, Travel & Tourism, IT & Telecom, Others), By Organization Size (Small and Medium Enterprise, Large Enterprise), 2018-2032**

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## **Abstracts**

### Data Marketplaces Market Outlook

The Data Marketplaces Market size is expected to register a growth rate of 23.4% during the forecast period from \$1.72 Billion in 2025 to \$7.5 Billion in 2032. The Data Marketplaces 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 Marketplaces segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Static Data, Dynamic Data), By Application (Business Intelligence, Research and Development, AI and Machine Learning), By End-User (BFSI, Healthcare, Retail & E-commerce, Manufacturing, Travel & Tourism, IT & Telecom, Others), By Organization Size (Small and Medium Enterprise, Large Enterprise). Over 70 tables and charts showcase findings from our latest survey report on Data Marketplaces markets.

Data Marketplaces Market Insights, 2025

The data marketplaces market is evolving as businesses and researchers increasingly seek access to high-quality, structured datasets for AI training, predictive analytics, and decision-making. Companies across industries, including finance, healthcare, and e-commerce, are leveraging data marketplaces to buy and sell anonymized, GDPR-compliant datasets for various applications. Blockchain technology is being integrated into these platforms to ensure data authenticity, secure transactions, and enable transparent monetization for data providers. AI-powered data tagging and classification systems are enhancing searchability and interoperability, making it easier for buyers to find relevant datasets. As enterprises emphasize data-driven strategies, federated learning and privacy-preserving computation are becoming critical features of data marketplaces, allowing organizations to utilize shared data insights without exposing sensitive information. With the rising demand for real-time data exchange, industry-specific marketplaces are emerging, catering to niche data needs such as financial risk modeling and medical research.

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

A closer look at the multi-million market for Data Marketplaces identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Data Marketplaces 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 Marketplaces vendors.

### What are the biggest opportunities for growth in the Data Marketplaces industry?

The Data Marketplaces 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 Marketplaces Market Segment Insights

The Data Marketplaces industry presents strong offers across categories. The analytical

report offers forecasts of Data Marketplaces industry performance across segments and countries. Key segments in the industry include%li%By Type (Static Data, Dynamic Data), By Application (Business Intelligence, Research and Development, AI and Machine Learning), By End-User (BFSI, Healthcare, Retail & E-commerce, Manufacturing, Travel & Tourism, IT & Telecom, Others), By Organization Size (Small and Medium Enterprise, Large Enterprise). 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 Marketplaces 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 Marketplaces industry ecosystem. It assists decision-makers in evaluating global Data Marketplaces market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the Data Marketplaces 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 Marketplaces 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 Marketplaces 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 Marketplaces 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 Marketplaces market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

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

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Data Marketplaces 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 Marketplaces market.

Latin American Data Marketplaces 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 Marketplaces 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 Marketplaces 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 Marketplaces markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape%li%How Data Marketplaces 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 Amazon Web Services, Aqfer, Dawex, Openprise, Oracle Corp, Quadrant, Salesforce.

Data Marketplaces Market Segmentation

By Type

Static Data

Dynamic Data

By Application

Business Intelligence

Research and Development

AI and Machine Learning

By End-User

BFSI

Healthcare

Retail & E-commerce

Manufacturing

Travel & Tourism

IT & Telecom

Others

By Organization Size

Small and Medium Enterprise

Large Enterprise

Leading Companies

Amazon Web Services

Aqfer

Dawex

Openprise

Oracle Corp

Quadrant

Salesforce

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**

**Static Data**

**Dynamic Data**

**By Application**

**Business Intelligence**

**Research and Development**

**AI and Machine Learning**

**By End-User**

**BFSI**

**Healthcare**

**Retail & E-commerce**

**Manufacturing**

**Travel & Tourism**

**IT & Telecom**

**Others**

**By Organization Size**

**Small and Medium Enterprise**

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