

Data Analytics

Market Research 2025

Now, for tomorrow



Contents

Intro	2
Segmentation	12
5F's Porter	16
Value chain	25
Investment activity	27

Intro

- Feed summary
- Scope and definition
- Size and growth
- Geography
- Key drivers
- Key trends

Feed summary

Data Analytics

☞ This studio covers **Data Analytics** sector and has been made by Baker Tilly. The goal of this study is to provide a general overview of the market.

☞ All the data about companies, acquisitions and founding rounds was extracted **in May 2025**. Deals, rounds and companies founded after this date have not been included.



General Overview

Data Analytics

What is included

Companies which provide Big Data based horizontal industry solutions for data discovery, data preparation, data science and advanced predictive analytics.

What is not included

Services and consultancies using tech products of other companies for enabling its data analytics offerings.

OVERVIEW



29K
COMPANIES



9K
FUNDED COMPANIES



25K
ROUNDS



\$200B
FUNDING

General Overview

Data Analytics

Data Analytics refers to the process of examining large and varied data sets (known as big data) to uncover:

- hidden patterns,
- unknown correlations,
- market trends,
- customer preferences and
- actionable insights

At its core, **Data Analytics enables organizations to transform raw information into strategic intelligence**, allowing for faster and more accurate decision-making.

In the context of modern business, it is not merely a support function but a **value-creation engine**. From operational optimization to real-time customer engagement, analytics sits at the heart of digital transformation.

The main subsegments could be:

- Predictive Analytics
- Prescriptive Analytics

Adoption is widespread: *3 in 5 organizations* are using analytics to spur innovation, and over *90%* report getting measurable value from their analytics investments. These initiatives yield tangible benefits like higher productivity and better decision-making, which in turn boost business performance.

Market growth

High Growth in Data Analytics

The Data Analytics market is projected to grow rapidly, with an average CAGR of ~26% (2024 - 2030). Forecasts vary across sources:

- **Highest CAGR:** 28.7% (Grand View Research)
- **Highest Market Value:** \$74.26B in 2024 (IMARC)
- **Lowest Estimate:** \$64.99B in 2024 (Fortune Business)

IMARC shows the highest market size but the lowest CAGR, suggesting a higher starting point or different assumptions.

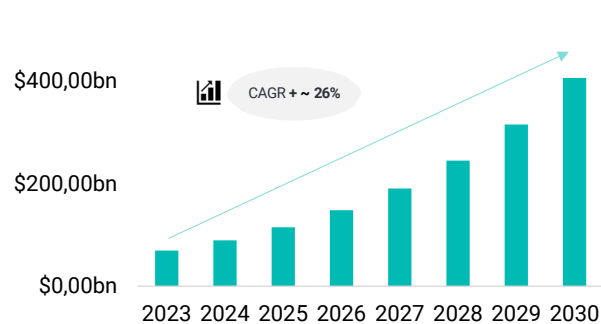


MARKET FORECAST BY DIFFERENT REPORTS		
Reports	CAGR (2024-2030)	Market Value
Granv View Research	28.7%	69.54 billion USD (2024)
Fortune Business Insight	25.5%	64.99 billion USD (2024)
Market Research Future	27.6%	70.3 billion USD (2023)
IMARC	23.12%	74.26 billion USD (2024)

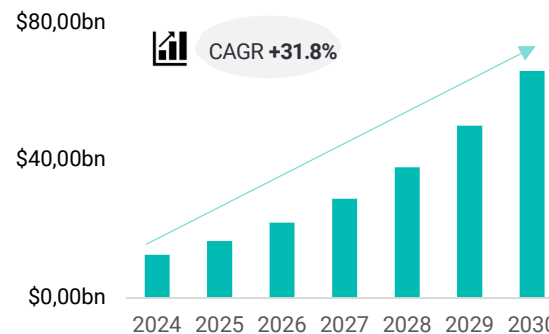
Market growth

High Growth in Data Analytics

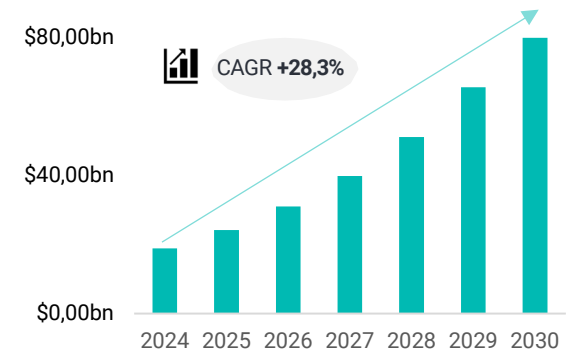
Data Analytics Market Forecast



Prescriptive Analytics



Predictive Analytics



Geography

Regional Analysis

INDUSTRIAL AUTOMATION REGIONAL MARKET FORECAST

Europe

- Europe's analytics growth is shaped by strict data protection laws, public digital initiatives, and a strong base of verticalized software vendors, particularly in healthcare, manufacturing, and utilities.
- Explainable AI, ethical data use, ESG-driven analytics, and public sector BI. The rise of local cloud alternatives also influences data infrastructure choices.

North America

- North America leads the global Data Analytics market in both revenue and innovation. The U.S. is home to the highest concentration of enterprise adopters, cloud platforms, and AI-native analytics startups. Vertical adoption is advanced across retail, finance, healthcare, and logistics.
- Retail Media Networks, AI-driven personalization, embedded analytics, data fabric architectures.

Latin America

- Latin America is still in early stages of analytics adoption. Brazil and Mexico are leading the charge, with momentum in banking, e-commerce, agriculture, and government.

Geography

Regional Analysis

INDUSTRIAL AUTOMATION REGIONAL MARKET FORECAST

Asia

- APAC is the fastest-growing analytics region, driven by mobile-first economies, government digitalization, and widespread cloud adoption in China, India, Japan, and ASEAN nations.
- Smart retail, real-time analytics in fintech and healthtech, cloud-native startups, and AI adoption supported by state policy.

Middle East and Africa

- MEA is in the early adoption phase, but with high ambition. Gulf countries (UAE, Saudi Arabia, Qatar) are investing heavily in national analytics platforms tied to Vision 2030 agendas. Africa's opportunity is driven by mobile data, financial inclusion, and agri-analytics.
- Government dashboards, predictive analytics in energy, public health informatics, and analytics for smart city management.