Data Analytics

Market Research 2025

Now, for tomorrow

bakertilly

Contents

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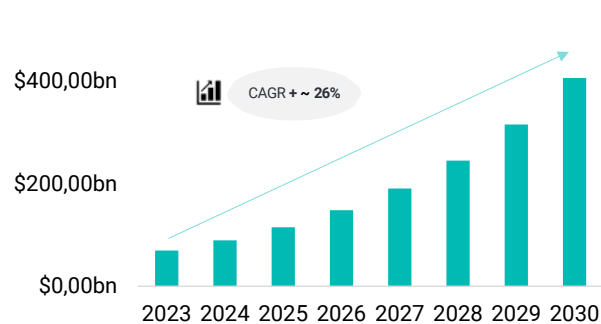
MARKET FORECAST BY DIFFERENT REPORTS		
Reports	**CAGR (2024-2030)**	**Market Value**
Granv View Research	28.7%	69.54 billion USD (2024)
Fortune Business Insight	25.5%	64.99 billion USD (2024)
Market Research Future	27.6%	70.3 billion USD (2023)
IMARC	23.12%	74.26 billion USD (2024)

Market growth
High Growth in Data Analytics

Data Analytics Market Forecast
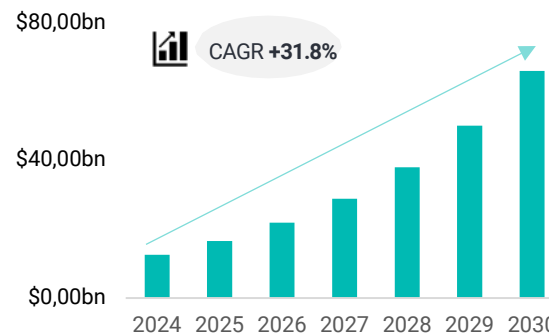
CAGR + ~ 26%

$400,00bn

$200,00bn

$0,00bn

2023 2024 2025 2026 2027 2028 2029 2030

Prescriptive Analytics

CAGR **+31.8%**

$80,00bn

$40,00bn

$0,00bn

2024 2025 2026 2027 2028 2029 2030

Predictive Analytics

CAGR **+28,3%**

$80,00bn

$40,00bn

$0,00bn

2024 2025 2026 2027 2028 2029 2030
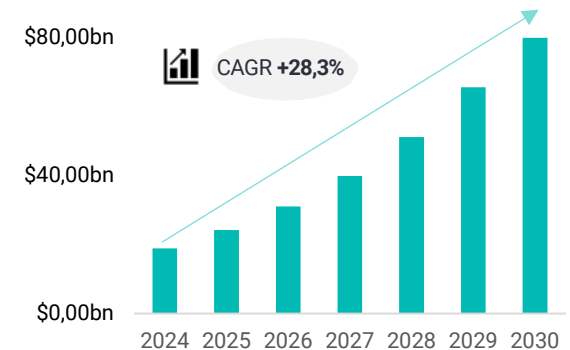
Geography
Regional Analysis

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

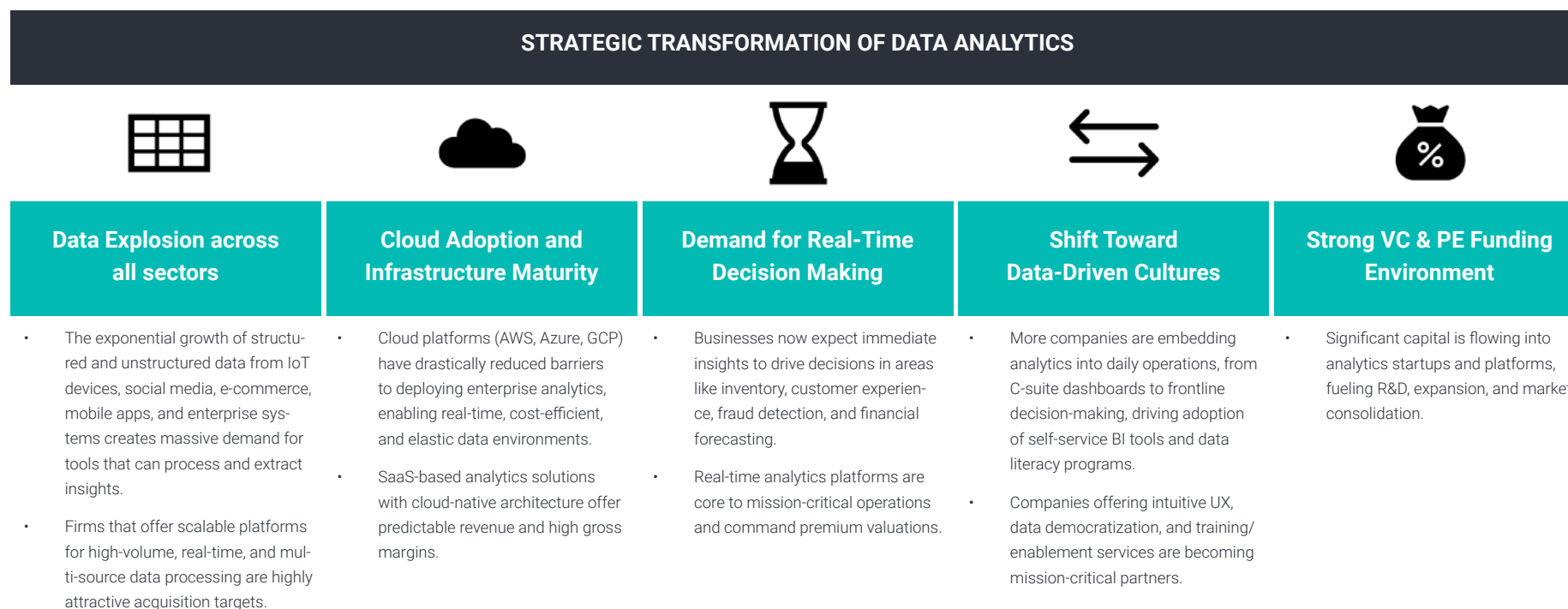**INDUSTRIAL AUTOMATION REGIONAL MARKET FORECAST**

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.

Key drivers
Key Drivers of Data Analytics

STRATEGIC TRANSFORMATION OF DATA ANALYTICS

Data Explosion across all sectors	Cloud Adoption and Infrastructure Maturity	Demand for Real-Time Decision Making	Shift Toward Data-Driven Cultures	Strong VC & PE Funding Environment
• The exponential growth of structured and unstructured data from IoT devices, social media, e-commerce, mobile apps, and enterprise systems creates massive demand for tools that can process and extract insights. • Firms that offer scalable platforms for high-volume, real-time, and multi-source data processing are highly attractive acquisition targets.	• Cloud platforms (AWS, Azure, GCP) have drastically reduced barriers to deploying enterprise analytics, enabling real-time, cost-efficient, and elastic data environments. • SaaS-based analytics solutions with cloud-native architecture offer predictable revenue and high gross margins.	• Businesses now expect immediate insights to drive decisions in areas like inventory, customer experience, fraud detection, and financial forecasting. • Real-time analytics platforms are core to mission-critical operations and command premium valuations.	• More companies are embedding analytics into daily operations, from C-suite dashboards to frontline decision-making, driving adoption of self-service BI tools and data literacy programs. • Companies offering intuitive UX, data democratization, and training/enablement services are becoming mission-critical partners.	• Significant capital is flowing into analytics startups and platforms, fueling R&D, expansion, and market consolidation.

Key trends
Strategic trends in Data Analytics Market

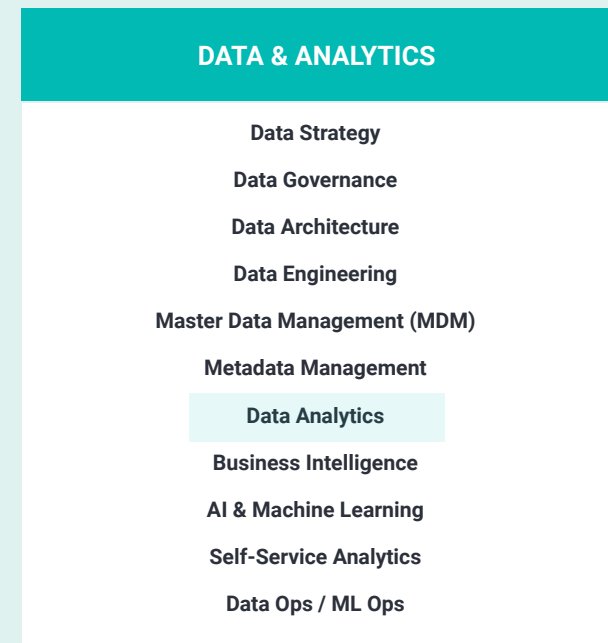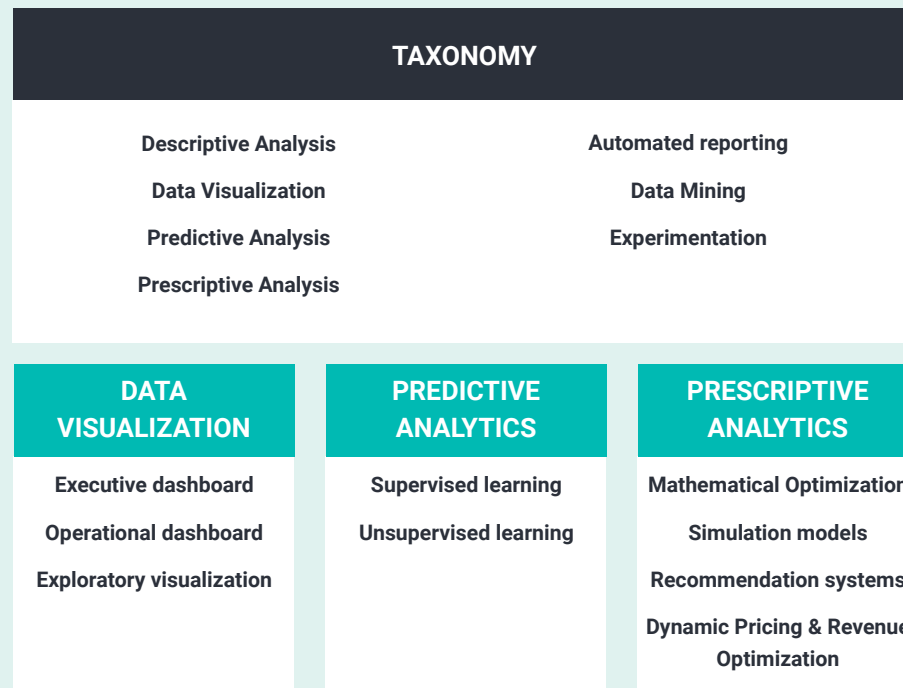| Rise of Augmented Analytics & AI/ML Integration	Data Democratization	Real-Time Action with Edge Analytics	Analytics Solutions Go Vertical	Securing the Data-Driven Enterprise
Analytics platforms are increasingly embedding AI and machine learning to automate data preparation, analysis, and insight generation. This evolution is lowering the barrier to entry for non-technical users and accelerating the time it takes to generate business value from data.	Organizations are working to make data more accessible across departments and user roles. This involves integrating disconnected data sources and eliminating silos, enabling a more unified and strategic view of the business through seamless data access. Additionally, democratization of analytics is empowering business users with drag-and-drop, natural language, and AI-assisted tools.	Shifting data processing closer to where it's generated, at the edge, rather than relying solely on centralized data centers is gaining momentum. This improves speed, reduces latency, and supports real-time analytics in use cases like IoT and smart manufacturing.	The era of generic, one-size-fits-all analytics is being replaced by a new wave of industry-specific solutions designed around the unique challenges and workflows of each sector. From real-time monitoring in healthcare to demand forecasting in retail or process optimization in manufacturing, analytics tools are increasingly adapted to deliver targeted, high-impact insights.	With increasing regulations and growing volumes of sensitive data, companies are doubling down on data governance, encryption, and secure data practices. Ensuring compliance and minimizing risk is now a critical part of any data strategy.

Segmentation

- **Marketmap**
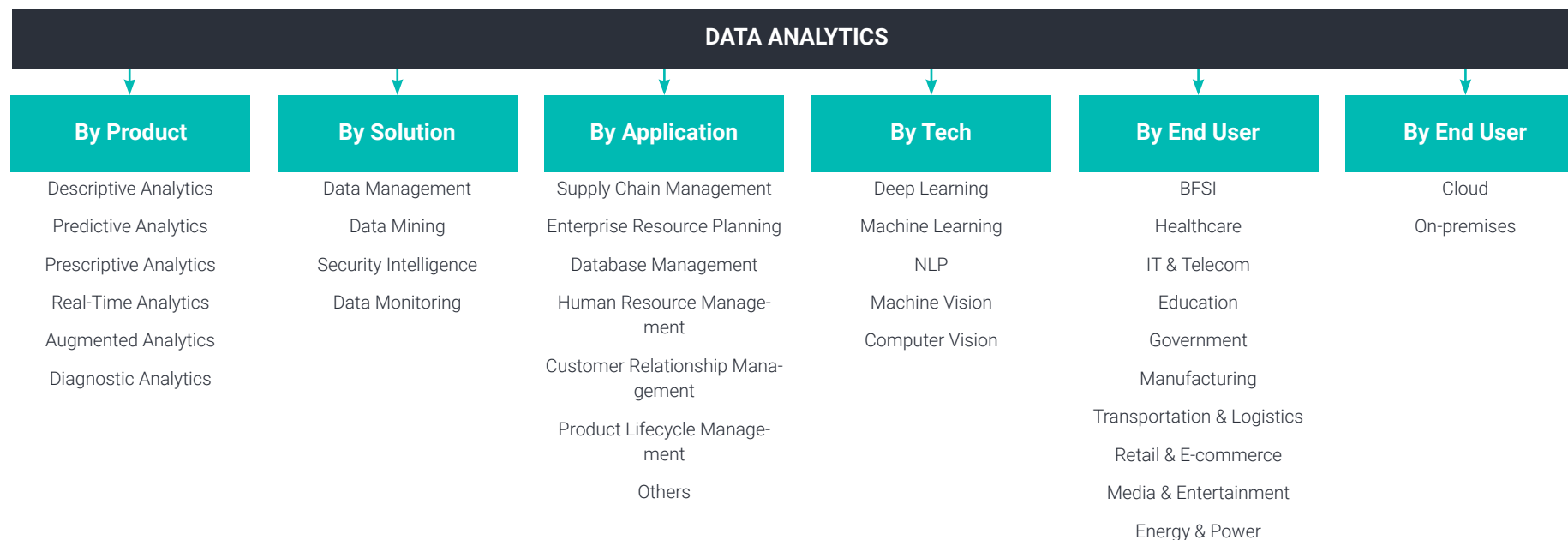- **Subsegment**
- **Segmentation type**
- **Taxonomy**

Segmentation

Taxonomy Data Analytics and "Data & Analytics"

TAXONOMY	
Descriptive Analysis	**Automated reporting**
Data Visualization	**Data Mining**
Predictive Analysis	**Experimentation**
Prescriptive Analysis	

DATA VISUALIZATION	PREDICTIVE ANALYTICS	PRESCRIPTIVE ANALYTICS
Executive dashboard	**Supervised learning**	**Mathematical Optimization**
Operational dashboard	**Unsupervised learning**	**Simulation models**
Exploratory visualization		**Recommendation systems**
		Dynamic Pricing & Revenue Optimization

DATA & ANALYTICS
Data Strategy
Data Governance
Data Architecture
Data Engineering
Master Data Management (MDM)
Metadata Management
Data Analytics
Business Intelligence
AI & Machine Learning
Self-Service Analytics
Data Ops / ML Ops

Segmentation
Segmentation (1)

DATA ANALYTICS					
By Product	**By Solution**	**By Application**	**By Tech**	**By End User**	**By End User**
Descriptive Analytics	Data Management	Supply Chain Management	Deep Learning	BFSI	Cloud
Predictive Analytics	Data Mining	Enterprise Resource Planning	Machine Learning	Healthcare	On-premises
Prescriptive Analytics	Security Intelligence	Database Management	NLP	IT & Telecom	
Real-Time Analytics	Data Monitoring	Human Resource Management	Machine Vision	Education	
Augmented Analytics		Customer Relationship Management	Computer Vision	Government	
Diagnostic Analytics		Product Lifecycle Management		Manufacturing	
		Others		Transportation & Logistics	
				Retail & E-commerce	
				Media & Entertainment	
				Energy & Power	

Segmentation
Segmentation (2)

Databases and warehouses	**BI and Analytics**	**Applications**	**Transform, Integrate and Monitor**	**Data Science and Machine Learning**	**Services**
Platform Players	Business Intelligence and Visualization	Enterprise	ETL and Integrations	ML/AI DevOps	Data Markets
Focused Players	Analyst Platforms	Industry	Quality, Governance, Security	Applied AI and Hardware	Consulting
	Specialty Analytics				

5Fs Porter

- Market
- Suppliers
- Competitors
- Complementary products
- Substitute products

Market
User Categories

END-USERS		

BUSINESS DECISION-MAKERS	DATA PROFESSIONALS (ANALYST & DATA SCIENTISTS)	DOMAIN EXPERTS & OPERATIONAL STAFF

BUSINESS DECISION-MAKERS

- C-level leaders (CEOs, CFOs, etc.) and department heads in all industries rely on analytics for strategic insights. They need high-level **dashboards, KPIs, and forecasts** that inform decision-making in finance, marketing, operations, and beyond.

- Across domains, these users expect analytics to answer critical business questions and highlight opportunities or risks in plain language.

DATA PROFESSIONALS (ANALYST & DATA SCIENTISTS)

- These are power-users who work directly with data – data analysts, data scientists, BI developers, analytics engineers, etc. They exist in specialized analytics teams or within business units

- Their role is to gather, clean, and analyze data to generate insights for the organization.

DOMAIN EXPERTS & OPERATIONAL STAFF

- This category includes functional roles outside of IT/analytics who increasingly use data in day-to-day work. These users often lack formal data science training, so they need self-service analytics that are easy to use and require minimal coding.

- For these end-users, the analytic solution must provide intuitive interfaces and pre-built templates or models relevant to their field. They value quick answers without needing to involve IT, so true data democratization is key – enabling employees at all levels to make data-driven decisions.

Market
Go-to Market Strategies

SMBs and Non-Technical Users

- Simplicity and ease of use: intutitive interfaces, ready-made templates, and automated assistants.
- Fast deployment and affordable pricing.
- Enables insights without needing a large IT team or big budget.

Enterprise Clients

- Power, scalability, and advanced integration with existing systems (ERP, CRM, IoT).
- Advanded analytics: machine learning, real-time data, robust security.
- Customization, dedicated support, and proven ROI at scale.

Industry-Specific Segments

- Solutions tailored to sector challenges and regulations (healthcare, finance, retail, manufacturing).
- Industry-specific data models and dashboards to accelerate results and demonstrate business expertise.

Top benefits companies get from using analytics

Benefit	Percentage
Improve efficiency and productivity	63%
Faster, more effective decision-making	57%
Better financial performance	51%
Competitive advantage	48%
Improved customer experiences	48%
Improved customer acquisition and retention	46%
Identification and creation of new revenue streams	43%
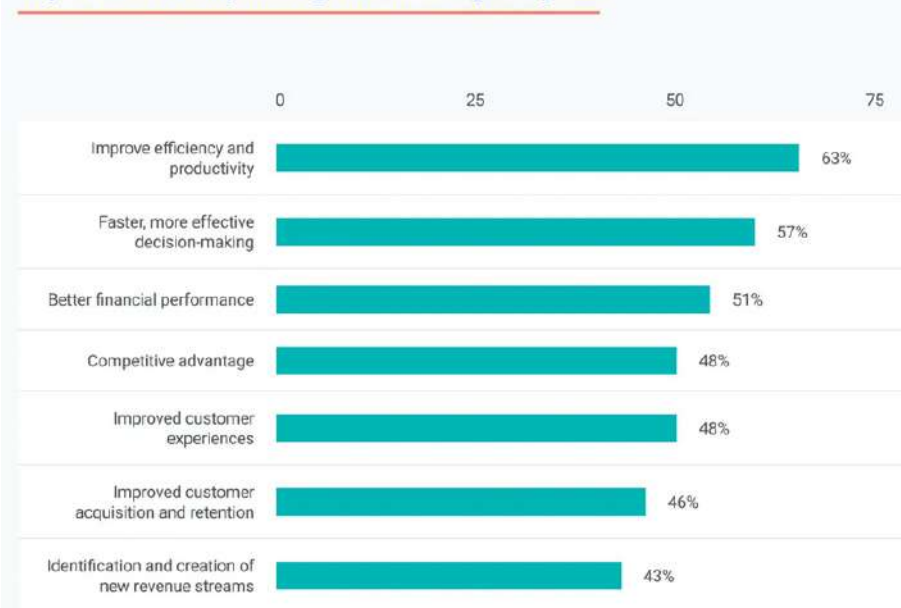
Supplier categories
Key Supplier Categories

Category	Description	
CLOUD INFRASTRUCTURE PROVIDERS	They provide the compute, storage, and networking backbone for running analytics workloads at scale. Their services enable flexibility, scalability, and cost efficiency for analytics platforms.	aws / Google Cloud
DATA INTEGRATION & ETL TOOLS	These tools aggregate and normalize data from multiple sources into unified formats. They ensure clean, consistent data flows essential for downstream analytics.	Fivetran / Informatica
DATA STORAGE & MANAGEMENT PLATFORMS	They store structured and unstructured data while enabling fast retrieval and secure access. These platforms are central to performance, governance, and scalability.	snowflake / databricks
ANALYTICS ENGINES & PROCESSING FRAMEWORKS	They process large datasets and power statistical modeling, machine learning, and real-time analysis. This is where raw data is transformed into insights.	KNIME Open for Innovation / Spark
VISUALIZATION & BI TOOL PROVIDERS	These platforms convert analytical results into interactive dashboards and reports. They democratize data access and support faster business decisions.	Power BI / tableau
THIRD-PARTY DATA PROVIDERS & APIs	They enrich internal data with external sources for deeper analysis and market intelligence. This enhances predictive models and broadens analytical context.	crunchbase / Clearbit
SECURITY, PRIVACY & GOVERNANCE VENDORS	They ensure data use complies with regulations and internal policies through cataloging, access control, and audit features. Their role is critical in protecting data integrity and trust.	Collibra / Alation
CONSULTING & SYSTEM INTEGRATION FIRMS	They design and implement analytics solutions tailored to client needs. Their involvement ensures strategic alignment, adoption, and long-term success.	accenture / Deloitte.

Competitive Landscape
Market Ecosystem

DATA ANALYTICS

CLOUD-NATIVE DATA PLATFORMS	EMBEDDED & VERTICAL-SPECIFIC ANALYTICS	EMERGING STARTUPS AND DISRUPTORS	GENERAL-PURPOSE ANALYTICS PLATFORMS
Modern data warehouse and data lakehouse platforms, often delivered as cloud services, that handle large-scale data storage and processing with built-in analytics capabilities.	Tools designed to be embedded in other software or tailored to specific industries/domains.	Newer companies and open-source projects that are innovating with AI-native approaches, real-time analytics, or novel business models to challenge incumbents.	Traditional business intelligence (BI) and analytics suites that serve a wide range of use cases.

Competitive Landscape
Market Landscape
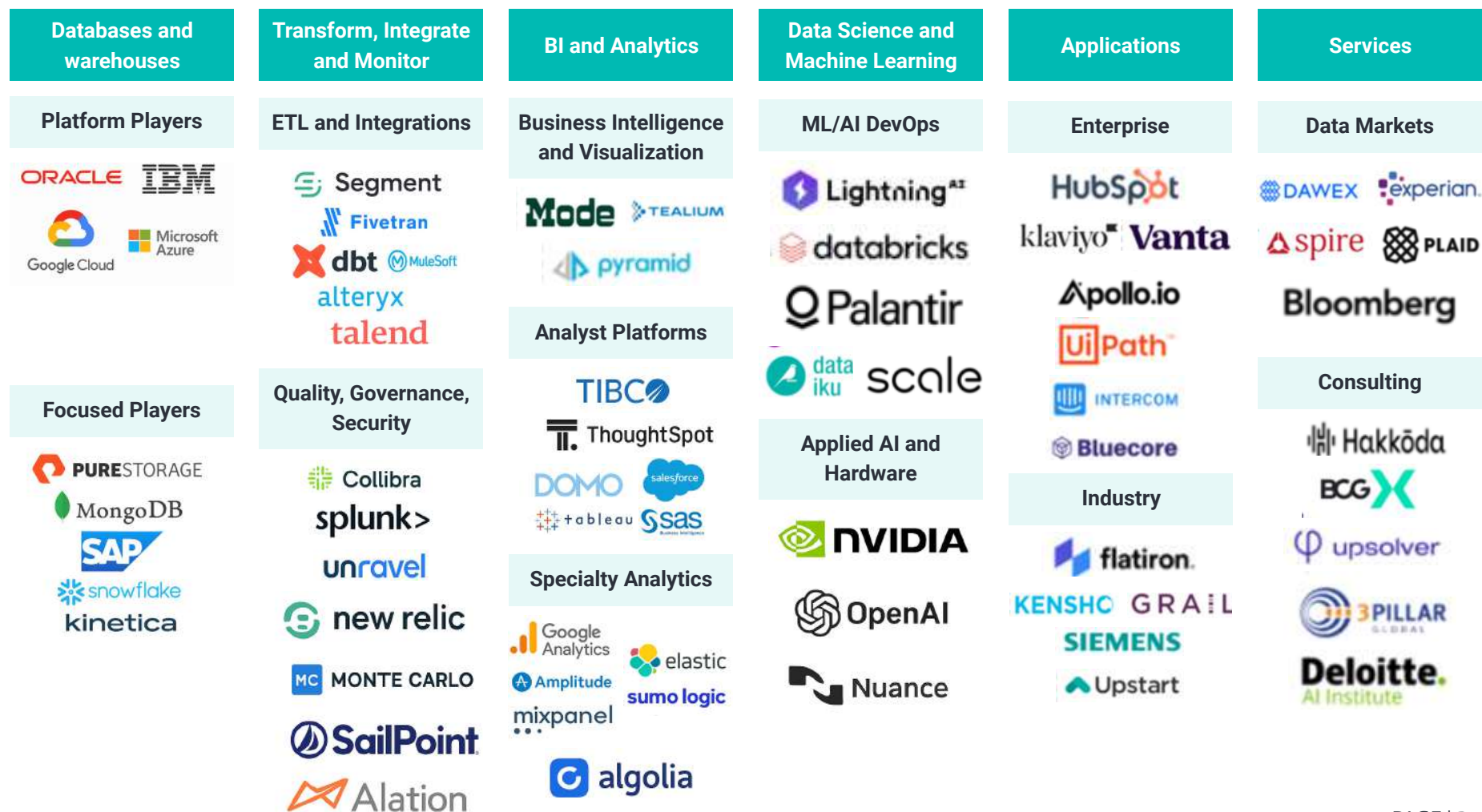
Complementary product
Complementary Solutions

DATA INTEGRATION & ETL TOOLS

- These tools automate the process of extracting data from multiple systems, transforming it into usable formats, and loading it into analytics platforms. They ensure analytics systems receive fresh, structured, and reliable data.

- Without ETL, analytics tools can't function efficiently — they rely on high-quality inputs to generate accurate insights.

CRM & ERP SYSTEMS

- These business systems are **primary data sources** for analytics. They also serve as **activation platforms**, where insights are pushed back for business use.

- They generate operational data and act as execution layers for analytics — closing the loop from insight to action.

CLOUD INFRASTRUCTURE & DATA PLATFORMS

- Cloud infrastructure enables scalable, elastic, high-performance computing for storing, querying, and analyzing large volumes of data. It's foundational for real-time or big data analytics.

- Analytics solutions depend on reliable compute, storage, and availability — cloud platforms make advanced analytics cost-effective and accessible.

EXTERNAL DATA PROVIDERS & APIs

- These vendors offer **third-party datasets** that enrich internal analytics. Their APIs allow real-time augmentation of company, user, or market profiles.

- They enhance in-house data with external context — improving model accuracy, segmentation, and market intelligence.

Complementary product
Complementary Solutions

DATA GOVERNANCE & PRIVACY TOOLS	**MLOps & MODEL DEPLOYMENT PLATFORMS**	**BUSINESS INTELLIGENCE (BI) & VISUALIZATION TOOLS**

Collibra   Alation   R   mlflow   Power BI   Looker

- These platforms help manage data quality, lineage, access rights, and regulatory compliance. They are vital for building **trust and transparency** into analytics workflows, especially in regulated industries.

- They ensure data is clean, controlled, and compliant — reducing risks and increasing stakeholder confidence in analytics outputs.

- MLOps platforms manage the **full lifecycle of machine learning models**: training, testing, deployment, and monitoring. They enable analytics to move from descriptive to **predictive and prescriptive**.

- They convert complex analytics into actionable visual formats that business users can understand and use in real-time.

- The operationalize advanced analytics and AI models, turning raw data into forward-looking business strategies.

- BI tools help visualize and interact with analytics outputs via dashboards, reports, and drill-downs. They are **user-facing layers** that democratize access to insights across business teams.

- They convert complex analytics into actionable visual formats that business users can understand and use in real-time.

Substitute Products
Alternatives to Data Analytics

1. EXCEL / GOOGLE SHEETS	Still the most-used "analytics tool" globally. Many SMBs and even departments in large enterprises rely entirely on spreadsheets for reporting, analysis, and dashboards — **substituting platforms like Power BI or Looker.**
2. EMBEDDED ANALYTICS IN SaaS	Tools like Salesforce, Shopify, and HubSpot offer built-in analytics. These satisfy user needs **without requiring separate BI/ analytics platforms**. Growing trend in operational analytics.
3. BPM / FP&A TOOLS	Tools like Anaplan, Oracle EPM, or Workday Adaptive Planning are **used instead of analytics** for scenario modeling, KPI tracking, and budget forecasting — especially in finance departments.
4. AI-POWERED DECISION ENGINES	Systems like Pega or Salesforce Einstein generate recommendations **without needing dashboard review**. They move from "you analyze" to "we decide for you" — a functional substitute.
5. LOW-CODE AUTOMATION TOOLS	Zapier or Power Automate let ops teams trigger workflows based on data conditions, **bypassing formal analytics platforms.**
6. DATA-AS-A-SERVICE PLATFORMS	Platforms like CB Insights or PitchBook **deliver ready-made insights**, removing the need to analyze raw data in-house. They solve the same business intelligence problem from the supply side.
7. DOMAIN-SPECIFIC BI TOOLS	Tools like Klipfolio or ChartMogul offer **pre-built dashboards** for specific verticals. Their simplicity and speed often lead users to skip deploying enterprise-grade analytics tools altogether.

Value Chain

- **Primary and support activities**

Value Chain
Primary and support activities

PRIMARY ACTIVITIES

DATA GENERATION & COLLECTION	DATA INTEGRATION & ETL	DATA STORAGE & MANAGEMENT	DATA PROCESSING & ANALYTICS	DATA VISUALIZATION & DECISION SUPPORT	ACTION & AUTOMATION
• Capturing raw data from various sources: devices, apps, transactions, IoT, external APIs.	• Extracting, transforming, and loading data from multiple formats and systems into unified repositories.	• Storing and managing structured/unstructured data securely and at scale.	• Running queries, statistical analysis, and ML models to extract insights from data.	• Displaying data through dashboards, reports, alerts, and storytelling tools for business decisions.	• Displaying data through dashboards, reports, alerts, and storytelling tools for business decisions.

SUPPORT ACTIVITIES

TECHNOLOGY INFRASTRUCTURE	SECURITY & GOVERNANCE	PROFESSIONAL SERVICES & CONSULTING	TRAINING & ENABLEMENT	ECOSYSTEM & PARTNERSHIPS	PRODUCT R&D & INNOVATION
Scalable infrastructure enabling computation, storage, and data operations.	Policies, tools, and frameworks ensuring secure, compliant, and ethical data use.	Implementation, customization, and change management for analytics rollouts.	Equipping users with the skills and knowledge to use analytics tools effectively.	Alliances and marketplaces to distribute, embed, or enhance analytics solutions.	Ongoing development of algorithms, AI features, UI improvements, and new modules.

Investment activity

- **Main transactions**
- **Key transactions**

Transactions
Latest Spanish "Data Analytics" transactions

Target Company	Target description	Acquirer	Acquirer description	Acq. Date
Forward Keys Spain	ForwardKeys provides global travel data intelligence, analysing air bookings and tourist behaviour to support strategic decisions by destinations and industry players.	**Amadeus** Spain	Amadeus is a Spanish technology company that provides software solutions and reservation systems for the global travel industry, including airlines, travel agencies, hotels and airports..	2025
Idrica Spain	Idrica is a Spanish technology company specialising in the digitalisation of the integral water cycle through its GoAigua platform, offering smart solutions to optimise water management.	**Xylem** US	Xylem es una empresa global especializada en tecnología del agua, que ofrece soluciones innovadoras para el transporte, tratamiento y análisis del agua en sectores como el municipal, industrial y agrícola.	2024
Xeerpa Spain	Xeerpa specialises in enriching customer profiles by analysing social media data, enabling brands to personalise their marketing strategies with over 400 attributes of first-party data.	**t2ó** Spain	T2ó is an international digital marketing agency that offers integrated solutions based on technology, data and artificial intelligence to connect with audiences, increase sales and build customer loyalty.	2024
Zeus Spain	Company dedicated to the development of software for analysis, management, data visualisation and business intelligence through dashboards.	**LLYC** Spain	LLYC is a global communications, marketing and public affairs consultancy that helps companies strengthen their reputation and leadership through creative and innovative solutions..	2024
Grupo Solutio Spain	Grupo Solutio, based in Madrid, specialises in enterprise software development for data analysis and management, as well as providing cloud services and technology consulting.	**Kirey** Italy	Kirey Group, an Italian company specialised in the development and implementation of technological solutions for the insurance and banking sectors,	2024
APSL Spain	APSL (Advanced Programming Solutions SL) is a Spanish technology company, based in Palma de Mallorca, specialising in customised digital solutions. It offers services in cloud architecture, data management, artificial intelligence and agile product development.	**Nagarro** Germany	Nagarro is a global digital engineering company that provides product development, artificial intelligence, data analytics, cloud solutions and technology consulting services, helping organisations become digitally transformed, agile and customer-centric.	2023
Deko Data Spain	Deko Data is a Spanish company specialising in data solutions, artificial intelligence and cloud services, helping organisations to modernise and make data-driven decisions.	**Alantra Partner** Spain	Alantra is an international financial services firm specialising in investment banking and private equity, providing M&A, debt and asset management advice to mid-market companies and institutional investors.	2022
Artyco Spain	Grupo Artyco is a Spanish company specialised in marketing and data management solutions, helping companies to improve their sales through data-driven strategies. is telling stories and producing television.	**Mio Group** Spain	MIO Group is a strategic consulting firm specialising in marketing, technology and data, providing integrated solutions to drive digital transformation and business growth.	2022
HOPU Spain	HOPU is a Spanish company specialising in Internet of Things (IoT) solutions for smart cities. It develops devices such as Smart Spot to monitor air quality, noise and other environmental parameters in real time, facilitating sustainable urban decision-making through data analysis and visualisation platforms.	**Libelium** Spain	Libelium is a Spanish technology company specialising in Internet of Things (IoT) solutions, which develops devices and platforms to monitor environmental and urban variables, facilitating the digital transformation of cities and industries.	2022
Goodform Spain	Goodform es una agencia británica especializada en marketing deportivo y análisis de datos, que ofrece soluciones de CRM, investigación de audiencias y estrategias de fidelización para organizaciones deportivas. Desde 2022, forma parte del grupo global You First, ampliando su alcance internacional.	**You First** Spain	You First is a global talent representation and marketing agency specialising in sports and entertainment. It offers athlete management, content production, brand consultancy, sponsorship, events and influencer marketing services.	2022

M&A Strategy
Buyer verticals

Buyer Vertical	Description
Other Vertical Tech	Broad category for tech companies that span multiple sectors or are hard to classify under a specific vertical.
Healthcare Tech	Providers of technology solutions for hospitals, health systems, and diagnostics.
IT/Business Consulting Firm	Consultancies that provide strategic, technological, and analytics-focused advisory services.
Cloud-Native SaaS	SaaS companies built for scalability and flexibility in cloud-native environments.
Marketing Analytics SaaS	Platforms providing marketing-specific metrics, attribution modeling, and audience targeting capabilities.
ERP System Vendor	Enterprise Resource Planning software providers offering integrated business management tools (e.g., finance, HR, inventory).
Fintech	Companies operating in financial technology, including lending, credit scoring, and transaction analytics.
Digital Transformation Tech	Firms focused on enabling businesses to digitize operations, modernize legacy systems, and leverage analytics.
Mobile/App Tech	Developers of mobile applications and tools for app performance analytics.
HR Tech	Platforms that use analytics to manage hiring, performance, compensation, and workforce planning.
Media Tech	Companies providing analytics, distribution, or monetization tools for media and content platforms.
GovTech	Technology providers delivering public sector-focused software, analytics, and digital services.
BI/Insights Platform	Firms offering business intelligence dashboards, data visualization, and insights platforms.
Energy Tech	Companies leveraging analytics for grid management, consumption optimization, and renewable energy integration.
Workflow Automation SaaS	SaaS platforms focused on streamlining operations, approvals, and tasks through rule-based automation.

Buyer Vertical	Description
InsurTech	Technology firms transforming insurance processes through data-driven underwriting, claims, and pricing analytics.
Analytics Software Provider	Companies offering dedicated analytics platforms, dashboards, or modeling tools across industries.
Sports Tech	Platforms using analytics in sports performance, broadcasting, fan engagement, and event operations.
Cybersecurity	Companies focused on network protection, security analytics, and threat intelligence solutions.
Retail Tech	Firms enhancing the retail experience through digital commerce, automation, and in-store analytics.
LegalTech	Technology providers optimizing legal services through analytics, automation, and case management.
Data Platform	Infrastructures for data warehousing, processing, and pipeline management.
Construction/PropTech	Tech providers for real estate, smart buildings, and construction process optimization.
CRM Platform	Technology vendors specializing in customer relationship management systems.
ML-Driven Analytics	Platforms leveraging machine learning for automated data processing, forecasting, and anomaly detection.
Travel Tech	Companies using analytics for pricing, route optimization, and travel experience personalization.
AgriTech	Platforms applying data and analytics to crop optimization, supply chain, and farm management.
Industrial Tech	Companies delivering hardware and software solutions for manufacturing, sensors, and industrial systems.
Automotive Tech	Analytics used in autonomous driving, supply chain, manufacturing, and connected car ecosystems.
E-Commerce Tech	Platforms and technologies powering online marketplaces and e-commerce analytics.

M&A Strategy
Target Verticals

Final Target Vertical	Description
Other Analytics	Catch-all category for analytics targets not easily classifiable in standard verticals.
Advanced Analytics Tool	Vendors offering predictive analytics, statistical modeling, and AI/ML tools.
BI/Insights Vendor	Providers of data visualization, business dashboards, and performance metrics solutions.
Cloud SaaS Platform	Data analytics platforms delivered via cloud infrastructure, emphasizing scalability and multi-tenancy.
Healthcare Analytics	Used in diagnostics, patient monitoring, and hospital performance optimization.
AI-Powered SaaS	SaaS platforms where AI is central to analytics and decision-making functionalities.
Data Platform Analytics	End-to-end platforms for storing, processing, and analyzing large datasets.
EdTech Analytics	Solutions designed to improve education outcomes through student data analysis.
CRM/Data Integration	Connects customer relationship management systems with analytics workflows.
Marketing Analytics Platform	Products focused on campaign performance, attribution, and segmentation.
HR Analytics	Analytics used to measure workforce performance, predict turnover, or optimize recruitment.
Industrial Analytics	Analytics focused on equipment performance, predictive maintenance, and factory optimization.
Fintech Analytics	Analytics for risk scoring, transaction monitoring, and financial modeling.
Retail Analytics	Analytics focused on customer behavior, sales forecasting, and merchandising.
Construction/Prop Analytics	Analytics solutions for real estate, infrastructure, and construction performance optimization.

Final Target Vertical	Description
Media Analytics	Solutions analyzing media reach, audience behavior, and ad performance.
Energy Analytics	Tools that analyze energy usage, efficiency, and smart grid performance.
Market Research Analytics	Analytical tools used to derive insights from survey or market data.
Marketing Analytics	Solutions for digital marketing metrics, ROI tracking, customer segmentation, and media buying efficiency.
Gov Analytics	Analytics supporting public administration, policy analysis, and urban planning.
Sports Analytics	Used to track player performance, fan behavior, game strategies, or sports business analytics.
Location Intelligence	Geospatial and location-based analytics for real estate, mobility, or logistics.
Regulatory/Compliance Analytics	Analytics solutions for managing compliance and regulatory reporting.
Insurance Analytics	Used to optimize underwriting, claims, and customer segmentation.
Legal Analytics	Platforms that provide insights on legal proceedings, case law, and litigation outcomes.
Cybersecurity Analytics	Analytics products aimed at detecting threats, fraud, and network anomalies.
Travel Analytics	Provides insights on booking patterns, traveler behavior, dynamic pricing, and logistics.
Workflow Automation Platform	Solutions that automate and optimize business operations.
Agricultural Analytics	Platforms that analyze weather, soil, crop yield, and farm productivity.
Automotive Analytics	Solutions related to supply chain, predictive maintenance, or driving behavior analytics.

M&A Strategy
Most active buyer verticals

Buyer Vertical	Likely Targets	Why It Makes Sense	Key Synergies
BI/Insights Platform	• Advanced Analytics Tools, • Data Platforms	Enriches native platform capabilities with predictive models and advanced visualizations	• Product integration, • improved retention, • upselling opportunities
Cybersecurity	• Cybersecurity Analytics, • Threat Detection Platforms	Strengthens threat detection, expands into XDR and behavior analysis	• Enhanced security suite, • reduced third-party reliance, • tech/IP integration
IT/Business Consulting Firm	• BI Tools, • Workflow Automation, • Vertical-Specific Analytics	Adds proprietary tools to increase value in client transformation projects and offer recurring revenue services.	• Cross-sell services, • value-added IP, • vertical market access
Cloud-Native SaaS / ML-Driven Analytics	• Data Platforms, • ML Tools, • Scalable Analytics APIs	Improves backend intelligence and performance, accelerates R&D without building in-house.	• API integration, • feature expansion, • platform monetization
Fintech	• Risk Scoring, • KYC, • Fraud Detection Analytics	Reduces compliance costs and enhances lending/transaction security.	• Regulatory alignment, • proprietary scoring, • operational efficiency
Retail Tech	• Customer Behavior Analytics, • Pricing Intelligence	Enables personalization, dynamic pricing, and inventory optimization.	• Increased conversion, • reduced churn, • basket growth
Healthcare Tech	• Predictive Diagnostics, • Patient Data Analytics	Improves care outcomes, reduces treatment costs, ensures data compliance.	• Clinical data integration, • EMR compatibility, • regulatory leverage

M&A Strategy
Private Equity Trends in Data Analytics Acquisitions

How PE Firms Extract Value

Roll-up Strategies

Combine multiple niche players into larger platforms to improve valuation multiples.

Margin Expansion

Optimize cost structure post-acquisition, particularly in engineering-heavy orgs.

Recurring Revenue Focus

Prioritize targets with high % of MRR and low churn.

Exit Potential

Buy-and-build plays targeting future exit to strategics.

Target Vertical	Why It's Attractive to PE
BI/Insights Vendor	Strong cash flows, clear enterprise stickiness, upsell potential through modular licensing.
Workflow Automation Platform	Efficient operational tools with high renewal rates, often ripe for roll-up strategies.
Advanced Analytics Tool	Scalable tech, often with R&D arbitrage potential and exit to strategic buyers or IPO.
Cybersecurity Analytics	High growth, defensive sector, long-term contracts, and strong demand.
Marketing Analytics	High-margin SaaS business models, often with consumer data assets that increase valuation.
Healthcare Analytics	Mission-critical systems with regulatory moats and stable customer bases (e.g., payers, providers).
Retail / Consumer Analytics	Omnichannel, e-commerce growth + data personalization driving demand.

M&A Strategy
Buyer Type vs Target Size

REVENUES				
< $1M	**$1M to $10M**	**$1M to $50M**	**$50M to $100M**	**>$100M**
• Highly fragmented buyer base with low volume per buyer type.	• Most frequent target size.	• Sweet spot for both strategic and financial acquirers	• Less frequent but highly valuable	• Very rare

Acquirers are

• Specialized vertical tech firms (e.g., AgTech, FinTech, MarTech) • Startups acquiring startups to enhance niche capabilities	• BI & Analytics vendors • Marketing SaaS firms • IT/Consulting firms • Private equity for platform builds	• PE-backed SaaS consolidators • Enterprise Software/Cloud providers • Global IT consulting players	• Tech majors or late-stage platforms • Private equity firms executing larger platform plays	•Large-cap public software firms •Tier-1 private equity funds

Strategic Motives

• Acquire IP, tech teams, or niche solutions at low cost • Expand market share in early-stage ecosystems	• Rapidly add specialized analytics functions • Integrate ML or automation modules into broader platforms • Create horizontal synergies across industries	• Scale solutions with proven market fit • Use as anchor acquisitions for roll-ups • Stronger customer base and revenue predictability	• Expand into adjacent data analytics verticals • Secure regional dominance or technological depth	• Market consolidation • Accelerated capability-building at scale • Immediate impact on top-line or product offering

M&A Strategy
Buyer Type vs Geography

Top acquisition countries

United States dominates both as buyer and target:

- 295 domestic deals (U.S. to U.S.) - the largest volume by far.
- 19 acquisitions of UK-based targets - top foreign acquisition destination.

The U.S. has both the **deepest pool of acquirers and targets**, from Big Tech to mid-market SaaS players. Domestic deals reflect preference for cultural alignment, regulatory familiarity, and proximity.

U.S. Strategic Buyers

Most active cross-border acquirers targeting UK, France, and Israel. They seek new markets, EU-regulated clients, and niche tech.

UK Strategic Buyers

Strong domestic activity with ~26 UK-to-UK deals. They focus on local market consolidation in SaaS and services sectors.

Private Equity

Active in UK, Netherlands, and Germany. Target companies with €5M - €25M revenue for platform or bolt-on strategies.

European Tech Firms

Acquire mostly regionally for vertical integration, client expansion, or feature-based M&A like adding AI modules.

M&A Strategy
Most Active Companies in the Data Analytics Market

Contact us

Diego Gutiérrez Zarza

Corporate Finance Partner
dgutierrez@bakertilly.es

Cristina Salmón

Head of Tech Sellside
cristina.salmon@bakertilly.es

advisory@bakertilly.es

+34 946 42 41 42

www.techma.bakertilly.es

bakertilly