

Global Alternative Data Market: Analysis By Type (Credit & Debit Card Transactions, Social & Sentiment Data, Web Scraped Data, Web Traffic, Mobile Application Usage, Satellite & Weather Data, Geo-location Records, Email Receipts and Other Data Types), By Industry (BFSI, IT & Telecommunication, Retail, Automotive & Transport, Media & Entertainment, Energy, Industrial and Others), By End User (Hedge Fund Operators, Investment Institutions, Retail Companies and Other), By Region Size and Trends with Impact of COVID-19 and Forecast up to 2029

April 2024



Global Alternative Data Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Impact Of COVID-19

Dynamics

Competitive Landscape

Company Profiling

Global Alternative Data Market: Coverage

Scope of the Report

Attributes	Details
Title	Global Alternative Data Market: Analysis By Type (Credit & Debit Card Transactions, Social & Sentiment Data, Web Scraped Data, Web Traffic, Mobile Application Usage, Satellite & Weather Data, Geo-location Records, Email Receipts and Other Data Types), By Industry (BFSI, IT &, Telecommunication, Retail, Automotive & Transport, Media & Entertainment, Energy, Industrial and Others), By End User (Hedge Fund Operators, Investment Institutions, Retail Companies and Other), By Region Size and Trends with Impact of COVID-19 and Forecast up to 2029
Coverage	Global and Regional
Regional Coverage	North America (the US, Canada, and Mexico), Europe (The UK, Germany, France, Italy, and Rest of the Europe), Asia Pacific (China, Japan, India and, Rest of the Asia Pacific), Middle East and Africa, and Latin America
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2024-2029
Competition in the Market	Fragmented
Key Players	Factset Research Systems Inc., Jefferies Financial Group Inc.(M Science), London Stock Exchange Group Plc (LSEG Data & Analytics), Nasdaq, Inc., SymphonyAI, LLC (1010data, Inc.), Thinknum Alternative Data, Dataminr, Inc., RavenPack International SL, Preqin Ltd., Advan Research Corporation, Eagle Alpha Ltd., Earnest Analytics, YipitData Inc.

Global Alternative Data Market: Coverage

Executive Summary

Alternative data refers to non-traditional sources of information, such as satellite imagery, social media activity, or sensor data, used by businesses and investors to gain insights into various aspects of the market and economy. Unlike conventional data, alternative data provides unique perspectives and real-time insights that can uncover hidden trends, consumer behaviors, and market sentiment, often transforming decision-making processes. The global alternative data market was valued at US\$6.97 billion in 2023. The market value is expected to reach US\$88.92 billion by 2029, growing at a CAGR of 52.87% over the projected period of 2024-2029.

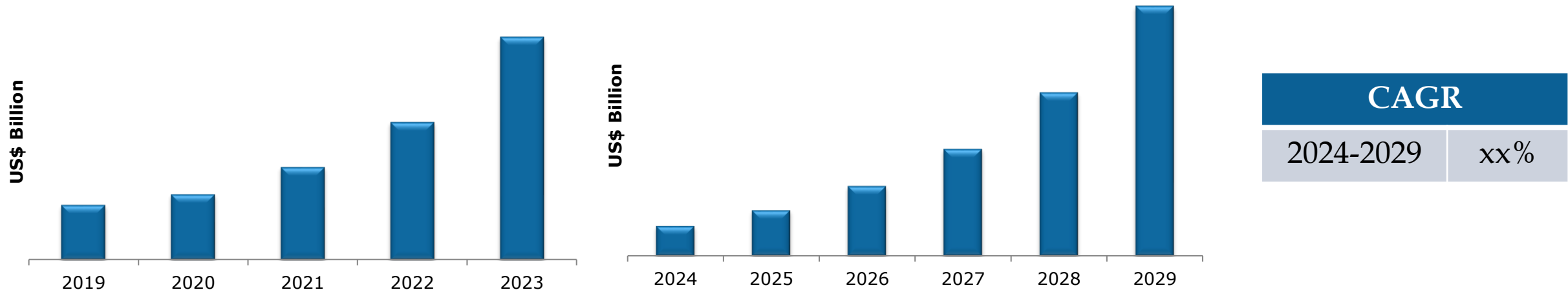
The global alternative data market can be segmented based on type (credit & debit card transactions, social & sentiment data, web scraped data, web traffic, mobile application usage, satellite & weather data, geo-location records, email receipts and other data types), industry (BFSI, IT & telecommunication, retail, automotive & transport, media & entertainment, energy, industrial and others), and end user (hedge fund operators, investment institutions, retail companies and other). In 2023, Credit & Debit Card Transactions segment held the major share of the market. Based on the region, North America dominated the market in 2023.

The COVID-19 pandemic accelerated the adoption of alternative data as traditional data sources faltered. Post-pandemic, the alternative data market is expected to continue thriving as businesses recognize its value in understanding evolving consumer behaviors, supply chain disruptions, and market sentiment, driving informed decision-making in an increasingly uncertain world.

The global alternative data market observed progressive growth in the past few years and anticipations are made that during the forecasted period (2024-2029), the market would further augment at an escalating growth rate. The global alternative data market growth is predicted to be supported by numerous growth drivers such as proliferation of credit and debit card transaction data providers, rising demand from hedge funds managers, growing digitalization, surge in data-driven decision-making, government initiatives and regulatory environment, integration of unstructured data, globalization of markets, real-time insights, increasing penetration in automotive sector, rising BFSI industry, rising demand from institutional and retail investors, and many other factors. Conversely, the market growth would be negatively impacted by various challenges such lack of expert personnel, lack of data accuracy, etc. Moreover, the market growth would succeed in various market trends like internet penetration and 5G adoption, penetration of internet of things (IOT), advancements in AI, ML, and NLP, expansion of emerging data sources, emergence of generative AI, growing interest in stock market trading, rise of ESG alternative data, etc.

Alternative Data Market: Global Analysis

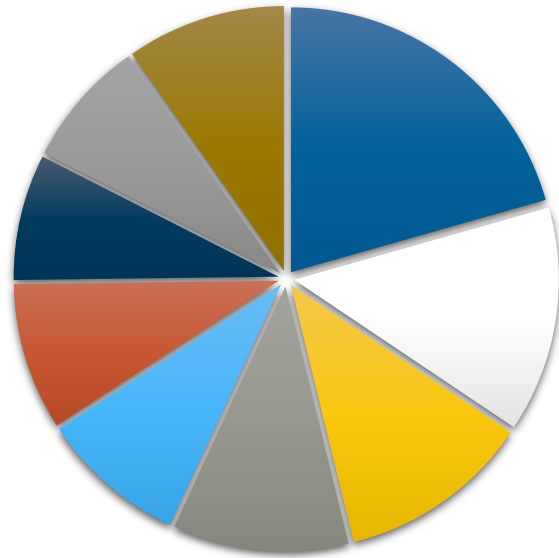
Global Alternative Data Market by Value



Global Alternative Data market was valued at US\$... billion in 2023 and is anticipated to reach up to US\$... billion by 2029 from US\$... billion in 2024, with a CAGR of xx%.

Alternative Data Market: Global Analysis

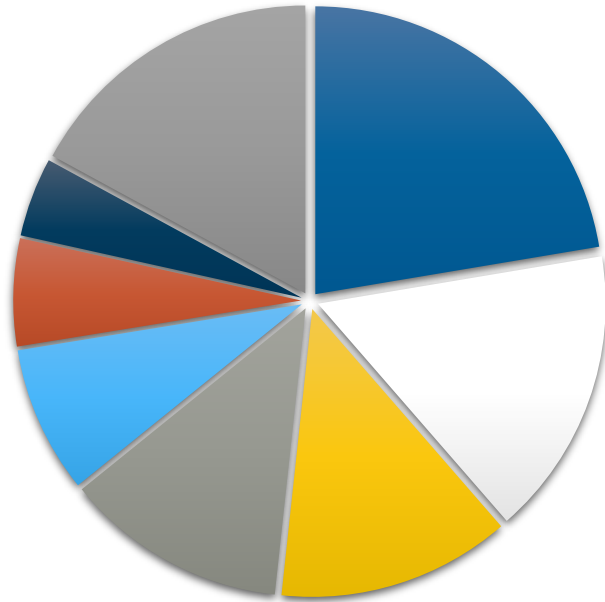
Global Alternative Data Market by Type; 2023



Type	Share (2023)
Credit & Debit Card Transactions	xx%
Social & Sentiment Data	xx%
Web Scraped Data	xx%
Web Traffic	xx%
Mobile Application Usage	xx%
Satellite & Weather Data	xx%
Geo-location Records	xx%
Email Receipts	xx%
Other Data Types	xx%

Alternative Data Market: Global Analysis

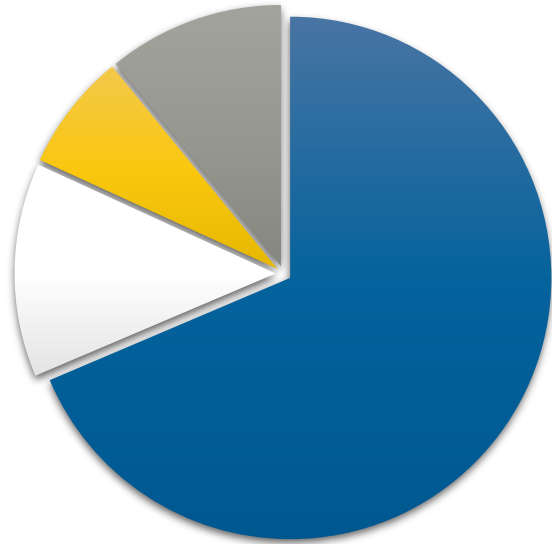
Global Alternative Data Market by Industry ; 2023



Industry	Share (2023)
BFSI	xx%
IT & Telecommunication	xx%
Retail	xx%
Automotive & Transport	xx%
Media & Entertainment	xx%
Energy	xx%
Industrial	xx%
Others	xx%

Alternative Data Market: Global Analysis

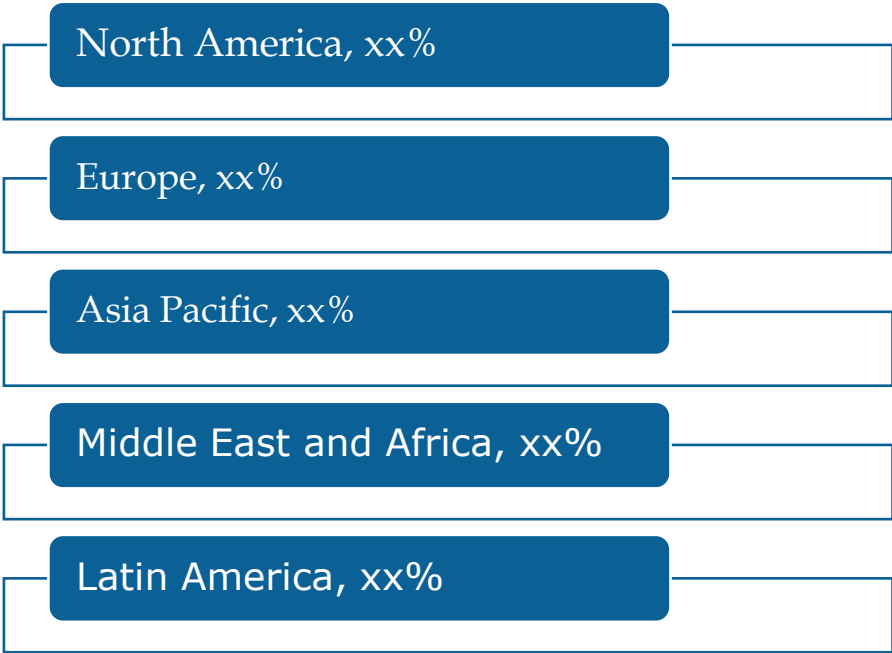
Global Alternative Data Market by End User ; 2023



End User	Share (2023)
Hedge Fund Operators	xx%
Investment Institutions	xx%
Retail Companies	xx%
Other	xx%

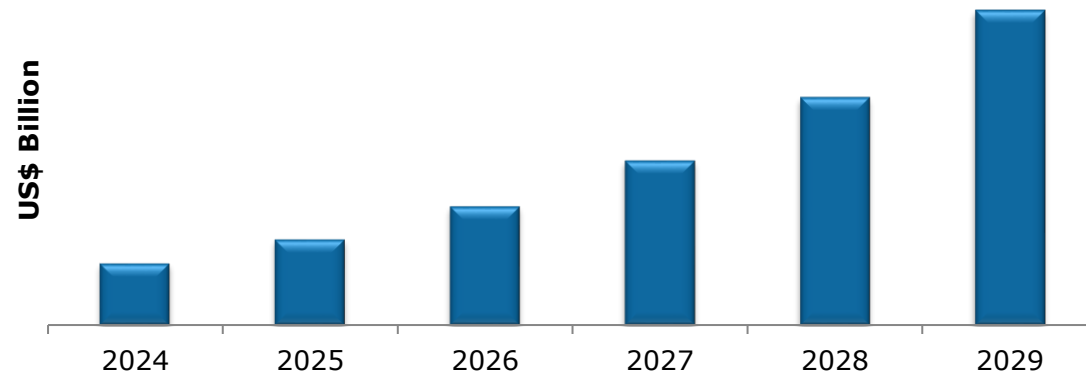
Alternative Data Market: Global Analysis

Global Alternative Data Market by Region; 2023

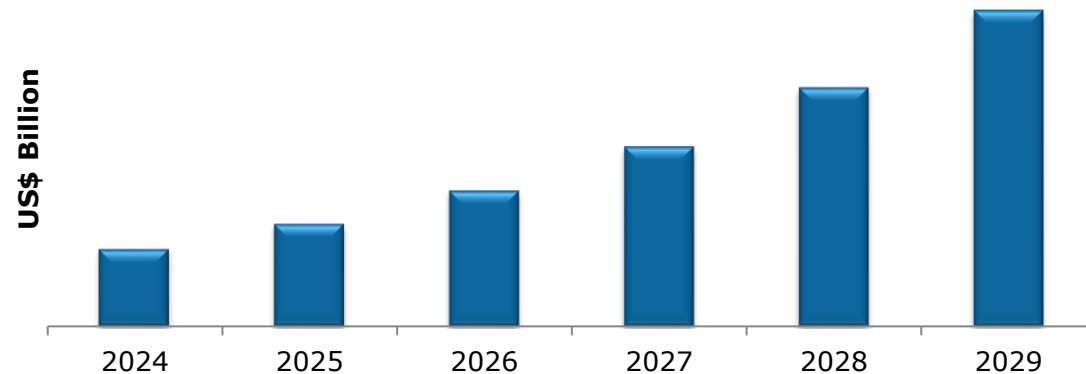


Alternative Data Market: Type Analysis

Global Credit & Debit Card Transactions Alternative Data Market by Value



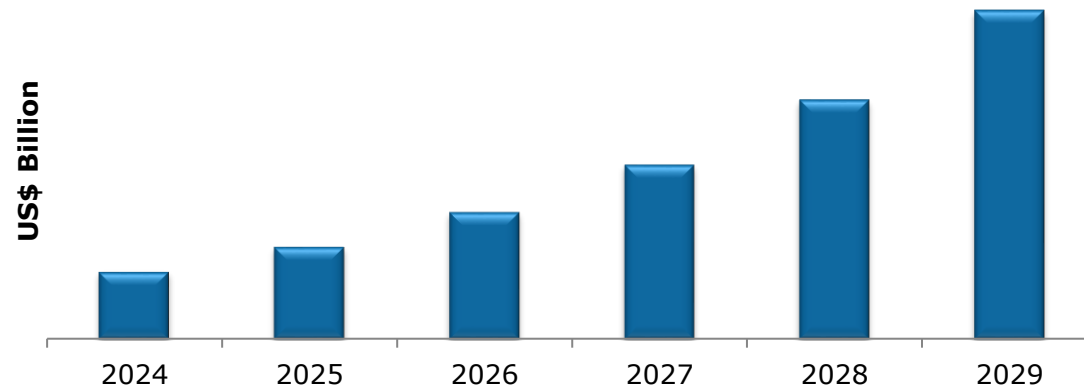
Global Social & Sentiment Data Alternative Data Market by Value



Type	Share (2024-2029)
Credit & Debit Card Transactions	xx%
Social & Sentiment Data	xx%
Web Scraped Data	xx%
Web Traffic	xx%
Mobile Application Usage	xx%
Satellite & Weather Data	xx%
Geo-location Records	xx%
Email Receipts	xx%
Other Data Types	xx%

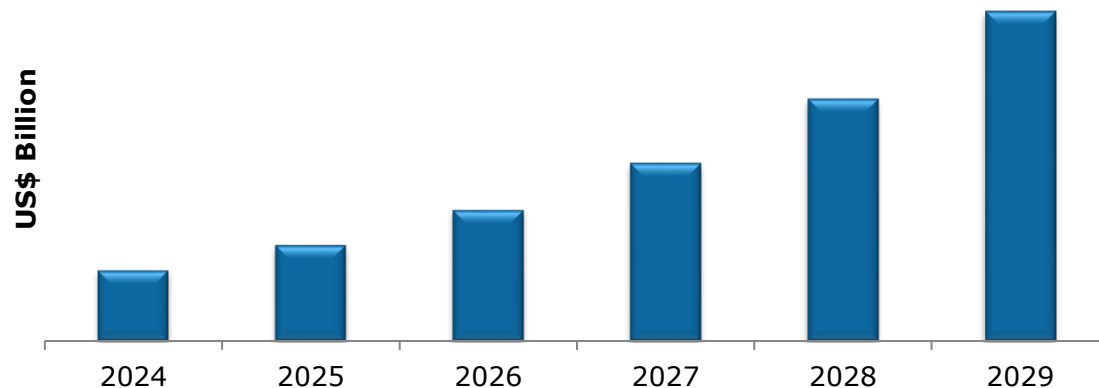
Alternative Data Market: Industry Analysis

Global BFSI Alternative Data Market by Value



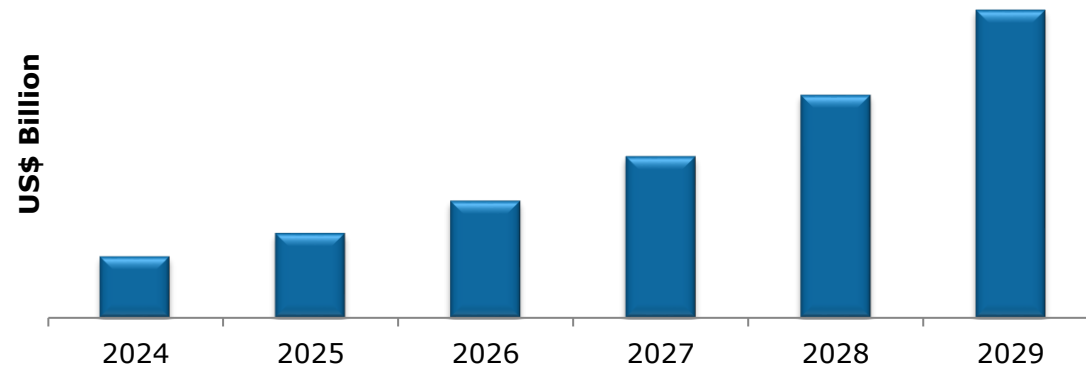
Industry	Share (2024-2029)
BFSI	xx%
IT & Telecommunication	xx%
Retail	xx%
Automotive & Transport	xx%
Media & Entertainment	xx%
Energy	xx%
Industrial	xx%
Others	xx%

Global IT & Telecommunication Alternative Data Market by Value



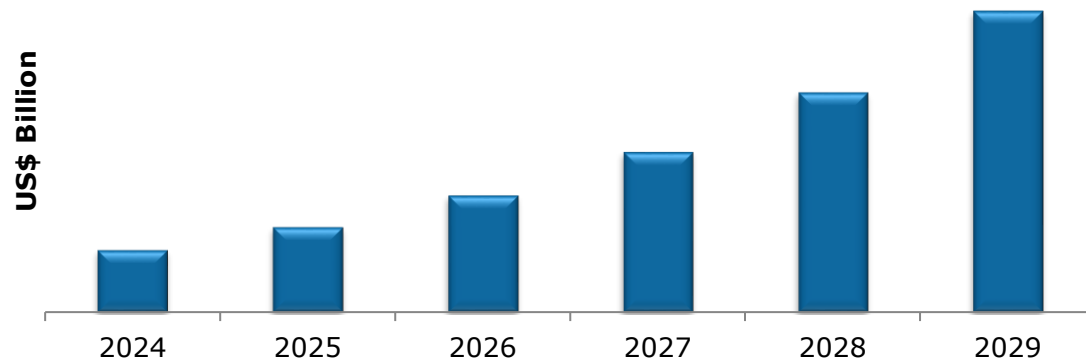
Alternative Data Market: End User Analysis

Global Hedge Fund Operators Alternative Data Market by Value



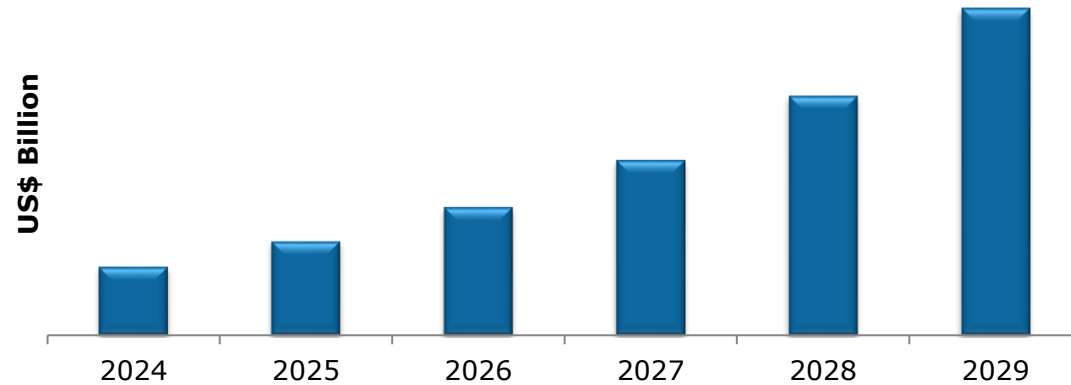
End User	Share (2024-2029)
Hedge Fund Operators	xx%
Investment Institutions	xx%
Retail Companies	xx%
Other	xx%

Global Investment Institutions Alternative Data Market by Value

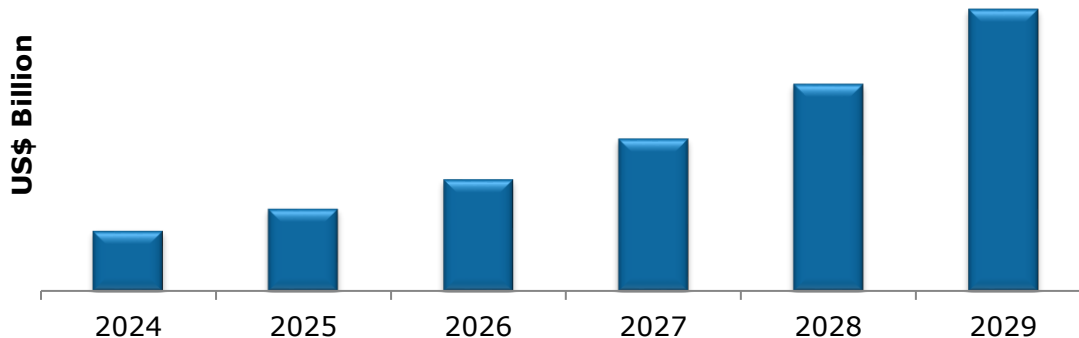


Alternative Data Market: Regional Analysis

North America Alternative Data Market by Value



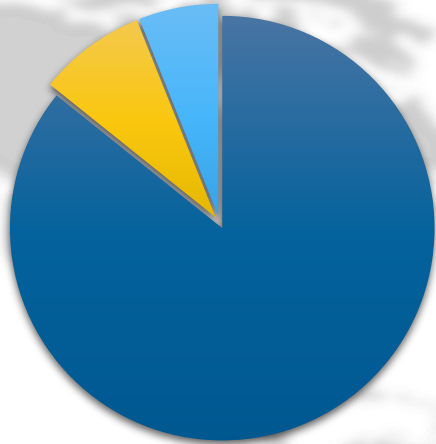
Europe Alternative Data Market by Value



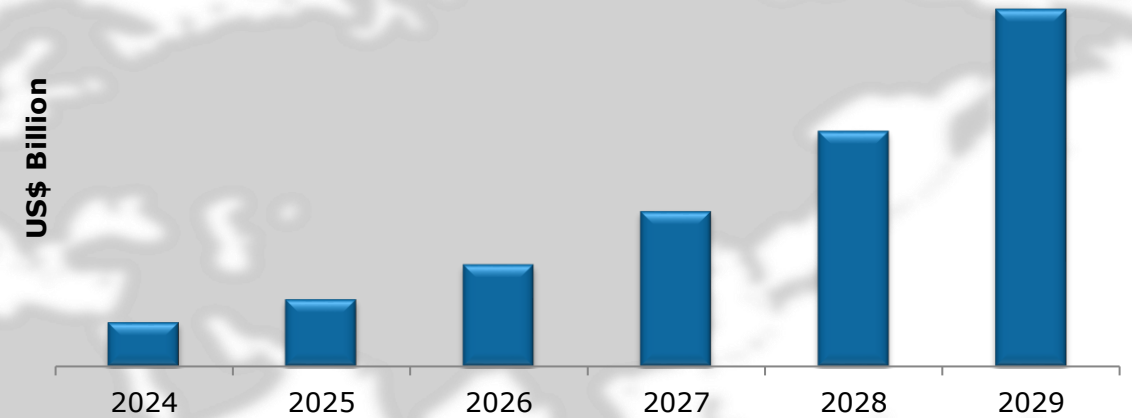
Regional	CAGR	
	2019-2023	2024-2029
North America	xx%	xx%
Europe	xx%	xx%
Asia Pacific	xx%	xx%
Middle East and Africa	xx%	xx%
Latin America	xx%	xx%

North America Alternative Data Market: An Analysis

North America Alternative Data Market by Region; 2023



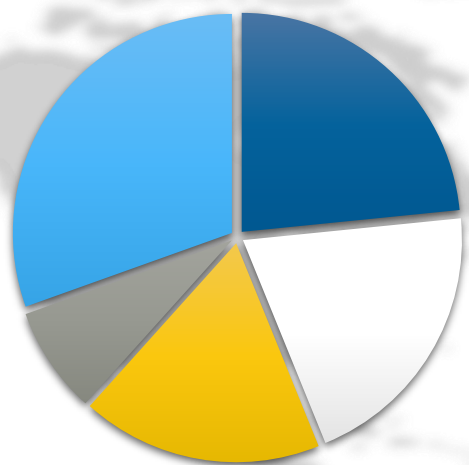
The US Alternative Data Market by Value ; 2024-2029



Region	Share (2023)	CAGR (2024-2029)
The US	xx%	xx%
Canada	xx%	xx%
Mexico	xx%	xx%

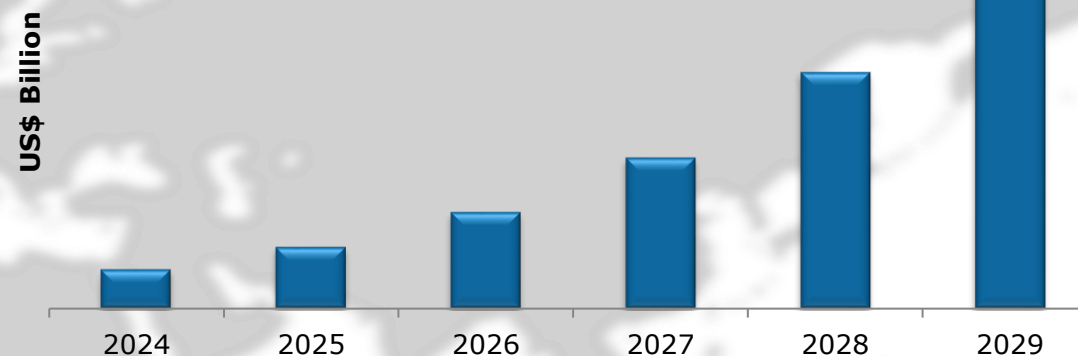
Europe Alternative Data Market: An Analysis

Europe Alternative Data Market by Region; 2023



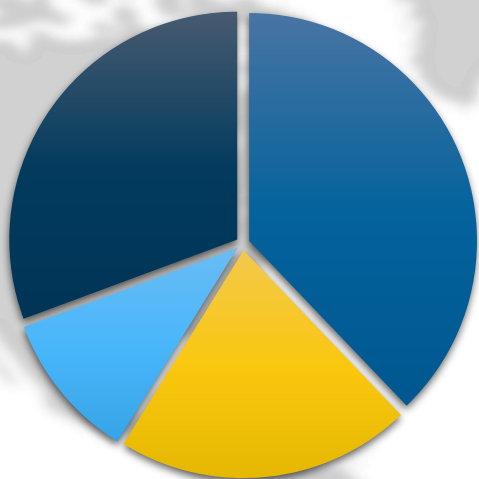
Region	Share (2023)	CAGR (2024-2029)
The UK	xx%	xx%
Germany	xx%	xx%
France	xx%	xx%
Italy	xx%	xx%
Rest of Europe	xx%	xx%

The UK Alternative Data Market by Value; 2024-2029



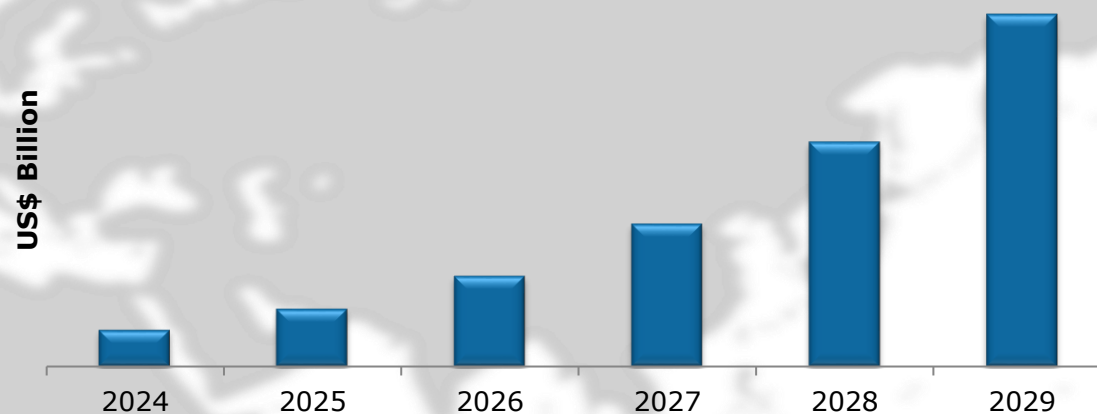
Asia Pacific Alternative Data Market: An Analysis

Asia Pacific Alternative Data Market by Region; 2023

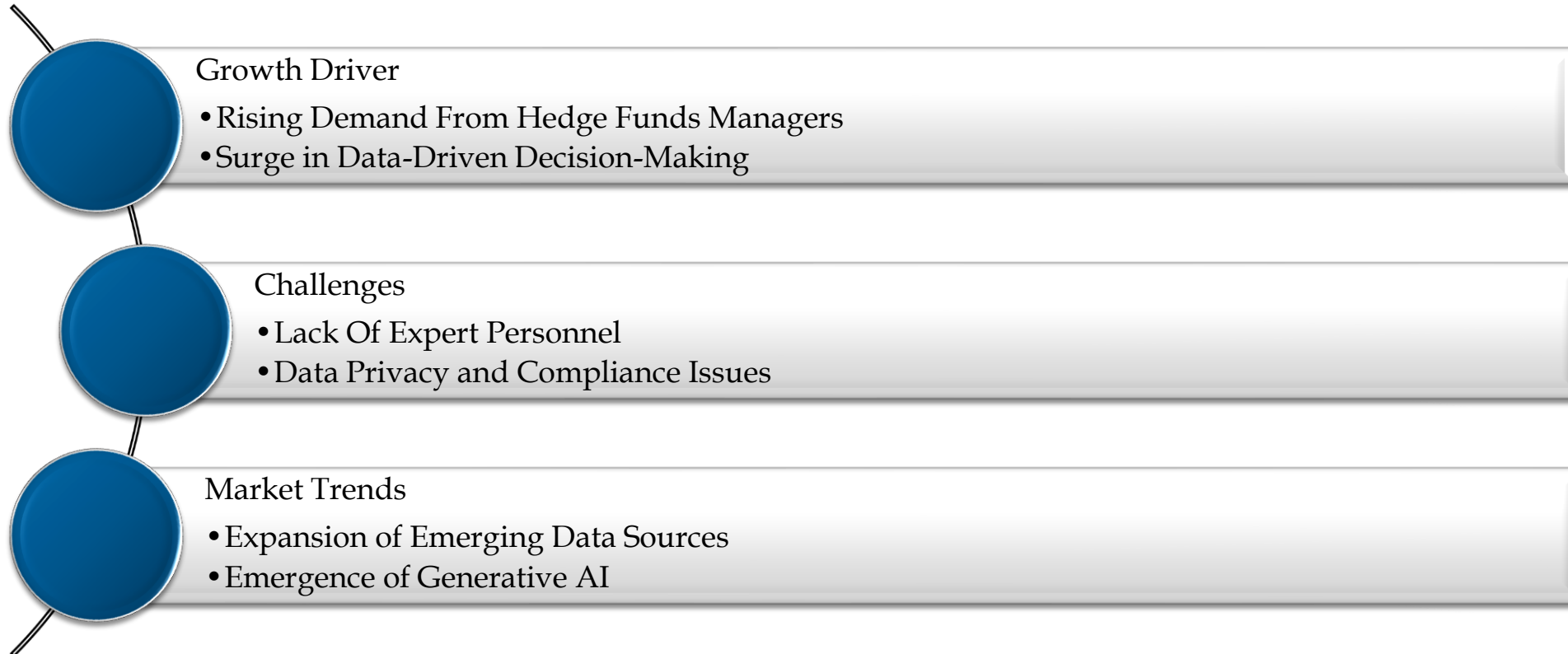


Region	Share (2023)	CAGR (2024-2029)
China	xx%	xx%
Japan	xx%	xx%
India	xx%	xx%
Rest of Asia Pacific	xx%	xx%

China Alternative Data Market by Value; 2024-2029



Global Alternative Data Market: Dynamics



Global Alternative Data Market: Competitive Landscape

Players Profiled

- ❑ Factset Research Systems Inc.
- ❑ Jefferies Financial Group Inc.(M Science)
- ❑ London Stock Exchange Group Plc (LSEG Data & Analytics)
- ❑ Nasdaq, Inc.
- ❑ SymphonyAI, LLC (1010data, Inc.)
- ❑ Thinknum Alternative Data
- ❑ Dataminr, Inc.
- ❑ RavenPack International SL,
- ❑ Preqin Ltd.
- ❑ Advan Research Corporation,
- ❑ Eagle Alpha Ltd.
- ❑ Earnest Analytics
- ❑ YipitData Inc.