

Global Big Data and Business Analytics Market: Analysis By Component (Software, Services And Hardware), Analytics Tool (Dash Board & Data Visualization, Data Mining & Warehousing, Reporting Tool, Self-Service Tool And Others), Application (Customer Analytics, Supply Chain Analytics, Marketing Analytics, Pricing Analytics, Workforce Analytics And Others), Industry Vertical (BFSI, IT & Telecom, Manufacturing, Healthcare, Government, Retail & E-Commerce, Education, Energy & Utilities, Transportation And Others), By Region Size And Trends With Impact Of COVID-19 And Forecast Up To 2028

March 2023



Global Big Data & Business Analytics Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Analysis

Impact of COVID

Dynamics

Competitive Landscape

Company Profiling

Global Big Data & Business Analytics Market: Coverage

Scope of the Report

| Attributes | Details |
|------------------------------|--|
| Title | Global Big Data and Business Analytics Market: Analysis By Component (Software, Services And Hardware), Analytics Tool (Dash Board & Data Visualization, Data Mining & Warehousing, Reporting Tool, Self-Service Tool And Others), Application (Customer Analytics, Supply Chain Analytics, Marketing Analytics, Pricing Analytics, Workforce Analytics And Others), Industry Vertical (BFSI, IT & Telecom, Manufacturing, Healthcare, Government, Retail & E-Commerce, Education, Energy & Utilities, Transportation And Others), By Region Size And Trends With Impact Of COVID-19 And Forecast Up To 2028 |
| Coverage | Global and Regional |
| Regional Coverage | Asia Pacific (China, Japan, India, South Korea, Australia and Rest of Asia Pacific), North America (The US, Mexico, and Canada), Europe (UK, Germany, France, Italy and Rest of Europe), Middle East & Africa and South America |
| Market Influencing Variables | Growth Drivers, Challenges, Market Trends |
| Forecast Period of Market | 2023-2028 |
| Competition in the Market | Fragmented |
| Key Players | Amazon.com, Inc. (Amazon Web Services, Inc.), Microsoft Corp., International Business Machines Corporation (IBM), Oracle Corporation, Salesforce.com, Inc., SAS Institute, SAP SE, Qlik, Cisco Systems, Inc., Hewlett Packard Enterprise Company, Teradata Corporation, Accenture Plc. |

Global Big Data & Business Analytics Market: Coverage

Executive Summary

Big data and business analytics refer to the process of gathering useful information from large set of structured and unstructured data for discovering hidden patterns and analyzing real-time information. Artificial Intelligence (AI) and Machine Learning (ML) are proving to be essential instruments to keep control over increasing amounts of data and to enable real-time execution. The global big data and business analytics market was valued at US\$294.16 billion in 2022 and is projected to reach US\$662.63 billion by 2028, growing at a CAGR of 14.48% over the projected period of 2023-2028.

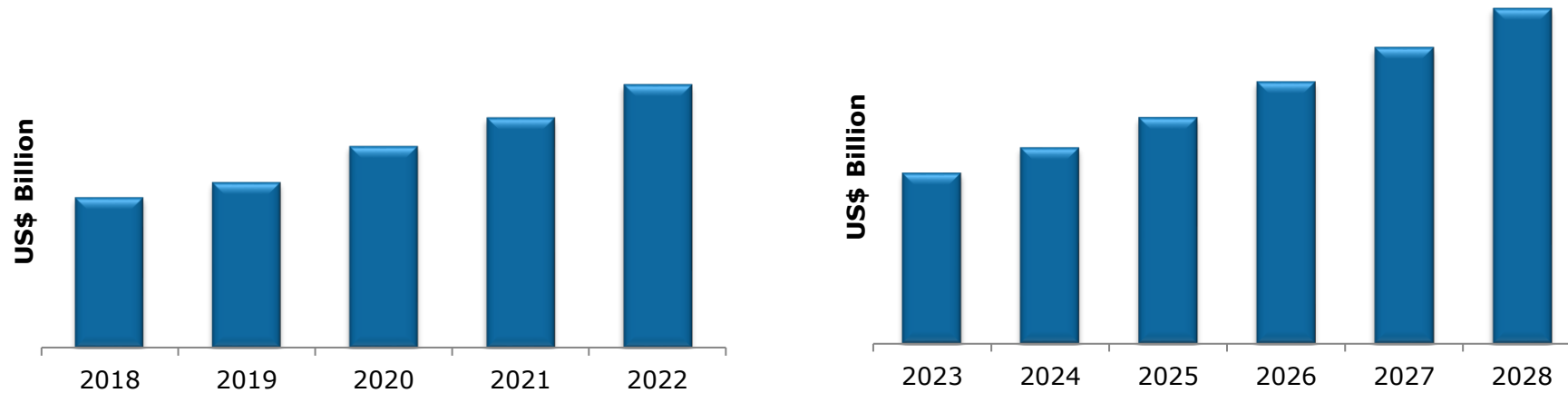
The big data and business analytics market can be segmented on the basis of component (software, services and hardware). Software segment held the dominant share in big data and business analytics market in 2022. The Big Data and Business Analytics market can also be segmented on the basis of analytics tool (dash board & data visualization, data mining & warehousing, reporting tool, self-service tool and others); application (customer analytics, supply chain analytics, marketing analytics, pricing analytics, workforce analytics and others); and industry vertical (BFSI, IT & telecom, manufacturing, healthcare, government, retail & e-commerce, education, energy & utilities, transportation and others). North America held the major share of the global big data and business analytics market in 2022.

The COVID-19 pandemic has accelerated the adoption of big data and business analytics solutions across various industries, as companies look for ways to improve their operational efficiency, reduce costs, and gain insights into customer behavior. With remote work becoming the norm for many businesses, there has been a growing need for cloud-based solutions that can be accessed from anywhere.

The global big data and business analytics market has increased in 2022 and projections are made that the market would rise in the next five years i.e. 2023-2028 tremendously. There is a rapid growth of big data and business analytics in recent years owing to surge in adoption of cloud computing, artificial intelligence, machine learning, increasing amount of data, increasing adoption of big data analytics in various industries. Yet the market faces some challenges such as, high cost of big data and business analytics solutions, etc.

Big Data & Business Analytics Market: Global Analysis

Global Big Data & Business Analytics Market by Value



| CAGR | |
|-----------|-----|
| 2023-2028 | xx% |

Global big data & business analytics market valued at US\$... billion in 2022, increased as compared to US\$... billion in 2020. Global Big Data & Business Analytics market is anticipated to reach up to US\$... billion by 2027, at a CAGR of ...%, from US\$... billion in 2022.

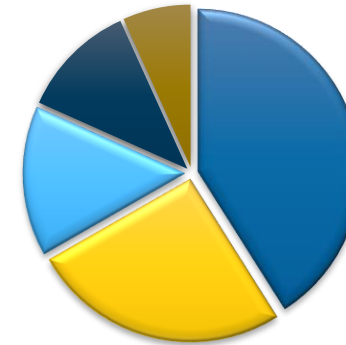
Big Data & Business Analytics Market: Global Analysis

Global Big Data & Business Analytics Market by Component; 2022



| Component | Share |
|-----------|-------|
| Software | xx% |
| Services | xx% |
| Hardware | xx% |

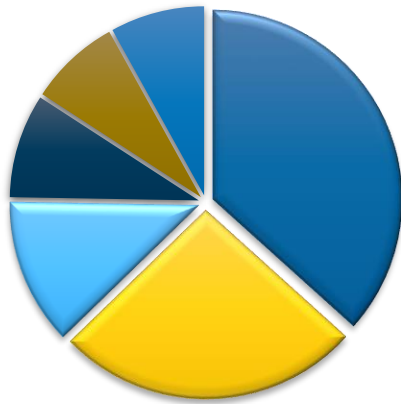
Global Big Data & Business Analytics Market by Analytics Tool; 2022



| Analytics Tool | Share |
|---------------------------------|-------|
| Dash board & Data Visualization | xx% |
| Data Mining & Warehousing | xx% |
| Reporting Tool | xx% |
| Self-Service Tool | xx% |
| Others | xx% |

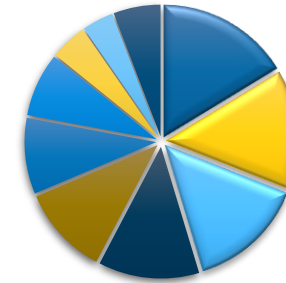
Big Data & Business Analytics Market: Global Analysis

Global Big Data & Business Analytics Market by Application; 2022



| Application | Share |
|------------------------|-------|
| Customer Analytics | xx% |
| Supply Chain Analytics | xx% |
| Marketing Analytics | xx% |
| Pricing Analytics | xx% |
| Workforce Analytics | xx% |
| Others | xx% |

Global Big Data & Business Analytics Market by Industry Vertical; 2022

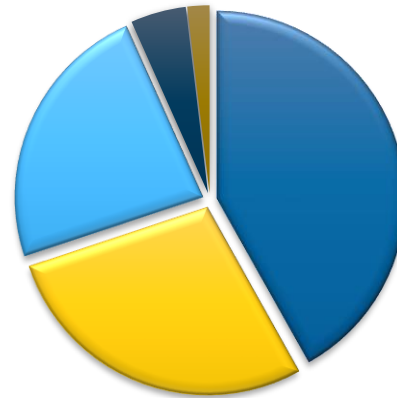


| Industry Vertical | Share |
|---------------------|-------|
| BFSI | xx% |
| IT & Telecom | xx% |
| Manufacturing | xx% |
| Healthcare | xx% |
| Government | xx% |
| Retail & E-commerce | xx% |
| Education | xx% |
| Energy & Utilities | xx% |
| Transportation | xx% |
| Others | xx% |



Big Data & Business Analytics Market: Global Analysis

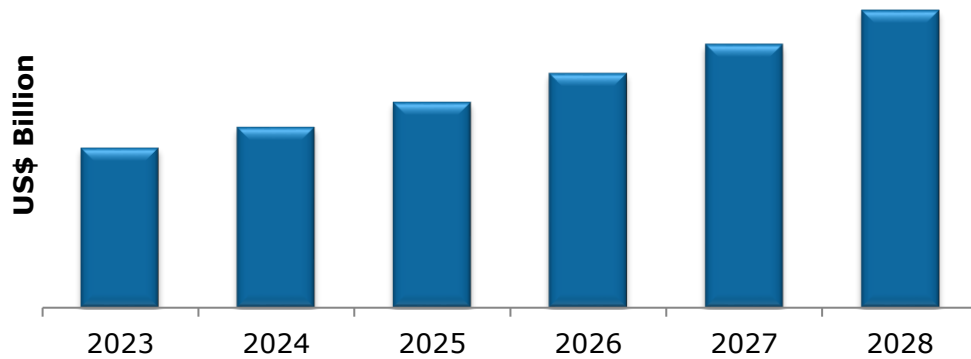
Global Big Data & Business Analytics Market by Region; 2022



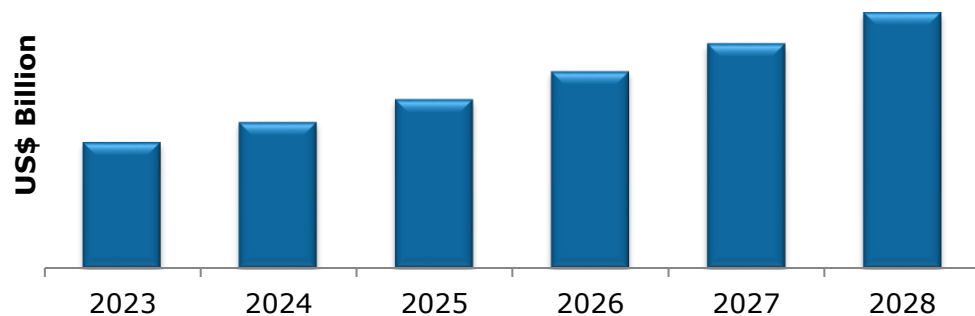
| Region | Share |
|----------------------|-------|
| North America | xx% |
| Asia Pacific | xx% |
| Europe | xx% |
| Middle East & Africa | xx% |
| South America | xx% |

Global Big Data & Business Analytics Market: Component Analysis

Global Big Data and Business Analytics Software Market by Value



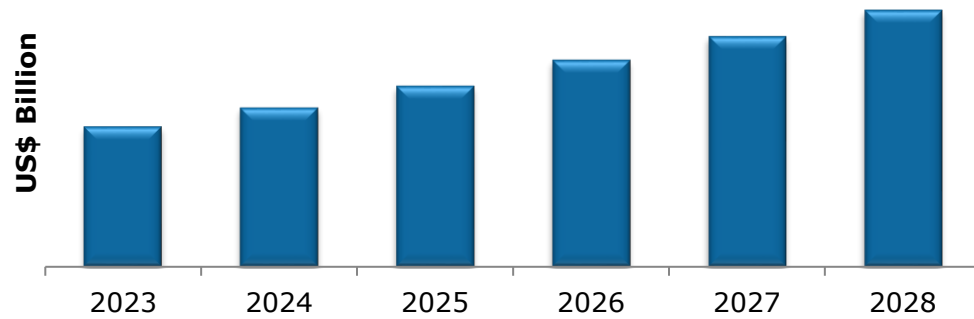
Global Big Data and Business Analytics Services Market Market by Value



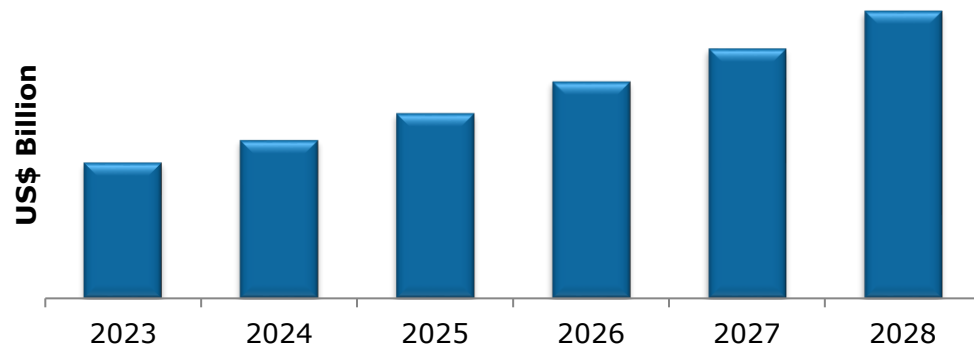
| Component | CAGR |
|-----------|-------------|
| | (2023-2028) |
| Software | xx% |
| Services | xx% |
| Hardware | xx% |

Global Big Data & Business Analytics Market: Analytics Tool Analysis

Global Dash Board & Data Visualization Analytics Tool Market by Value



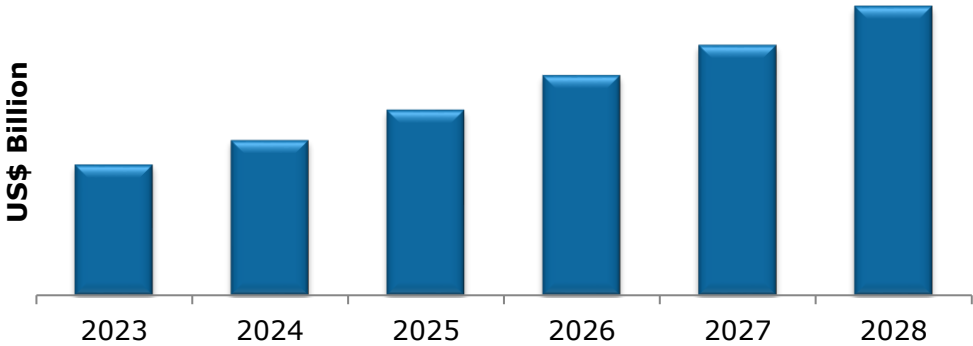
Global Data Mining & Warehousing Analytics Tool Market by Value



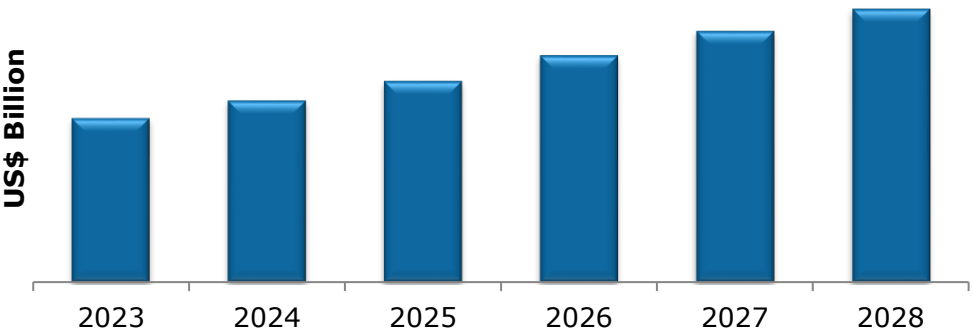
| Analytics Tool | CAGR |
|---------------------------------|-----------|
| | 2023-2028 |
| Dash board & Data Visualization | xx% |
| Data Mining & Warehousing | xx% |
| Reporting Tool | xx% |
| Self-Service Tool | xx% |
| Others | xx% |

Global Big Data & Business Analytics Market: Application Analysis

Global Customer Analytics Market By Value



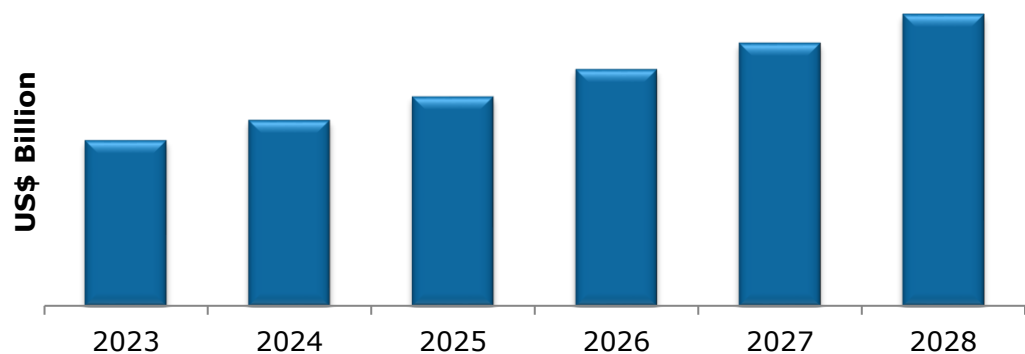
Global Supply Chain Analytics Market By Value



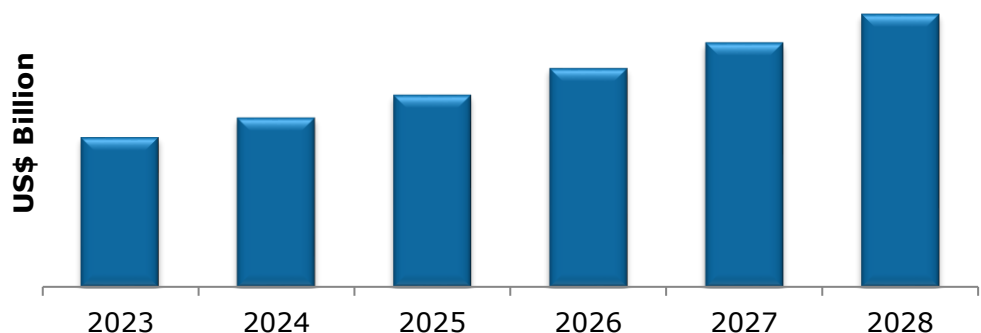
| Application | CAGR |
|------------------------|-----------|
| | 2023-2028 |
| Customer Analytics | xx% |
| Supply Chain Analytics | xx% |
| Marketing Analytics | xx% |
| Pricing Analytics | xx% |
| Workforce Analytics | xx% |
| Others | xx% |

Global Big Data & Business Analytics Market: Industry Vertical Analysis

Global BFSI Big Data and Business Analytics Market By Value



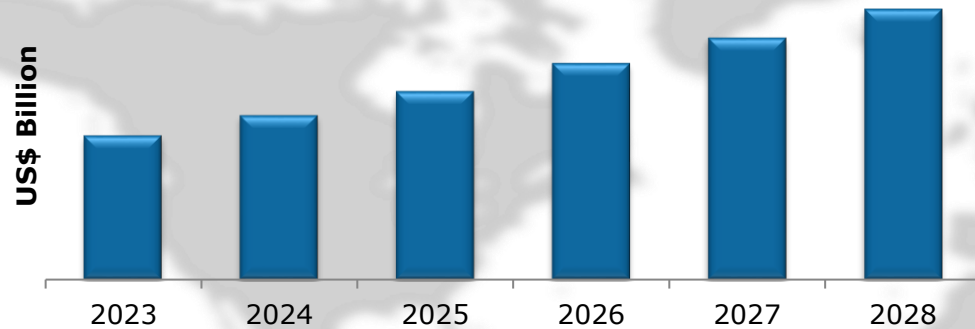
Global IT & Telecom Big Data and Business Analytics Market By Value



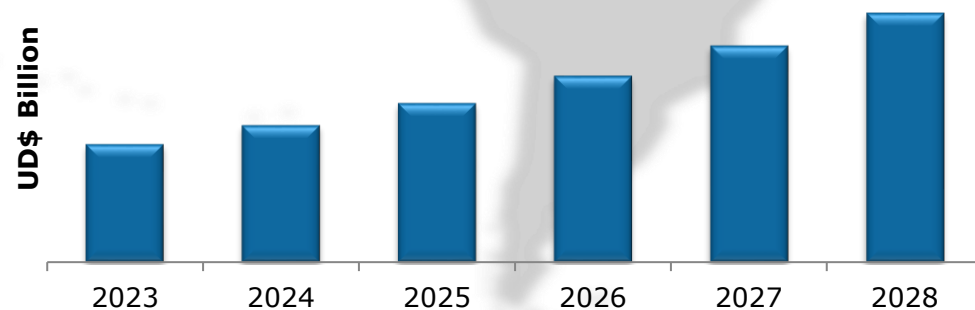
| Industry Vertical | CAGR |
|---------------------|-----------|
| | 2023-2028 |
| BFSI | xx% |
| IT & Telecom | xx% |
| Manufacturing | xx% |
| Healthcare | xx% |
| Government | xx% |
| Retail & E-commerce | xx% |
| Education | xx% |
| Energy & Utilities | xx% |
| Transportation | xx% |
| Others | xx% |

Big Data & Business Analytics Market: Regional Analysis

North America Big Data & Business Analytics Market by Value



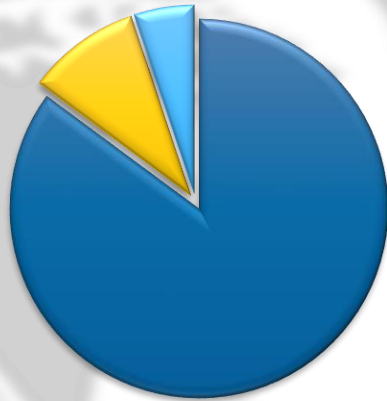
Asia Pacific Big Data & Business Analytics Market by Value



| Region | CAGR |
|----------------------|-------------|
| | (2023-2028) |
| North America | xx% |
| Asia Pacific | xx% |
| Europe | xx% |
| Middle East & Africa | xx% |
| South America | xx% |

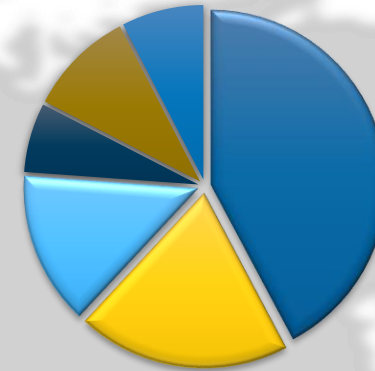
Big Data & Business Analytics Market: Regional Analysis

North America Big Data & Business Analytics Market by Region; 2022



| Region | Share | CAGR (2023-2028) |
|--------|-------|---------------------|
| The US | xx% | xx% |
| Canada | xx% | xx% |
| Mexico | xx% | xx% |

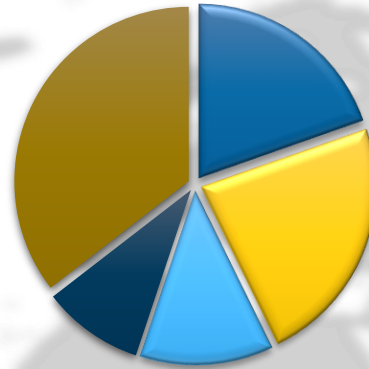
Asia Pacific Big Data & Business Analytics Market by Region; 2022



| Region | Share | CAGR (2023-2028) |
|----------------------|-------|---------------------|
| China | xx% | xx% |
| India | xx% | xx% |
| Japan | xx% | xx% |
| South Korea | xx% | xx% |
| Australia | xx% | xx% |
| Rest of Asia Pacific | xx% | xx% |

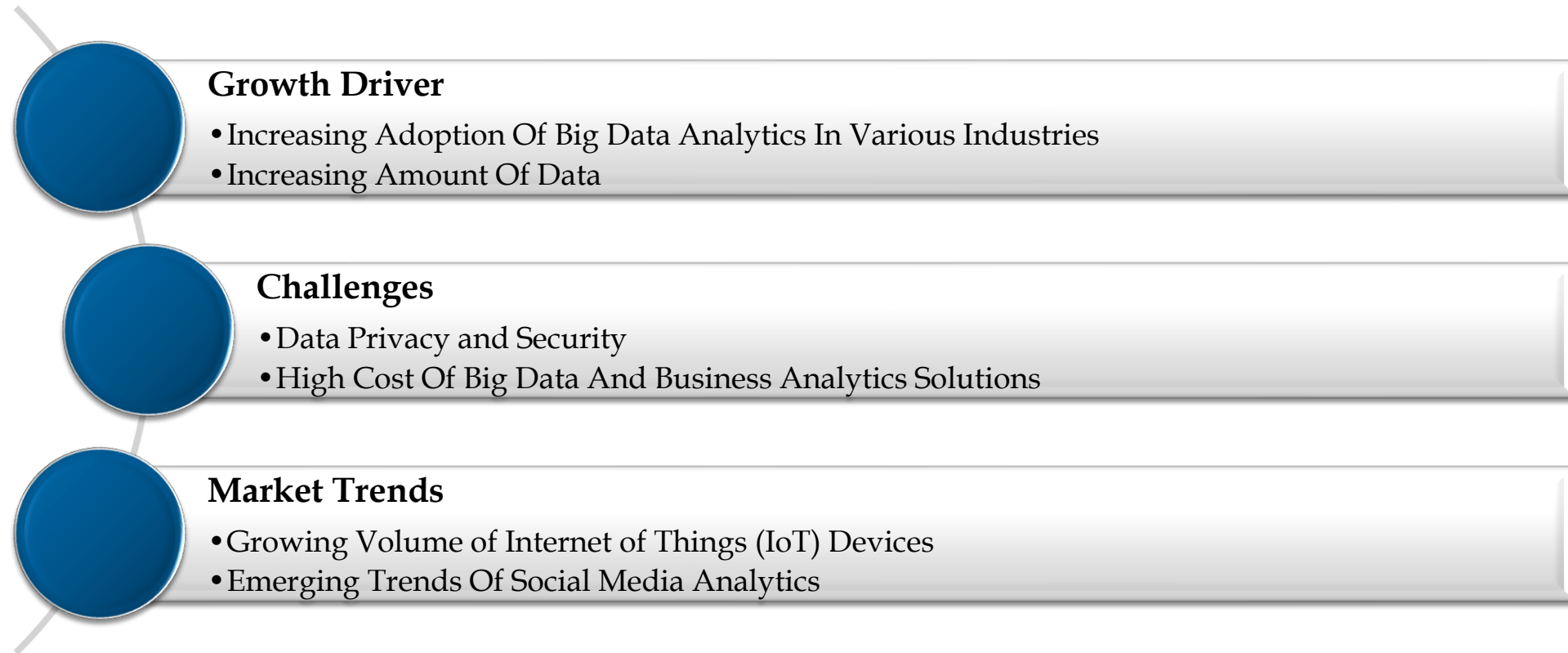
Big Data & Business Analytics Market: Regional Analysis

Europe Big Data & Business Analytics Market by Region; 2022



| Region | Share | CAGR (2023-2028) |
|----------------|-------|---------------------|
| UK | xx% | xx% |
| Germany | xx% | xx% |
| France | xx% | xx% |
| Italy | xx% | xx% |
| Rest of Europe | xx% | xx% |

Global Big Data & Business Analytics Market: Dynamics



Global Big Data & Business Analytics Market: Competitive Landscape

Players Profiled

- Amazon.com, Inc. (Amazon Web Services, Inc.)
- Microsoft Corp.
- International Business Machines Corporation (IBM)
- Oracle Corporation
- Salesforce.com, Inc.
- SAS Institute
- SAP SE
- Qlik
- Cisco Systems, Inc.
- Hewlett Packard Enterprise Company
- Teradata Corporation
- Accenture Plc