

Predictive Analytics Market Size 2021: Industry Overview, Growth, Trends, Opportunities and Forecast till 2026

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According to IMARC Group's latest report, titled "[Predictive Analytics Market Size: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2021-2026](#)", The global

predictive analytics market reached a strong growth in 2020. Predictive analytics is the branch of advanced analytics that uses data mining, statistical algorithms, artificial intelligence, Big Data, and machine learning techniques to predict future outcomes. Predictive analytics offers various advantages, such as detecting fraud by improving pattern detection, preventing criminal behavior, and optimizing marketing campaigns by determining customer responses and purchases. It also improves operations and reduces risks by assessing the buyer's likelihood of default for purchases.

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The global predictive analytics market is primarily driven by the growing adoption of integrated and connected technology. This has provided a platform for predictive analytics solutions to vendors to capitalize on the evolution of the internet. Besides this, several organizations opt for predictive analytics to acquire accurate insights, which will help them boost their financial performance and credibility. In addition to this, several regulatory authorities, such as BFSI, extensively invest in Big Data to undergo digital transformation that will improve customer experience and deal with changing customer behavior. These factors are expected to fuel the market growth in the coming years. Looking forward, IMARC Group expects the global predictive analytics market is expected to grow at a CAGR of 24.5% during the forecast period (2021-2026).



Predictive Analytics Market

As the novel coronavirus (COVID-19) crisis takes over the world, we are continuously tracking the changes in the markets, as well as the industry behaviors of the consumers globally and our estimates about the latest market trends and forecasts are being done after considering the impact of this pandemic.

Competitive Landscape with Key Players:

International Business Machines Corporation

Oracle Corporation

SAP SE

Microsoft Corporation

SAS Institute Inc.

Fair Isaac Corporation (FICO)

NTT Data Corporation (Nippon Telegraph and Telephone CORPORATION)

Tableau Software LLC (Salesforce.com.Inc)

Tibco Software Inc.

RapidMiner Inc.

Altair Engineering Inc

Market Segmentation:

Breakup by Business Function:

Marketing

Sales

Finance

Human Resource

Operations

Others

Breakup by Solution:

Customer Analytics

Financial Analytics

Marketing and Sales Analytics

Network Analytics

Risk Analytics

Supply Chain Analytics

Web and Social Media Analytics

Operations Management

Workforce Management

Others

Breakup by Service:

- Deployment/Installation
- Training and Consulting
- Support and Maintenance

Breakup by Deployment:

- Cloud-based
- On-premises

Breakup by Organization Size:

- Small and Medium Enterprises
- Large Enterprises

Breakup by End Use Industry:

- Banking, Financial Services and Insurance
- Telecommunication and IT
- Retail and E-Commerce
- Healthcare and Life Science
- Manufacturing
- Government and Defense
- Energy and Utility
- Transport and Logistics
- Media and Entertainment
- Others

Breakup by Region:

- North America (United States, Canada)
- Europe (Germany, France, United Kingdom, Italy, Spain, Others)
- Asia Pacific (China, Japan, India, Australia, Indonesia, Korea, Others)
- Latin America (Brazil, Mexico, Others)
- Middle East and Africa (United Arab Emirates, Saudi Arabia, Qatar, Iraq, Others)

Ask Analyst for Customization and Explore full report with TOC & List of Figures: <https://www.imarcgroup.com/predictive-analytics-market>

We are updating our reports, If you want latest primary and secondary data (2021-2026) with Cost Module, Business Strategy, Distribution Channel, etc. Click request free sample report, published report will be delivered to you in PDF format via email within 24 to 48 hours.

Key highlights of the report:

Market Performance (2015-2020)

Market Outlook (2021-2026)

Market Trends

Market Drivers and Success Factors

The Impact of COVID-19 on the Global Market

Value Chain Analysis

Structure of the Global Market

Comprehensive mapping of the competitive landscape

If you need specific information that is not currently within the scope of the report, we will provide it to you as a part of the customization.

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IMARC's information products include major market, scientific, economic and technological developments for business leaders in biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, and nanotechnology industries. We also provide cost model and manufacturing setup project reports through Syndicated Analytics, a subsidiary of IMARC Group.

Our offerings include comprehensive market intelligence in the form of research reports, production cost reports, feasibility studies, and consulting services. Our team, which includes experienced researchers and analysts from various industries, is dedicated to providing high-quality data and insights to our clientele, ranging from small and medium businesses to Fortune 1000 corporations.

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