

Alternative Data Market 2022-27: Size, Trends, Demand, Scope And Forecast

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SHERIDAN, WYOMING, UNITED STATES, September 15, 2022 /EINPresswire.com/ -- According to the latest report by IMARC Group "Alternative Data Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027", The [global alternative data market](#) is expected to exhibit a CAGR of XX% during 2022-2027.

Alternative data, or alt-data, refers to the data and information about financial instruments that are collected from traditional sources such as SEC filings, financial statements, press releases, and management presentations. Alt data facilitates investors to evaluate their investment opportunities and obtain more accurate, faster and granular insights and metrics regarding the performance of an organization.

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Market Trends:

The global alternative data market is primarily driven by the increasing alternative data sources, such as mobile devices, social media, and IoT-enabled devices. Various companies are expanding their offerings by gathering data from such sources, propelling the market growth. Alt data is mostly used by financial entities like banks, hedge funds, mutual funds, and insurance organizations to formulate strategic plans using analytics platforms, fluid data architecture, data science and testing tools. Furthermore, the integration of connected devices with artificial intelligence (AI), machine learning (ML) and natural language processing (NLP) for analyzing hidden patterns in data is also positively influencing the market growth.

Breakup by Data Type:

- Mobile Application Usage
- Credit and Debit Card Transactions
- Email Receipts
- Geo-location (Foot Traffic) Records

Satellite & Weather Data
Social and Sentiment Data
Web Scraped Data
Web Traffic
Others

Breakup by End Use Industry:

Transportation and Logistics
BFSI
Retail and eCommerce
Energy and Utilities
IT and Telecommunications
Media and Entertainment
Others

Market Breakup by Region:

North America (United States, Canada)
Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, Others)
Europe (Germany, France, United Kingdom, Italy, Spain, Russia, Others)
Latin America (Brazil, Mexico, Others)
Middle East and Africa

Competitive Landscape with Key Player:

1010Data Inc. (Advance Communication Corp.)
Advan Research Corporation
Dataminr Inc.
Eagle Alpha
M Science
Nasdaq Inc.
Preqin
RavenPack
The Earnest Research Company
Thinknum Inc.

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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 behaviours of the consumers globally and our estimates about the latest market trends and forecasts are being done after considering the

impact of this pandemic.

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IMARC's information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing

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