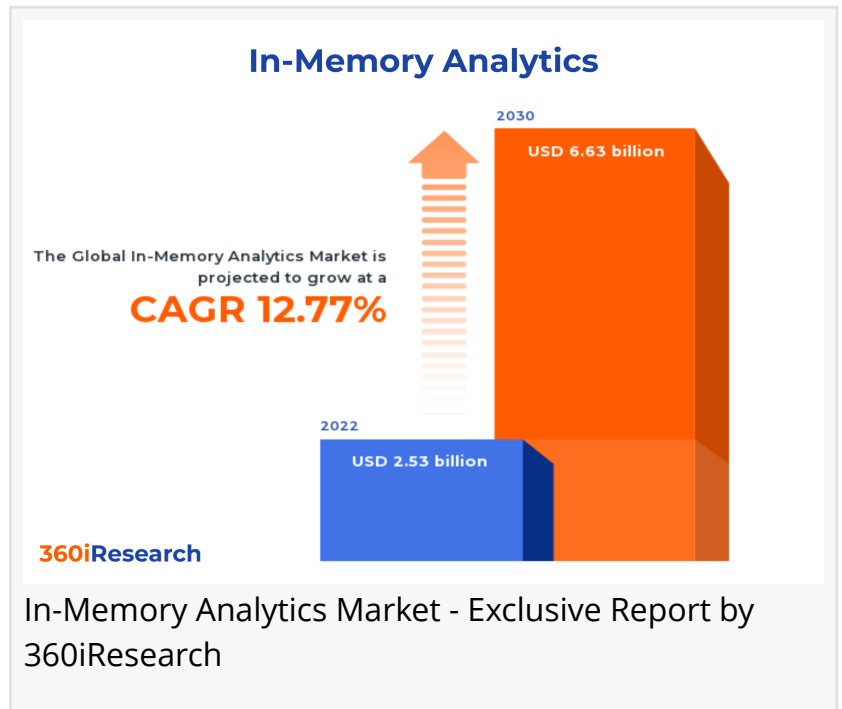


# In-Memory Analytics Market worth \$6.63 billion by 2030, growing at a CAGR of 12.77% - Exclusive Report by 360iResearch

*The Global In-Memory Analytics Market to grow from USD 2.53 billion in 2022 to USD 6.63 billion by 2030, at a CAGR of 12.77%.*

PUNE, MAHARASHTRA, INDIA, November 16, 2023 / EINPresswire.com/ -- The "[In-Memory Analytics Market](#) by Component (Service, Software), Application (Financial Management, Predictive Asset Management, Product & Process Management), Deployment Model, Organization Size, Industry Vertical - Global Forecast 2023-2030" report has been added to 360iResearch.com's offering.



The Global In-Memory Analytics Market to grow from USD 2.53 billion in 2022 to USD 6.63 billion by 2030, at a CAGR of 12.77%.

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In-memory analytics refers to a business intelligence technique that entails the application of data from memory rather than from hard disk drives for analytical processing. This innovative method is primarily designed to expedite the processing speed, allowing organizations to conduct complex analyses and simulations in real-time or near-real-time with an efficient response time. The increasing demand and adoption of real-time analytics and the rapid growth of big data have significantly contributed to the expansion of in-memory analytics. Furthermore, advancements in technology such as Artificial Intelligence (AI) and Machine Learning (ML) have resulted in greater integration with in-memory analytics systems. However, the high cost associated with implementing in-memory analytics systems can pose hurdles for businesses,

particularly for SMEs. Data security and privacy concerns also present significant challenges. As data is stored in RAM, there are potential risks of unauthorized access or data loss in case of system failures. However, major players are constantly investing in newer technologies and advancements to improve data privacy issues. Furthermore, the expansion of data centers across the world and the adoption of cloud computing technologies present huge opportunities for the in-market analytics space.

**Industry Vertical:** Rising deployment across manufacturing sector for decision-making and enhancing operational efficiency

The energy & utilities sector is adopting in-memory analytics to efficiently manage the escalating amount of data generated from smart grids and to make informed decisions in critical realms such as load forecasting, maintenance, and outage management. These analytical solutions enable organizations in this sector to augment their operational efficiency and reduce the complexity of data operations. The government & defense vertical is using in-memory analytics to not only manage burgeoning data but also to enhance security, make faster decisions, and improve services offered to citizens, thereby optimizing the use of funds and resources in multiple sectors. Healthcare & life sciences are investing in these solutions to drive personalized and precision medicine, improve patient care, and enhance diagnostic accuracy. In-memory analytics allow health organizations to analyze and process data in real time, thus making immediate healthcare decisions possible. Manufacturing companies are leveraging the advantages of in-memory analytics to forecast trends, optimize inventory, streamline operations, and reduce costs. It offers real-time insights into manufacturing processes, enhancing both efficiency and competitiveness. The media & entertainment industries use in-memory analytics to better understand user behavior, preferences, and trends, thereby creating personalized content and targeted advertising, increasing customer engagement. Similarly, within the retail & eCommerce industry, real-time analytics help in personalizing the customer experience, predicting purchasing behavior and optimizing supply chain management, thus enhancing overall business performance. The telecommunications & IT sector is using in-memory analytics to optimize network performance, minimize downtime, and improve quality of service. It bolsters real-time decision-making capabilities and enhances customer experience. Transportation & logistics industry, in-memory analytics are being employed to improve routing and scheduling, optimize fleet management, and safeguard asset tracking. These solutions assist in executing immediate adjustments to unforeseen changes, thereby ensuring improved operational efficiency.

**Deployment Model:** Cloud deployment offering increased scalability and reduced upfront costs  
In the cloud deployment model, the in-memory analytics solution is hosted on the server of third-party service providers. This model lowers the upfront capital investment as it operates on a subscription-based model (SaaS). It provides scalability, agility, and the advantage of quick deployments. The cloud model significantly reduces the burden of maintenance, hardware costs, and the necessity for in-house IT expertise. However, the perforations related to security, data privacy, and regulatory compliance could be potential drawbacks. On the other side, the on-premises deployment model hosts the in-memory analytics solution on the company's servers.

This model yields higher levels of control over the applications, data, and security, making it the preferred choice for organizations that handle sensitive data or have strict compliance requirements. The on-premises model guarantees the consistent performance of the In-Memory Analytics system as it's not affected by the fluctuating bandwidth of the Internet.

**Organization Size:** High investment from large enterprises to data-based decision making

Large enterprises are typically defined as organizations that maintain a high level of revenue, and employ more than 250 personnel. Given their size, large enterprises often employ sophisticated strategies and systems for managing business intelligence and data-based decision making. In-memory analytics proves to be highly beneficial for these organizations as it enables analyzing vast amounts of data in real-time, thereby facilitating timely and informed decision making. Large enterprises investing in the advanced capabilities of In-memory analytics often see improved system performance and efficiency, increased insights into customer behavior, improved process optimization, and ultimately increased revenues. On the other hand, small and medium-Sized businesses (SMBs) typically have lower annual revenues and maintain a workforce that ranges anywhere from a handful of employees to several hundred. SMBs leverage this technology to create detailed reports and provide instantaneous insights about their operations or clientele, improving business efficiency and productivity.

**Component:** Increasing R&D to develop advanced software solution

The service segment includes a plethora of customized solutions designed to assist businesses in managing their in-memory data processing requirements. Services range from implementation consultations to support solutions, ensuring the smooth functioning of the software. Unique service segments also account for predictive analytics, which assists organizations in forecasting future business trends based on past and present data records. On the other hand, the software component of in-memory analytics is engineered to perform high-speed computations and analyses. These software segments are often crafted specific to business needs, whether it's transaction processing, text analytics, data integration, or real-time reporting. Key attributes of such software include high processing speed, extensive scalability, and enhanced data security. The influence of technological advancements on software developments has further facilitated the evolution of complex data structures and analytical models, contributing to the overall efficacy of in-memory analytics.

**Regional Insights:**

The United States and Canada form a significant portion of the in-memory analytics market in the Americas region. With robust technological infrastructure and an increased focus on big data analytics by businesses of all sizes, demand for innovative solutions continues to rise. In Europe, EU countries maintain high standards for data protection through GDPR regulations, which influence consumer preferences towards secure in-memory analytical solutions. Leading European-based organizations have heavily invested in research related to in-memory computing platforms that have improved enterprise software applications across industries. The Asia-Pacific region, particularly China, Japan, and India, is witnessing rapid technological advancements and considerable investments in emerging and novel technologies, including

Artificial Intelligence (AI), Machine learning, and cloud computing. As a result, there is a growing demand for speedy analytical solutions to process vast amounts of data generated by these technologies. The increasing number of smart city projects in countries such as India also creates new opportunities for in-memory analytics solution providers.

#### FPNV Positioning Matrix:

The FPNV Positioning Matrix is essential for assessing the In-Memory Analytics Market. It provides a comprehensive evaluation of vendors by examining key metrics within Business Strategy and Product Satisfaction, allowing users to make informed decisions based on their specific needs. This advanced analysis then organizes these vendors into four distinct quadrants, which represent varying levels of success: Forefront (F), Pathfinder (P), Niche (N), or Vital(V).

#### Market Share Analysis:

The Market Share Analysis offers an insightful look at the current state of vendors in the In-Memory Analytics Market. By comparing vendor contributions to overall revenue, customer base, and other key metrics, we can give companies a greater understanding of their performance and what they are up against when competing for market share. The analysis also sheds light on just how competitive any given sector is about accumulation, fragmentation dominance, and amalgamation traits over the base year period studied.

#### Key Company Profiles:

The report delves into recent significant developments in the In-Memory Analytics Market, highlighting leading vendors and their innovative profiles. These include ActiveViam Group, Advizor Solutions, Inc, Aerospike, Inc., Altair Engineering Inc., Alteryx, Amazon Web Services, Inc., Cisco Systems, Inc., Cloud Software Group, Inc., Dell Inc., Exasol AG, GridGain Systems, Inc., Hitachi Vantara LLC, InetSoft Technology Corp., Intel Corporation, International Business Machines Corporation, Microsoft Corporation, MicroStrategy Incorporated, Oracle Corporation, PARIS Technologies International, Inc., QlikTech International AB, SAP SE, SAS Institute Inc., Snowflake Inc., Software AG, and TIBCO Software Inc..

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#### Market Segmentation & Coverage:

This research report categorizes the In-Memory Analytics Market in order to forecast the revenues and analyze trends in each of following sub-markets:

Based on Component, market is studied across Service and Software. The Service is further studied across Managed service and Professional service. The Professional service is further

studied across Consulting and Support and maintenance. The Software is projected to witness significant market share during forecast period.

Based on Application, market is studied across Financial Management, Predictive Asset Management, Product & Process Management, Risk Management & Fraud Detection, Sales & Marketing Optimization, and Supply Chain Optimization. The Sales & Marketing Optimization is projected to witness significant market share during forecast period.

Based on Deployment Model, market is studied across Cloud and On-premises. The Cloud is projected to witness significant market share during forecast period.

Based on Organization Size, market is studied across Large enterprises and Small & Medium-Sized Businesses. The Large enterprises is projected to witness significant market share during forecast period.

Based on Industry Vertical, market is studied across Banking, Financial Services, & Insurance, Energy & Utilities, Government & Defense, Healthcare & life sciences, Manufacturing, Media & Entertainment, Retail & eCommerce, Telecommunications & IT, and Transportation & Logistics. The Government & Defense is projected to witness significant market share during forecast period.

Based on Region, market is studied across Americas, Asia-Pacific, and Europe, Middle East & Africa. The Americas is further studied across Argentina, Brazil, Canada, Mexico, and United States. The United States is further studied across California, Florida, Illinois, New York, Ohio, Pennsylvania, and Texas. The Asia-Pacific is further studied across Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam. The Europe, Middle East & Africa is further studied across Denmark, Egypt, Finland, France, Germany, Israel, Italy, Netherlands, Nigeria, Norway, Poland, Qatar, Russia, Saudi Arabia, South Africa, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, and United Kingdom. The Americas commanded largest market share of 38.86% in 2022, followed by Europe, Middle East & Africa.

#### Key Topics Covered:

1. Preface
2. Research Methodology
3. Executive Summary
4. Market Overview
5. Market Insights
6. In-Memory Analytics Market, by Component
7. In-Memory Analytics Market, by Application
8. In-Memory Analytics Market, by Deployment Model
9. In-Memory Analytics Market, by Organization Size

10. In-Memory Analytics Market, by Industry Vertical
11. Americas In-Memory Analytics Market
12. Asia-Pacific In-Memory Analytics Market
13. Europe, Middle East & Africa In-Memory Analytics Market
14. Competitive Landscape
15. Competitive Portfolio
16. Appendix

The report provides insights on the following pointers:

1. Market Penetration: Provides comprehensive information on the market offered by the key players
2. Market Development: Provides in-depth information about lucrative emerging markets and analyzes penetration across mature segments of the markets
3. Market Diversification: Provides detailed information about new product launches, untapped geographies, recent developments, and investments
4. Competitive Assessment & Intelligence: Provides an exhaustive assessment of market shares, strategies, products, certification, regulatory approvals, patent landscape, and manufacturing capabilities of the leading players
5. Product Development & Innovation: Provides intelligent insights on future technologies, R&D activities, and breakthrough product developments

The report answers questions such as:

1. What is the market size and forecast of the In-Memory Analytics Market?
2. Which are the products/segments/applications/areas to invest in over the forecast period in the In-Memory Analytics Market?
3. What is the competitive strategic window for opportunities in the In-Memory Analytics Market?
4. What are the technology trends and regulatory frameworks in the In-Memory Analytics Market?
5. What is the market share of the leading vendors in the In-Memory Analytics Market?
6. What modes and strategic moves are considered suitable for entering the In-Memory Analytics Market?

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