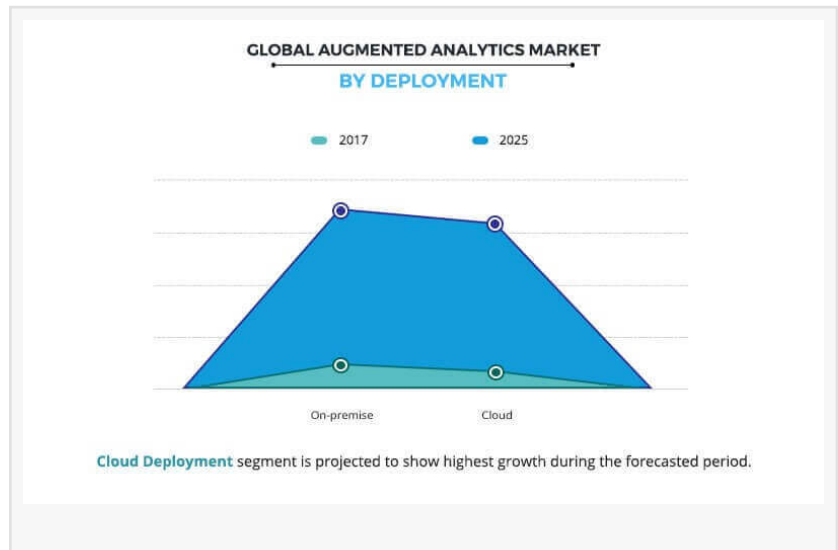


Augmented Analytics Market : Rising Valuation to Reach \$29,856 Million by 2025, Fueled by Strong CAGR Of 28.4%

WILMINGTON, DE, UNITED STATES, December 2, 2023 /EINPresswire.com/ -- According to a recent report published by Allied Market Research, titled, "[Augmented Analytics Market](#) by Component, Deployment, Organization Size, Business Function, and Industry Vertical: Global Opportunity Analysis and Industry Forecast, 2018 - 2025,"

The global augmented analytics market was valued at \$4,094 million in 2017, and is projected to reach \$29,856 million by 2025, growing at a CAGR of 28.4% from 2018 to 2025.



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Increase in need to democratize the analytics and increase productivity, rise in awareness of enterprises to utilize growing streams of data from various sources in innovative ways, and increase in need to make the work easier for citizen data scientists and business users are some of the key factors that are expected to fuel the growth of the global market. However, data security concerns are expected to hamper the growth of the market.

Asia-Pacific augmented analytics market is expected to grow at a highest CAGR in the near future due to increase in technological development across different industry verticals such as BFSI, telecom & IT, retail, and others; adoption of AI-driven technologies in business intelligence; development of IT infrastructure ecosystem; and surge in adoption of cloud technology in this region.

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Competitive Analysis:

The competitive environment of [Augmented Analytics Industry](#) is further examined in the report.

It includes details about the key players in the market's strengths, product portfolio, Augmented Analytics Market share and size analysis, operational results, and market positioning. It comprises the actions taken by the players to grow and expand their presence through agreements and entering new business sectors. Mergers and acquisitions, joint ventures, and product launches are some of the other techniques used by players.

Key Players:

IBM Corporation

Qlik

Tableau Software

Tibco Software

Salesforce

Sisense Inc.

SAP SE

SAS Institute

Microsoft

ThoughtSpot and Many More

Region wise, North America led the market in terms of revenue in 2017.

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The cloud deployment segment is expected to grow at the highest CAGR during the forecast period due to greater prospect to facilitate real business value to the organization through reduced cost. In addition, direct IT control, internal data delivery & handling, faster data processing, efficient resource utilization, and cost-effectiveness of cloud deployment are some of the advantages offered by this deployment mode, which in turn are anticipated to boost the augmented analytics market growth.

The IT business function segment dominated augmented analytics market share in 2017, and is projected to maintain its dominance during the forecast period. However, finance and sales & marketing segments are anticipated to witness the high growth rates during the forecast period due to the growing usage of machine learning and natural language generation in analytics for these functions.

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