

Global Data Monetization in Telecom Market Set for Robust Growth, Projected to Reach \$10.1 Billion by 2027

The Business Research Company's Data Monetization in Telecom Global Market Report 2023 – Market Size, Trends, And Global Forecast 2023-2032

LONDON, GREATER LONDON, UK, December 11, 2023 /EINPresswire.com/ -- The global data monetization in the telecom market is strategically segmented based on components, data types, organization types, and deployment types. With a compound annual growth rate (CAGR) of 21.8%, the market size is anticipated to grow from \$3.74 billion in 2022 to \$4.56 billion in 2023. This growth trajectory is projected to persist, reaching a market size of \$10.1 billion by 2027 with a CAGR of 22.0%.



The Global Market Report for Data Monetization in Telecom by TBRC, covering the years 2023 to 2032, offers information on market size, trends, and a global forecast for the specified period."

The Business Research Company

[Factors Driving Market Growth: Rise in Enterprise Data Volume](#)

The surge in the volume of enterprise data is a key driver propelling the growth of data monetization in the telecom market. Enterprise data, representing information exchanged within a company across departments and

geographical areas, is instrumental for telecommunications companies looking to reshape their business models by exploring new channels for data monetization. As reported by 3RDi, a US-based AI-powered enterprise solution, global enterprise data doubles every 1.2 years. Additionally, Forbes, a US business magazine, notes that 67% of businesses already rely on data integration, and 24% plan to do so in the next 12 months to structure and optimize enterprise data. This surge in enterprise data volume is a pivotal factor fueling the growth of the data monetization in the telecom market.

Explore the global landscape of data monetization in the telecom market with a detailed sample report: https://www.thebusinessresearchcompany.com/sample_request?id=7373&type=smp

Major Players Shaping the Market Dynamics

Key players in the data monetization in telecom market include Accenture plc, Capgemini SE, Cisco Systems Inc., Google LLC, Intel Corporation, Lynx Software Technologies Inc., Redknee Inc.,

SAP SE, NetScout Systems Inc., IBM, iConnectiva, 1010data, SQLstream Inc., Mahindra Comviva, Infosys Limited, and Atos. These industry leaders play a crucial role in driving innovation and advancing the capabilities of data monetization solutions in the telecom sector.

Trends in Data Monetization: Advanced Analytics Takes Center Stage

A key trend gaining prominence in the data monetization in the telecom market is the focus on monetizing data through advanced analytics. Major companies in the market are actively involved in the development and acquisition of advanced analytics solutions to bolster their market positions. For example, Quantzig, an India-based provider of data monetization solutions in telecom, launched advanced telecom data analytics solutions in January 2020. These solutions leverage big data, artificial intelligence, machine learning, and the internet of things to address complexities in the telecom industry, including data monetization. This reflects a growing trend of utilizing advanced analytics capabilities to harness the potential of client data for enhancing various business processes.

Regional Dynamics: North America Leads, Asia-Pacific Emerges as the Fastest-Growing Region

In 2022, North America dominated the data monetization in the telecom market. However, Asia-Pacific is expected to emerge as the fastest-growing region in the forecast period, marking a significant shift in the global market landscape. The comprehensive report provides detailed insights into regional dynamics, market trends, and growth opportunities across Asia-Pacific, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa.

Access the complete report for an in-depth analysis of the global data monetization in telecom market: <https://www.thebusinessresearchcompany.com/report/data-monetization-in-telecom-global-market-report>

Data Monetization in Telecom Global Market Report 2023 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Data Monetization in Telecom Global Market Report 2023 by The Business Research

Global Data Monetization In Telecom Market

Expected Growth Rate Through 2027
22.0%

Expected Market Size By 2027
\$10.1 Bn

The rise in the volume of enterprise data is the main driver of the market

North America is the largest region in the market

Information sourced from The Business Research Company
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Company is the most comprehensive report that provides insights on data monetization in telecom market size, data monetization in telecom market drivers and data monetization in telecom market trends, data monetization in telecom market major players, data monetization in telecom market competitors' revenues, data monetization in telecom market share, data monetization in telecom market strategies, data monetization in telecom market opportunities, data monetization in telecom market positioning, and data monetization in telecom market growth across geographies. The data monetization in telecom market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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About The Business Research Company

The Business Research Company has published over 3000+ detailed industry reports, spanning over 3000+ market segments and 60 geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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