

Insights-as-a-Service Market Size, Share And Growth Analysis For 2024-2033

*The Business Research Company's
Insights-as-a-Service Global Market
Report 2024 – Market Size, Trends, And
Global Forecast 2024-2033*

LONDON, GREATER LONDON, UK, June 28, 2024 /EINPresswire.com/ -- The [insights-as-a-service \(IaaS\) market](#) has witnessed exponential growth in recent

years, driven by advancements in predictive analytics, business intelligence, and the increasing adoption of cloud-based data solutions. According to recent data, the market size is projected to grow from \$4.88 billion in 2023 to \$6.07 billion in 2024, at a compound annual growth rate (CAGR) of 24.3%. This growth can be attributed to factors such as the rise in edge computing, cross-platform integration, advanced analytics, machine learning, digital transformation, and the proliferation of data.



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Exponential Growth Expected Amid Technological
Advancements

Looking ahead, the insights-as-a-service market is expected to continue its rapid expansion, reaching an estimated \$10.99 billion by 2028, with a CAGR of 16.0%. Key drivers in the forecast period include a focus on

enhancing user experience, the rise of hybrid and multi-cloud deployments, emphasis on explainability in AI, integration with Internet of Things (IoT), and stringent data governance and compliance requirements.

Explore the global insights-as-a-service market with a detailed sample report:

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Major Trends and Innovations Shaping the Market

Innovations in the insights-as-a-service market are focusing on AI-driven insights, augmented analytics, real-time and streaming analytics, blockchain for data integrity, and automated data governance. These advancements enable enterprises to derive actionable insights and make



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informed decisions from vast and complex datasets, thereby driving operational efficiencies and competitive advantage.

Rising Big Data Driving Market Demand

The surge in big data is a significant catalyst for the growth of the insights-as-a-service market. Businesses are generating massive volumes of data due to technological advancements, necessitating robust solutions to extract actionable insights and patterns. For example, recent reports indicate substantial growth in data volumes across various sectors, highlighting the increasing reliance on insights-as-a-service solutions.

Key Players Driving Innovation

Leading companies in the insights-as-a-service market, including Microsoft Corporation, Dell Inc., and Accenture Plc, are at the forefront of developing innovative solutions. For instance, Mytonomy Inc. launched the mytonomy analytics cloud powered by Sisense, enhancing healthcare analytics capabilities and optimizing patient care through real-time predictive insights.

Market Segmentation

The insights-as-a-service market is segmented based on:

- Type: Predictive Insights, Descriptive Insights, Prescriptive Insights
- Deployment Type: Public Cloud, Private Cloud, Hybrid Cloud
- Organization Size: Large Enterprise, Small and Medium Enterprise
- Application: Revenue Cycle Management, Governance Risk and Compliance, Branding and Marketing Management, Customer Analytics, Strategy Management, Supply Chain Management, Other Applications
- Vertical: Banking Financial Services and Insurance (BFSI), Healthcare and Life Sciences, Retail and Consumer Goods, Energy and Utilities, Manufacturing, Telecommunication and Information Technology, Government and Public Sector, Other Verticals

Regional Insights: North America Leads, Asia-Pacific Fastest-Growing

In 2023, North America dominated the insights-as-a-service market, while Asia-Pacific is poised to be the fastest-growing region during the forecast period. Detailed regional dynamics and growth opportunities are outlined in the comprehensive market report.

Explore the report store to make a direct purchase of the report

<https://www.thebusinessresearchcompany.com/report/insights-as-a-service-global-market-report>

[Insights-As-A-Service Global Market Report 2024](#) 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 Insights-As-A-Service Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on insights-as-a-service market size, insights-as-a-service market drivers and trends, insights-as-a-service market major players, competitors' revenues, market positioning, and market growth across geographies. The insights-as-a-service 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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The Business Research Company has published over 27 industries, spanning over 8000+ markets 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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