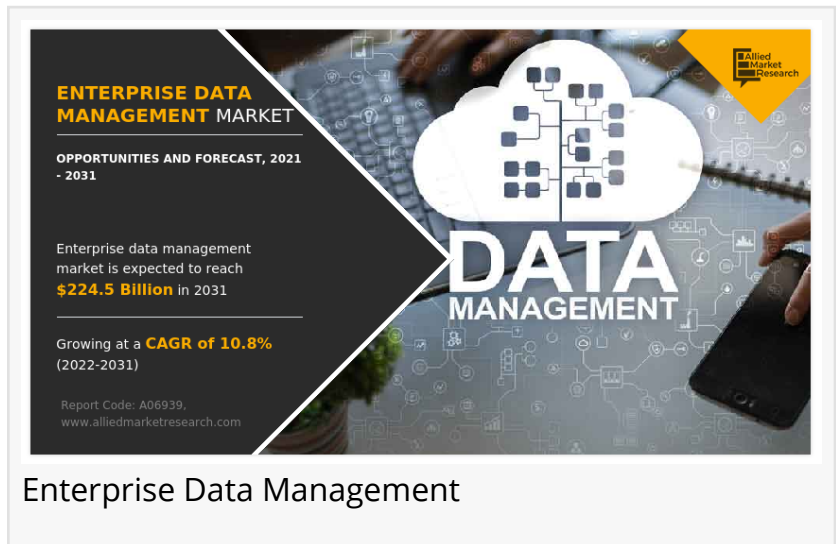


Enterprise Data Management Market to Hit \$224.5 Billion Globally by 2031 with 10.8% CAGR

The global enterprise data management market is growing due to rising corporate data collection and the use of AI in cognitive media solutions.

PORTLAND, OR, UNITED STATES,
September 12, 2024 /

EINPresswire.com/ -- According to the report, the [global enterprise data management market size](#) generated \$79.7 billion in 2021, and is anticipated to generate \$224.5 billion by 2031, witnessing a CAGR of 10.8% from 2022 to 2031.



Rise in the amount of data collected from various corporate processes and implementation of Artificial Intelligence in cognitive media solutions drive the growth of the global enterprise data management market. However, the shortage of skilled workforce restricts the market growth. Moreover, the key industry players are investing heavily in the research and development of smart, unique solutions to sustain their growth, which is presenting new opportunities in the coming years.

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Covid-19 Scenario

1. The outbreak of the Covid-19 pandemic had negatively impacted various industries that led to a drastic decline in information technology sales. As enterprise data management is widely used in technology industry, there was significant reduction in the enterprise data management demand globally.

2. Sales of enterprise data management are directly proportional to the demand from end-use

industries namely healthcare, banking, financial services, and insurance sector (BFSI), telecom & information technology, retail & consumer goods, media & entertainment, government & defense and others. However, the demand for enterprise data management in Telecom & Information Technology industry was greatly affected owing to import-export restrictions, closed borders, and supply chain disruptions during the lockdown.

3. Economic slowdown had affected the setup of new enterprise data management projects in the situation of financial uncertainty, many organizations were being compelled to contemplate more fast adoption of cloud services to meet their computing and storage requirements.

Based on deployment type, the on-premises segment held the highest market share in 2021, accounting for more than half of the global enterprise data management market, and is estimated to maintain its leadership status throughout the forecast period. This is owing to its low upfront costs and maintenance costs. Also, there are high chances of accessing the data even if the internet fails. However, the cloud segment is projected to manifest the highest CAGR of 11.0% from 2022 to 2031, owing to rapid technological innovation to shift data on cloud model.

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Based on organization type, the large enterprise segment held the highest market share in 2021, accounting for around three-fifths of the global enterprise data management market, and is estimated to maintain its leadership status throughout the forecast period. This is owing to massive investment from large scale businesses to integrate data management solutions. However, the small and medium sized enterprises segment is projected to manifest the highest CAGR of 11.0% from 2022 to 2031, owing to massive funding from government and regulatory authorities to boost small scale businesses.

Based on region, North America held the highest market share in terms of revenue in 2021, accounting for nearly two-fifths of the global enterprise data management market, and is likely to dominate the market during the forecast period. This is owing to the presence of major manufacturers operating in this market. However, the Asia-Pacific region is expected to witness the fastest CAGR of 11.3% from 2022 to 2031. Increase in spending capabilities, owing to presence of countries mainly China, Japan, India which are investing heavily in data management and security solutions.

Leading Market Players: -

IBM Corporation,
SAS Institute Inc.,
Teradata Corporation,
Oracle Corporation,

SAP SE,
Symantec,
Cloudera, Inc.,
Amazon Web Services, Inc.,
EnterWorks, Inc.,
Zaloni, Inc.

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Allied Market Research (AMR) is a full-service market research and business-consulting wing of Allied Analytics LLP based in Portland, Oregon. Allied Market Research provides global enterprises as well as medium and small businesses with unmatched quality of "Market Research Reports" and "Business Intelligence Solutions." AMR has a targeted view to provide business insights and consulting to assist its clients in making strategic business decisions and achieving sustainable growth in their respective market domains.

Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep presented in the reports published by us and is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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