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Data Monetization Market to Unlock $15.4 Billion by 2030, Transforming Digital Assets into Revenue | says AMR

WILMINGTON, NEW CASTLE, DE, UNITED STATES, November 25, 2024 /EINPresswire.com/ -- According to the report published by Allied Market Research, the global data monetization market generated $2.1 billion in 2020, and is expected to reach $15.4 billion by 2030, witnessing a CAGR of 22.1% from 2021 to 2030. The report offers a detailed analysis of changing market trends, top segments, key investment pockets, value chain, regional landscape, and competitive scenario.

DATA MONETIZATION MARKET

OPPORTUNITIES AND FORECAST, 2020 - 2030

Data monetization market is expected to reach **$15.4 Billion** in 2030

Growing at a **CAGR of 22.1% (2021-2030)**

Data Monetization Industry Growth

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Advancements in industrial-grade digital technology, increase in inclination toward cloud-based data monetization software, rise in need for improved supply chain, and customer relation management majorly contribute toward the growth of the market. However, lack of IT infrastructure in the underdeveloped nations and surge in security & privacy concerns hamper the growth of the data monetization market.

The report offers detailed segmentation of the global data monetization market based on component, deployment type, enterprise size, industry vertical, and region.

Based on component, the software segment accounted for the highest share in 2020, contributing to more than two-thirds of the total share, and is projected to continue its lead position during the forecast period. However, the services segment is expected to witness the largest CAGR of 24.6% from 2021 to 2030.

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Based on industry vertical, the IT & telecommunication segment contributed to the [largest share of the global data monetization industry](#) in 2020, and is expected to maintain its leadership status during the forecast period. However, the retail & e-commerce segment is estimated to manifest the fastest CAGR of 27.0% from 2021 to 2030.

Based on region, North America held the highest share in 2020, accounting for more than one-third of the total share, and is projected to continue its dominant share by 2030. However, Asia-Pacific is projected to portray the largest CAGR of 25.6% during the forecast period.

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Accenture,
Adastra Corporation,
Cisco Systems, Inc.,
SAP SE,
VIAVI Solutions Inc.,
Monetize Solutions, Inc.,
Reltio,
ALC,
Optiva, Inc. (Redknee Solutions Inc.),
Mahindra ComViva.

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By component, the software segment generated the highest revenue in 2020.

By deployment type, the on-premises segment generated the highest revenue in 2020.

By enterprise Size, the large enterprises segment generated the highest revenue in 2020.

By industry vertical, the IT and telecommunication segment dominated the data monetization market size in 2020. However, the retail & E-commerce segment segment is expected to exhibit [significant growth during the data monetization market forecast period](#).

Region wise, the data monetization market size was dominated by North America. However, Asia-Pacific is expected to witness significant on the data monetization market analysis in the coming years.

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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 to make strategic business decisions and achieve sustainable growth in their respective market domain.

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 and this helps us in digging out market data that helps us generate accurate research data tables and confirms utmost accuracy in our market forecasting. Each and every data presented in the reports published by us is extracted through primary interviews with top officials from leading companies of domain concerned. Our secondary data procurement methodology includes deep online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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