

Data Monetization Market Can Touch Approximately USD 15.4 billion, Developing at a Rate of 22.1% by 2030

Rise in importance of generating new revenue streams from data volumes drive the growth of the data monetization market

WILMINGTON, NEW CASTLE, DE, UNITED STATES, January 29, 2025 /EINPresswire.com/ -- The [Allied Market Research](#) report offers a detailed analysis of changing market trends, top segments, key investment pockets, value chain, regional landscape, and competitive scenario.

Surge in volume of enterprise data, technological advancements in big data & analytics solutions, and rise in importance of generating new revenue streams from data volumes drive the growth of the global data monetization market. However, privacy and security concerns restrain the market growth. On the other hand, rise in deployment among telecom service providers and an increase in awareness regarding potential benefits of data monetization create new opportunities in the coming years.

For more information, contact Allied Market Research (1000 17th Street, Suite 1000 - 380 17th Street) at: <https://www.alliedmarketresearch.com/request-sample/2712>

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.

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.



Global Data Monetization Market Size, Share & Forecast 2021-2030 :
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On the basis of industry vertical, the IT & telecommunication segment dominated the [overall data monetization industry](#) in 2020, and is expected to continue this data monetization market trends during the forecast period. Massive growth of the data in the telecommunication and IT sector and increase in need to generate other revenue streams through the data monetization services drive the growth of the market. However, the retail and E-commerce segment is expected to witness highest data monetization market growth. E-commerce players increasingly adopt data monetization solutions to sell the data or to join hands with brands to analyze the data and use it to generate additional revenue. Moreover, increase in focus of small and medium businesses toward the data monetization strategy to generate revenue streams fuels the data monetization industry. For instance, Chinese e-commerce behemoth focuses on collection of consumer data. In addition, companies, such as Google, Amazon, LinkedIn, and Netflix, are popular for monetizing information to generate revenue and gain market share.

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.

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Leading players of the global data monetization market analyzed in the research include Accenture, Adastra Corporation, Cisco Systems, Inc., SAP SE, VIAVI Solutions Inc., Monetize Solutions, Inc., Reltio, ALC, Optiva, Inc. (Redknee Solutions Inc.), and Mahindra ComViva.

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KEY FINDINGS OF THE STUDY

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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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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