

# Data Monetization Market to Reach USD 17.33 Billion by 2032, Driven by the Increasing Demand for Data-Driven Insights

*The rising demand for data-driven insights to improve decision-making and boost revenue is driving the growth of the data monetization market.*

AUSTIN, TX, UNITED STATES, January 30, 2025 /EINPresswire.com/ -- The SNS Insider report indicates that the [Data Monetization Market](#) size was valued at USD 3.39 billion in 2023 and is expected to grow to USD 17.33 billion by 2032, with a CAGR of 19.87% over the forecast period of 2024-2032.



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## Keyplayers:

- IBM Corporation (IBM Cloud Pak for Data, IBM InfoSphere)
- Microsoft Corporation (Azure Synapse Analytics, Power BI)
- Google LLC (Google BigQuery, Google Cloud Dataflow)
- Amazon Web Services (AWS) (Amazon Redshift, AWS Data Exchange)
- Oracle Corporation (Oracle Cloud Infrastructure Data Science, Oracle Analytics Cloud)
- SAP SE (SAP HANA, SAP Data Intelligence)
- Salesforce.com, Inc. (Salesforce Einstein Analytics, MuleSoft)
- Snowflake Inc. (Snowflake Data Marketplace, Snowflake Data Cloud)
- Cloudera, Inc. (Cloudera Data Platform, Cloudera Altus)
- SAS Institute Inc. (SAS Data Management, SAS Viya)
- Teradata Corporation (Teradata Vantage, Teradata IntelliCloud)
- Informatica LLC (Informatica Cloud Data Integration, Informatica Axon)
- Domo, Inc. (Domo Business Cloud, Domo Data Experience)
- TIBCO Software Inc. (TIBCO Data Virtualization, TIBCO Spotfire)
- Qlik Technologies Inc. (Qlik Sense, Qlik Data Integration)
- Alteryx, Inc. (Alteryx Designer, Alteryx Analytics Hub)

- Cognizant Technology Solutions (Cognizant Digital Systems & Technology, Cognizant Data Intelligence)
- Accenture Plc (Accenture Data Monetization Platform, Accenture AI-powered Analytics)
- Cisco Systems, Inc. (Cisco Kinetic, Cisco Data Center Network Manager)
- Hewlett Packard Enterprise (HPE) (HPE Ezmeral Data Fabric, HPE GreenLake) and others

## Data Monetization Market Booms as Businesses Leverage AI, ML, and Big Data for Strategic Value

The Data Monetization Market is experiencing significant growth due to the increasing importance of data as a strategic asset for businesses across various industries. Companies are leveraging data to improve decision-making, optimize operations, and create new revenue streams. As organizations collect vast amounts of data from multiple sources, they are looking for innovative ways to extract value from this information. The growing adoption of advanced technologies such as artificial intelligence, machine learning, and big data analytics is further driving the market. Additionally, the rise of cloud computing and the increasing demand for data-driven insights are expected to contribute to the market's expansion in the coming years.

## By Method: Analytics-enabled Platform as a Service Dominates the Market, Embedded Analytics Registers the Fastest Growth

The Analytics-enabled Platform as a Service segment has dominated the Data Monetization Market due to its ability to provide businesses with integrated solutions for managing and monetizing data effectively. This platform allows organizations to use data analytics tools to derive valuable insights and make data-driven decisions.

The Embedded Analytics segment is expected to register the fastest CAGR during the forecast period of 2024-2032. Embedded analytics allows organizations to integrate data-driven insights directly into their applications, making it easier for businesses to monetize data in real time.

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## By Organization Size: Large Enterprises Dominate the Market, SMEs Register the Fastest Growth

Large enterprises have dominated the Data Monetization Market with a market share of 68% due to their vast data resources and the ability to invest in advanced technologies for data analytics. Large enterprises have the financial and technological resources to implement data monetization strategies effectively. These organizations are investing heavily in data analytics and AI-driven solutions to extract valuable insights from their data.

The SME segment is expected to register the fastest CAGR during the forecast period of 2024-2032. As small and medium-sized enterprises increasingly realize the value of data, they are adopting data monetization solutions to remain competitive in the market. Small and medium-sized enterprises are expected to experience rapid growth in the data monetization market as they adopt cloud-based solutions and data analytics tools to improve their business operations and decision-making processes.

**Sales & Marketing Dominates the Market, Customer Service Registers the Fastest Growth**  
The Sales & Marketing segment dominated the market due to the increasing use of data to optimize marketing strategies, target the right audience, and improve customer engagement. This segment remains dominant due to the increasing reliance on data to drive targeted marketing campaigns and improve sales strategies. The growing use of AI and predictive analytics is expected to further propel the market growth in this segment.

The Customer Service segment is expected to register the fastest CAGR during the forecast period of 2024-2032. Companies are leveraging data to enhance customer service and deliver personalized experiences, leading to greater customer satisfaction and loyalty. The growing importance of customer satisfaction and personalized service is driving the rapid growth of the customer service segment. Companies are using data to improve customer support, reduce response times, and enhance overall service quality.

**North America Dominates the Market, Asia Pacific Registers the Fastest Growth**

North America is the dominant region in the Data Monetization Market and accounted for 33% of revenue share, due to its advanced technological infrastructure, high adoption of AI and machine learning, and the presence of major companies like IBM and Microsoft. The region's strong focus on data-driven decision-making is expected to keep it at the forefront of the market. Data Monetization Market is driven by the presence of key players, technological advancements, and a high adoption rate of data analytics solutions. The region is expected to maintain its leadership throughout the forecast period.

The Asia Pacific region is expected to register the fastest CAGR due to the rapid digital transformation, growing data consumption, and increasing adoption of cloud-based data monetization solutions in countries like China, India, and Japan.

Access Complete Report: <https://www.snsinsider.com/reports/data-monetization-market-2753>

**SAP and Microsoft Unveil New Data Monetization Solutions to Empower Businesses in 2024**

In January, SAP announced a new data monetization solution aimed at enabling businesses to unlock new revenue streams by transforming their data into valuable insights. This move is expected to drive the adoption of data monetization platforms among large enterprises and SMEs alike.

In February, Microsoft has enhanced its Azure Data Services, allowing businesses to monetize data more effectively by integrating advanced analytics tools. The company is focusing on providing organizations with the tools to generate revenue from their data assets.

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world.

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