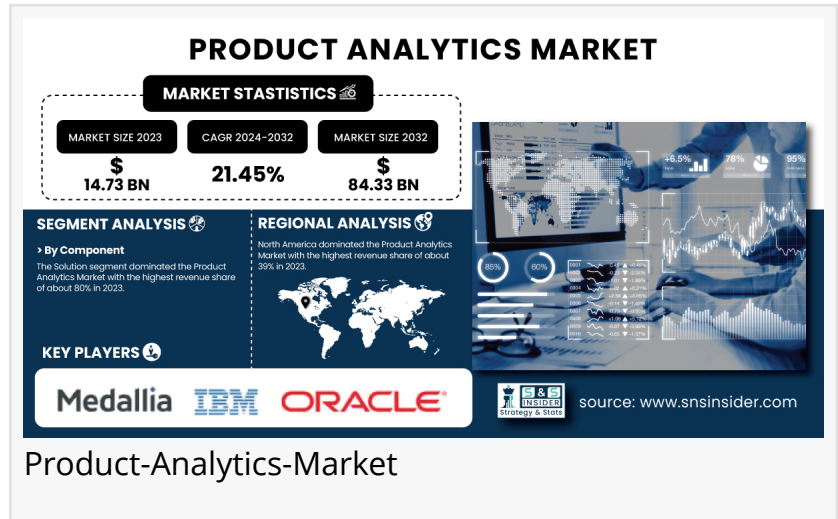


Product Analytics Market to Reach USD 84.33 Billion by 2032, Driven by AI and Real-Time Insights

The Product Analytics Market is expanding rapidly, driven by AI, real-time insights, and increasing adoption across industries

AUSTIN, TX, UNITED STATES, February 6, 2025 /EINPresswire.com/ -- [Product Analytics Market](#) was valued at USD 14.73 billion in 2023 and is expected to reach USD 84.33 billion by 2032, growing at a CAGR of 21.45% from 2024-2032. The Product Analytics Market is growing with the increasing use of data-driven insights by companies to improve the performance of their products and increase customer satisfaction. In 2023, 91.9% of organizations reported measurable benefits from data and analytics, while more than 75% use data for innovation and half use it for competition. Real-time analytics platforms are in high demand and technology to analyze consumer behavior, optimize operations, and enhance experiences.



Product-Analytics-Market

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Keyplayers:

- Google (Google Analytics, Google Optimize)
- IBM (IBM Watson Analytics, IBM SPSS Statistics)
- Oracle (Oracle Analytics Cloud, Oracle Business Intelligence)
- Adobe (Adobe Analytics, Adobe Target)
- Salesforce (Salesforce Analytics Cloud, Salesforce Marketing Cloud)
- Medallia (Medallia Experience Cloud, Medallia Analytics)
- Veritone (Veritone Discover, Veritone aiWARE)
- LatentView Analytics (LatentView Data Analytics, LatentView Predictive Analytics)
- Mixpanel (Mixpanel Analytics, Mixpanel A/B Testing)
- Amplitude (Amplitude Analytics, Amplitude Experiment)
- Pendo (Pendo Analytics, Pendo Engage)

- Kissmetrics (Kissmetrics Analytics, Kissmetrics Insights)
- Gainsight (Gainsight PX, Gainsight CS)
- UserIQ (UserIQ Insights, UserIQ Engage)
- Copper CRM (Copper Analytics, Copper CRM)
- Heap (Heap Analytics, Heap Data Automation)
- Plytix (Plytix Analytics, Plytix Product Information Management)
- Risk Edge Solutions (RiskEdge Advanced Analytics, RiskEdge Predictive Modeling)
- Woopra (Woopra Analytics, Woopra Insights)
- Piwik PRO (Piwik PRO Analytics, Piwik PRO Tag Manager)
- Smartlook (Smartlook Analytics, Smartlook Session Replay)
- LogRocket (LogRocket Analytics, LogRocket Session Replay)
- Auryc (Auryc Analytics, Auryc Session Replay)
- Quantum Metric (Quantum Metric Analytics, Quantum Metric Session Replay)
- cux.io (CUX Analytics, CUX Session Replay)
- Refiner (Refiner Analytics, Refiner Survey Tool)
- InnerTrends (InnerTrends Analytics, InnerTrends Insights)

By Application, Consumer Engagement Dominates, While Sales and Marketing Set for Fastest Growth

In 2023, the Consumer Engagement segment accounted for around 41% of revenue in the Product Analytics Market. The bases for this leadership are the increasing focus on the personalized customer experience and real-time behavior analysis. With the emergence of omnichannel strategies and the availability of expanded data,

The Sales and Marketing segment is expected to have the highest CAGR at 22.99% over the forecast period of 2024-2032. This can be attributed to the increasing dependence of businesses on data-driven strategies to further polish their marketing activities and, consequently, sales performance.

By Mode, Tracking Data Leads the Market, While Analyzing Data Set for Fastest Growth

The Tracking Data segment claimed around 56% of the market revenue in 2023. This is because there is more demand from businesses with regard to real-time tracking of their products, customer engagements, and operational metrics. Given that companies are looking to improve product development and better meet customer needs.

The analyzing data segment is projected to experience the fastest growth at a CAGR of 22.70% from 2024 to 2032. This is driven by growing demand for actionable insights from thorough tracking data. With organizations becoming increasingly interested in turning raw data into strategic decisions, so that businesses will be able to better understand their trends.

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North America Leads Product Analytics Market, While Asia Pacific Sees Fastest Growth

North America led the Product Analytics Market in 2023, holding about 39% of total revenue. It is dominated by a strong technological infrastructure in the region, with the highest penetration of digital transformation, as well as by major players in the industry.

The Asia Pacific region will lead in growth at a fastest CAGR of 23.93% from 2024 to 2032, driven by the growing e-commerce sector, the high degree of digitalization in the region, and the increasing importance of data-driven strategies.

Recent Highlights

□ In 2024, Google Cloud introduced new generative AI tools, including AlloyDB AI and Gemini models for BigQuery, enhancing data management and analytics.

□ At the 2024 IBM TechXchange Conference, IBM unveiled several AI-powered products, such as Granite 3.0 AI models and new features in Watsonx.ai for developers.

Access Full Report: <https://www.snsinsider.com/reports/product-analytics-market-3470>

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