Big Data and Analytics in GCC Market to Reach USD XX Billion by 2032|SNS Insider

Big Data & Analytics in GCC Market was USD XXB in 2023, projected to hit USD XXB by 2032, growing at XX% CAGR, per SNS Insider.

AUSTIN, TX, UNITED STATES, February 14, 2025 /EINPresswire.com/ -- According to the SNS Insider report, the Big Data and Analytics in GCC Market was valued at USD XX billion in 2023 and is projected to reach USD XX billion by 2032, growing at a CAGR of XX% from 2024 to 2032. The increasing adoption of AI, IoT, and cloud-based analytics is fueling demand for big data solutions in GCC, enabling businesses to optimize operations, enhance customer experiences, and drive digital innovation.

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Some of Major Keyplayers:

- IBM Corporation (IBM Watson, IBM Cloud Pak for Data)
- Microsoft Corporation (Microsoft Azure, Power BI)
- Oracle Corporation (Oracle Analytics Cloud, Oracle Big Data Service)
- SAP SE (SAP HANA, SAP BusinessObjects)
- SAS Institute Inc. (SAS Viya, SAS Data Management)
- Google LLC (Google Cloud Platform, BigQuery)
- Amazon Web Services (AWS) (Amazon Redshift, Amazon EMR)
- Tableau Software (Tableau Desktop, Tableau Online)
- Teradata Corporation (Teradata Vantage, Teradata Cloud)

- Cloudera, Inc. (Cloudera Data Platform, Cloudera Machine Learning)
- Snowflake Inc. (Snowflake Cloud Data Platform)
- MicroStrategy Incorporated (MicroStrategy Analytics)
- Qlik Technologies (Qlik Sense, QlikView)
- Palantir Technologies (Palantir Foundry, Palantir Gotham)
- TIBCO Software Inc. (TIBCO Spotfire, TIBCO Data Science)
- Domo, Inc. (Domo Business Cloud)
- Sisense Inc. (Sisense for Cloud Data Teams, Sisense Fusion)
- Alteryx, Inc. (Alteryx Designer, Alteryx Connect)
- Zoho Corporation (Zoho Analytics, Zoho DataPrep)
- ThoughtSpot Inc. (ThoughtSpot Search & AI-Driven Analytics)

By Type: Shared Service Centers Leading, Innovation Centers Fastest Growing

The Shared Service Centers segment dominated the market as enterprises are centralizing data management, analytics, and IT operations within GCCs to enhance productivity and reduce costs by automating processes and leveraging AI-based analytics. Together, these centers give organizations the ability to improve data integration, reduce cybersecurity risk, and support real-time decision-making.

The segment of Innovation Centers is likely to record the fastest CAGR owing to the increased emphasis on AI-driven analytics, blockchain-based data security, and cloud-based data processing solutions. We see companies create vertical-focused R&D centers in the light of digital transformation, customer insights, and enhanced business operations within GCC.

By Industry Vertical: BFSI Leading, Telecommunications Fastest Growing

In 2023, Banking and Financial Services dominated the market and accounted for the highest market share due to rising investments being made by GCC-based financial institutions for fraud detection, customer analytics, and risk assessment using AI. Predictive analytics is being applied by banks and fintech to improve security, automate compliance, and personalized financial services.

The Telecommunications segment is projected to register fastest CAGR during the forecast period driven by the expansion of 5G networks, IoT devices, and cloud-based telecom solutions. Real-time network optimization, AI-assisted customer engagement, and higher-grade cybersecurity requirements are pushing the demand for big data analytics in the telecom industry.

By Functionality: Descriptive Analytics Leading, Predictive Analytics Fastest Growing

The Descriptive Analytics segment held the largest share of the market, as organizations still depend on historical data analysis, KPI monitoring, and real-time dashboards for business intelligence. Big data tools are helping GCCs to track operational performance, study customer behaviors, and make effective decisions.

The Predictive Analytics segment is projected to grow with the fastest CAGR. Due to the traditional methods used in AI-driven forecasting and predictive maintenance solutions across several industries. Predictive analytics aims to help businesses minimize risk, prepare for potential market change, and plan automation into processes.

By Technology Type: Data Management Leading, AI & ML Fastest Growing

The Data Management segment dominated the market and accounted for a significant revenue share in 2023, as businesses continue to spend on cloud storage systems, enterprise data lakes, and secure data processing platforms. Increasing demand for big data governance and regulatory compliance is also accelerating the adoption of advanced data management solutions.

The AI & Machine Learning segment is expected to register the fastest compound annual growth rate due to increasing usage of self-learning algorithms,
AI-driven decision support systems, and deep learning analytics. AI-driven solutions are facilitating the detection of anomalies in real-time, intelligent automation, and seamless cyber security enhancement.

Big Data and Analytics in GCC Market Segmentation:

By Type
- Shared Service Centers
- Innovation Centers
- Delivery Centers

By Industry Vertical
- Banking and Financial Services
- Healthcare
- Retail
- Manufacturing
- Telecommunications

By Functionality
- Descriptive Analytics
- Predictive Analytics
- Prescriptive Analytics
- Real-time Analytics

By Technology Type

- Data Management
- Analytics Tools
- Artificial Intelligence & Machine Learning

By End-User
- Large Enterprises
- Small and Medium Enterprises (SMEs)

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Asia-Pacific Dominated, North America Registering Fastest CAGR

The Asia-Pacific, especially China, India, and Japan, held noteworthy investments in AI-powered online big data analytics. The demand for big data is being driven by government initiatives towards smart cities, digital transformation, and artificial intelligence adoption. Data-driven decision-making across sectors is being further accelerated by e-commerce, fintech, and advanced manufacturing.

North America is expected to contribute the most with the fastest CAGR as companies in the U.S. and Canada innovate AI, cloud-based big data solutions, and cybersecurity analytics. The market is expected to expand in the coming years due to the presence of leading technology companies, artificial intelligence research organizations, as well as digital infrastructure, especially for finance, healthcare, and retail industries.

Recent Developments in 2024

- January 2024: Microsoft launched a new AI-powered data analytics center in Saudi Arabia, focusing on cloud-based big data solutions for financial and retail sectors.

- March 2024: SAP announced a partnership with a leading GCC-based banking institution to deploy AI-driven fraud detection and risk assessment solutions.

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