Data monetization market Size Surge to USD 15.4 Billion by 2030 at 22.1% CAGR

Surge in volume of enterprise data, technological advancements in big data & analytics solutions

WILMINGTON, NEW CASTLE, DE, UNITED STATES, February 17, 2025 /EINPresswire.com/ -- The global डेटा मुद्रीकरण बाजार was valued at $2.1 billion in 2020, and is projected to reach $15.4 billion by 2030, growing at a CAGR of 22.1% from 2021 to 2030. 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.

data monetization market

प्रतिलिपि अनुरोध नमूना (पेज पृष्ठ संख्या का उपयोग - 380 सहित) पर: https://www.alliedmarketresearch.com/request-sample/2712

The Data monetization market 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.

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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https://www.alliedmarketresearch.com/data-monetization-market/purchase-options

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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Data monetization market trends in Asia-Pacific is expected to exhibit highest growth during the forecast period owing to strong economic growth along with the ongoing development in data monetization and inventory management, which drives organizations to invest heavily in data monetization market to sustain growth and improve productivity.

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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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