Visual Analytics Market Size, Trends, Key Players and Competitive Landscape 2031

Rising adoption of advanced visualization, growing demand for analytics, and surging business data volume are driving global visual analytics market growth.

visual-analytics-market-size

WILMINGTON, DE, UNITED STATES, February 20, 2025 /EINPresswire.com/ -- According to the report published by Allied Market Research, the global visual analytics market generated $6.5 billion in 2021, and is projected to reach $28.9 billion by 2031, growing at a CAGR of 16.2% from 2022 to 2031.

The report offers a detailed analysis of the top winning strategies, evolving market trends, market size and estimations, value chain, key investment pockets, drivers & opportunities, competitive landscape, and regional landscape. The report is a useful source of information for new entrants, shareholders, frontrunners, and shareholders in introducing necessary strategies for the future and taking essential steps to significantly strengthen and heighten their position in the market.

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Visual analytics is the science of analytical reasoning supported by interactive visual interfaces. In addition, it can be seen as an integral approach combining visualization, human factors, and data analysis. Furthermore, visualizing the data in graphs, charts, and maps helps users identify patterns and thereby, develop actionable insights. These insights help organizations make better, data-driven decisions.

COVID-19 Scenario:

1. The outbreak of COVID-19 had a positive impact on the growth of the global visual analytics

market, owing to the occurrence of lockdowns in various countries across the globe.

2. Lockdowns resulted in the closure of various manufacturing facilities, leisure parks, physical stores, hotels, restaurants, traveling, and others.

3. In addition, all sorts of commercial and business workplaces were also closed, which enabled businesses to increasingly adopt advanced visual analytics technology to improve the overall growth of the company.

4. Besides, the visual analytics industry saw a boom in new investments due to the surge in the adoption of innovative technologies by prominent players. Thus, both businesses and customers both are becoming more reliant on digital channels that subsequently expand the growth of the market.

The report offers detailed segmentation of the global visual analytics market based on offering, deployment model, application, enterprise size, industry vertical, and region. The report provides a comprehensive analysis of every segment and their respective sub-segment with the help of graphical and tabular representation. This analysis can essentially help market players, investors, and new entrants in determining and devising strategies based on the fastest-growing segments and highest revenue generation that is mentioned in the report.

Based on the offering, the solution segment held the dominating market share in 2021, holding more than two-thirds of the global market, and is expected to maintain its leadership status during the forecast period. The service segment, on the other hand, is expected to cite the fastest CAGR of 18.0% during the forecast period.

Based on enterprise size, the large enterprises segment held the largest market share in 2021, holding nearly three-fourths of the global market, and is expected to maintain its leadership status during the forecast period. The SMEs segment, on the other hand, is expected to cite the fastest CAGR of 19.0% during the forecast period.

Based on deployment model, the on-premise segment held the dominating market share in 2021, holding nearly three-fifths of the global market, and is expected to maintain its leadership status during the forecast period. The cloud segment, on the other hand, is expected to cite the fastest CAGR of 17.0% during the forecast period.

Based on region, the market across North America held the dominating market share in 2021, holding more than two-fifths of the global market, and is expected to maintain its leadership status during the forecast period. The Asia-Pacific region, on the other hand, is expected to cite the fastest CAGR of 19.1% during the forecast period.

The key players analyzed in the global visual analytics market report include Alteryx, Inc., DataDeck, Data Clarity, Geckoboard Software, IBM Corporation, Locii Solutions Ltd., Microsoft Corporation, MicroStrategy Incorporated, Nexidia Inc., Oracle Corporation, Orbital Insight, Qlik, SAP SE, SAS Institute Inc., Tableau Software Inc., TIBCO Software Inc., and Ubiq.

The report analyzes these key players in the global visual analytics industry. These market players have made effective use of strategies such as joint ventures, collaborations, expansion, new product launches, partnerships, and others to maximize their foothold and prowess in the industry. The report helps analyze recent developments, product portfolio, business performance and operating segments by prominent players in the market.

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About Us:

Allied Market Research (AMR) is a full-service market research and business-consulting wing of Allied Analytics LLP, based in Portland, Oregon. AMR provides global enterprises as well as medium and small businesses with unmatched quality of "Market Research Reports" and "Business Intelligence Solutions." AMR has a targeted view to provide business insights and consulting to assist its clients in making strategic business decisions and achieving sustainable growth in their respective market domains.

AMR launched its user-based online library of reports and company profiles, Avenue. An e-access library is accessible from any device, anywhere, and at any time for entrepreneurs, stakeholders, researchers, and students at universities. With reports on more than 60,000 niche markets with data comprising 600,000 pages along with company profiles on more than 12,000 firms, Avenue offers access to the entire repository of information through subscriptions. A hassle-free solution to clients’ requirements is complemented with analyst support and customization requests.

Contact:
David Correa
1209 Orange Street,
Corporation Trust Center,
Wilmington, New Castle,
Delaware 19801 USA.
Int'l: +1-503-894-6022
Toll Free: + 1-800-792-5285
UK: +44-845-528-1300

India (Pune): +91-20-66346060
Fax: +1-800-792-5285
help@alliedmarketresearch.com

David Correa
Allied Market Research
+ 1 800-792-5285
email us here
Visit us on social media:
Facebook
X
LinkedIn
YouTube
