

Prescriptive Analytics Market is Projected to Grow Expeditiously to Reach USD \$12.35 Billion by 2026, Report

Rising demand for market analytics, big data, IoT, and cloud-based predictive analytics drives growth in the global prescriptive analytics market.

WILMINGTON, DE, UNITED STATES, February 24, 2025 /EINPresswire.com/ -- According to a recent report published by Allied Market Research, the [prescriptive analytics market](#) size was valued at \$1,968.4 million in 2018, and is projected to reach \$12.35 billion by 2026, growing at a CAGR of 26.6% from 2019 to 2026. The report offers a comprehensive analysis of the Industry dynamics, key market segments, market trends and estimations, top investment pockets, and competitive landscape.



Prescriptive Analytics Market Size

Prescriptive analytics leverages in-depth data mining techniques, which include machine learning (ML). In addition, it includes descriptive and predictive analytics models to conclude outcomes or forecast. A prescriptive analytics model aims to provide best solutions to resulted situations. In addition, descriptive analytics provides insights to what has already happened, predictive analytics provides forecast of what might happen, but prescriptive analytics provides strategies that could actually benefit a business.

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This, in turn, is expected to drive the global prescriptive analytics market growth among diverse industry verticals across the globe. For example, in marketing models of businesses descriptive analytics displays strategies already applied, predictive analytics provides futuristic possibilities of revenue growth, but prescriptive analytics provides insights as how to improve the applied marketing strategies by providing better fitted solutions.

Advent of digitization has proliferated the need to automate business decision models with help of analytics. This is a major factor expected to drive the growth of the global prescriptive analytics market during the forecast period. Rise in demand for data-driven models that provide data-based decision solutions by analyzing historic data and help to predict futuristic opportunities are also expected to propel the growth of the market.

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North America dominated the overall prescriptive analytics market trends in 2018 and is expected to remain dominant during the forecast period, owing to adoption of analytics at an early stage by various industries due to availability of well-developed infrastructure in the region. Furthermore, Asia-Pacific is expected to exhibit highest growth rate during the forecast period. Factors supporting the growth of the Asia-Pacific prescriptive analytics market include advent of digital transformation and rise in government initiatives to adopt and develop big data infrastructure.

On the basis of components, the software segment dominated the overall prescriptive analytics market share in 2018, and is expected to continue this trend during the forecast period. This is attributed to rise in integration of prescriptive analytics into existing predictive models in businesses. Furthermore, high demand for prescriptive analytical software among financial and crime agencies proliferates the growth of the segment at a significant rate.

Based on business function, the market is divided into human resources, sales, marketing, finance, and operations. The operations segment held the largest market share in the global prescriptive analytics market, accounting for nearly one-third of the total market share in 2018, and is expected to maintain its lead position throughout the forecast period. However, the marketing segment is anticipated to grow the fastest CAGR of 28.6% from 2019 to 2026.

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Based on industry vertical, the market is segmented into healthcare, BFSI, IT and telecommunications, retail, media and entertainment, manufacturing, energy and utilities, transportation and logistics, government, and others, and others. The BFSI segment contributed for nearly one-fifth of the total share of the global prescriptive analytics market in 2018, and is expected to dominate in terms of revenue during the forecast period. However, the manufacturing segment is anticipated to register the fastest CAGR of 30.1% from 2019 to 2026.

Key Findings of the Study:

1. By component, the software segment dominated the prescriptive analytics market. However, the services segment is expected to exhibit significant growth during the forecast period in the

debt collection software industry.

2. Based on deployment, the on-premise segment is anticipated highest revenue share in 2018.
3. By business function, the operations segment accounted for the highest revenue in 2018 due to rise in need to optimize business processes among organizations across the globe.
4. Depending on industry vertical, the BFSI segment generated the highest revenue in 2018. However, the retail sector is expected to witness considerable growth in the near future.
5. Region-wise, Asia-Pacific is expected to witness significant growth in terms of CAGR in the upcoming years.

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Some of the key market players profiled in the report include Fair, Isaac and Company (FICO), IBM Corporation, Infor, Oracle Corporation, River Logic, Inc., Salesforce.com Inc, SAP SE, SAS Institute Inc., Teradata Corporation, and Tibco Software Inc. Players operating in the market have witnessed high revenue growth opportunities for analytical solutions and services especially due to digitalization. This study includes the prescriptive analytics market analysis, trends, and future estimations to determine the imminent investment pockets.

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.

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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

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