

# Data Visualization Tools Market Size is Projected to Reach USD 19.5 Billion by 2031 - Exclusive Research Report by AMR

*The service segment is expected to witness the highest growth in the upcoming years*

WILMINGTON, NEW CASTLE, DE, UNITED STATES, March 13, 2025 /EINPresswire.com/ -- Thriving data analytics industry and high demand for remote management solutions along with the rise in work-from-home activities drives the growth of the global [data visualization tools market](#).

Nevertheless, data privacy issues and sharing challenges related to data visualization tools can impede market growth across the globe. However, integrating advanced tools such as machine learning and data analytics with data visualization tools is anticipated to create new growth avenues for the global market.

For more information, contact Allied Market Research (3600 Market Research Boulevard, Suite 500 - 32000) at:

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Based on the offering, the software segment contributed to the highest market share in 2021, accounting for nearly two-thirds of the global data visualization tools market share. Reportedly, this segment is predicted to contribute majorly toward an overall market share in 2031. The growth of the segment over the forecast period can be attributed to the growing need for data processing and analytics in modern business enterprises. However, the service segment is predicted to register the fastest CAGR of nearly 11.5% from 2022 to 2031. The segmental growth over the next ten years can be attributed to the surging large-scale data applications of large enterprises.

The global [data visualization tools market](#) was valued at \$7.4 billion in 2021, and is projected to reach \$19.5 billion by 2031, growing at a CAGR of 10.2% from 2022 to 2031. Data



visualization software refers to the use of standard visuals to depict data, such as charts, plots, infographics, and even animations. These information visualizations explain complicated data linkages and data-driven insights in an easy-to-understand manner. Data visualization can be used for a number of objectives, and it is crucial to highlight that it is not limited to data processing teams. Moreover, it is also used by management to communicate organizational structure and hierarchy, and data analysts and data scientists utilize it to identify and explain data patterns and trends.

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<https://www.alliedmarketresearch.com/data-visualization-tools-market/purchase-options>

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The report analyzes these key players in the global data visualization tools market. These players have implemented key business strategies such as strategic expansion, new product launches, alliances, and joint ventures for enhancing market penetration and reinforcing their position in the industry. The report helps the target audience in determining the market performance, performance of each segment, product portfolio development in the market, and contributions made by each player to the market expansion.

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In terms of the deployment model, the on-premise segment contributed to the highest market share in 2021, accounting for more than half of the global data visualization tools market share. Reportedly, this segment is predicted to contribute majorly toward an overall market share in 2031. The expansion of this segment over the forecast timeline is due to more secure operations of on-premise data visualization tools. However, the cloud segment is predicted to register the highest CAGR of nearly 10.8% from 2022 to 2031. The segmental surge can be due to the scalable deployment of cloud-based data visualization tools.

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Region wise, the data visualization tools market was dominated by North America in 2021, and is expected to retain its position during the forecast period, owing to its highly advanced technology sector which is expected to drive the market for data visualization tools within the region during the forecast period. However, Asia-Pacific is expected to witness significant growth

during the forecast period, owing to its growing digital capabilities and a highly competitive market space, which is expected to fuel the data visualization tools market growth in the region in the coming few years.

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Furthermore, key factors that drive the growth of the data visualization software market include the growing demand for work from home and remote working policies during the period of the COVID-19 pandemic aided in propelling the growth of the global data analytics and remote management solutions, hence empowering the demand for the data visualization tools industry. However, data privacy and sharing challenges on data visualization tools platforms can hamper the data visualization tools market forecast. On the contrary, the integration of advanced tools such as machine learning and data analytics with data visualization tools solutions suites are expected to offer remunerative opportunities for expansion of the data visualization tools industry during the forecast period.

For more information, please contact:

HR Analytics Market - <https://www.prnewswire.com/news-releases/hr-analytics-market-to-accrue-11-bn-globally-by-2031-at-16-6-cagr-allied-market-research-301653523.html>

Integrated Security Services Market - <https://www.globenewswire.com/news-release/2023/03/23/2633188/0/en/Integrated-Security-Services-Market-to-Reach-55-5-Billion-Globally-by-2031-at-13-7-CAGR-Allied-Market-Research.html>

Speech Analytics Market - <https://www.globenewswire.com/en/news-release/2023/02/16/2609432/0/en/Speech-Analytics-Market-Is-Expected-to-Reach-4-9-Billion-by-2031-Says-AMR.html>

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