

Data Science Platform Market Is Projected to Gain \$79.7 billion By 2030

Advancements in big data technology, emphasis on collecting & using data for decision making

WILMINGTON, NEW CASTLE, DE, UNITED STATES, March 18, 2025 /EINPresswire.com/ -- The global [Data Science Platform Market](#) was valued at \$4.7 billion in 2020, and is projected to reach \$79.7 billion by 2030, growing at a CAGR of 33.6% from 2021 to 2030. Advancements in big data technology, emphasis on collecting & using data for decision making, and a surge in reliance on machine learning drive the growth of the global Data Science Platform Market. However, high investment cost and issues related to data privacy, security, & reliability hinder the market growth. On the other hand, surge in adoption of cloud-based solutions & services present new opportunities in the coming years.

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The importance of collecting and using data for better decision making and advancements in big data technology drive the market growth. However, data security & high investment costs and reliability issues observed by the employees hamper the market growth. In addition, targeting untapped and emerging market for data science platforms and adoption of cloud-based solutions and services are expected to provide lucrative opportunities for market growth during forecast period.

Based on components, the platform segment contributed to the highest share in 2020, accounting for more than three-fifths of the total [Data Science Platform market share](#). However, the services segment is projected to manifest the highest CAGR of 37.9% from 2021 to 2030.

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As per the application, marketing & Sales segment dominated the global market in 2020. This is attributed to the fact that marketing and sales departments of the companies can get more insights into the buyer's persona and spend by generating more Return on Investment. The data science platform is rapidly being used in marketing for channel optimization, lead targeting, customer segmentation, and advanced lead scoring.

However, customer support segment is expected to witness highest growth rate during the forecast period owing to the upsurge in usage of customer service analytics to collect and analyze customer feedback to discover valuable insights.

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Based on industry vertical, the BFSI segment held the largest share in 2020, accounting for around one-fourth of the global data science platform market. However, the healthcare segment is estimated to witness the largest CAGR of 36.8% during the forecast period.

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Based on region, North America accounted for the highest share in 2020, contributing to around half of the total market share, and is projected to continue its leadership status by 2030. However, Asia-Pacific is projected to portray the fastest CAGR of 35.8% during the forecast period.

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