Global Predictive Analytics Tools Market: Key Trends, Market Share, Growth Drivers, and Forecast for 2025-2034

The Business Research Company's Predictive Analytics Global Market Report 2025 – Market Size, Trends, And Global Forecast 2025-2034

LONDON, GREATER LONDON, UNITED KINGDOM, June 11, 2025 /EINPresswire.com/ -- What Does The Data On The Predictive Analytics Tools Market Size Indicate?

Predictive Analytics Tools Global Market Report 2025

The predictive analytics tools market size has grown rapidly in recent years, escalating from $15.98 billion in 2024 to an expected $18.46 billion in 2025 at a compound annual growth rate CAGR of 15.5%. The surge in the historic period can largely be attributed to the increasing need for real-time insights, surging investment in analytics technologies, a growing emphasis on operational efficiency, an increasing reliance on predictive models for risk management, and the expanding use of data analytics across various industries.

> "The Business Research Company's Latest Report Explores Market Driver, Trends, Regional Insights - Market Sizing & Forecasts Through 2034"
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What Are The Market Projections For [The Predictive Analytics Tools Industry?](#)
Foreseeing a future market escalate, the predictive analytics tools market size is set for rapid growth in the next few years. It is projected to burgeon to $32.61 billion by 2029, reflecting a compound annual growth rate CAGR of 15.3%. Pivotal trends during the forecast period include advanced predictive modelling techniques, innovation in real-time analytics, next-level data visualization techniques for predictive insights, progress in cloud-based predictive analytics platforms, and the advancement in natural language processing for predictive analytics. Increased data reliance for strategic decision making, predictive analytics in supply chain optimization, advancing analytics in marketing strategies, the use of predictive analytics in healthcare for better patient outcomes, and the rise in cloud adoption for scalable analytics solutions are the major growth contributors in the forecast period.

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What Are the Key Drivers Of The Predictive Analytics Tools Market?
Interestingly, the booming data generation is expected to act as the major propellant for the predictive analytics tools market. Data generation describes the creation of real or artificial data used for purposes such as analysis, testing, modelling or training. Powered by the widespread use of IoT devices which constantly collate and send large volumes of data, the surge in data generation is driving the global data increase. This voluminous data generation is fuelling the development of predictive analytics tools by supplying enormous amounts of data for machine learning, enhancing pattern recognition and outcome predictions. Subsequently, this leads to more precise insights, assisting businesses and healthcare providers to optimize strategies and reduce risks.
For instance, in December 2022, the annual data growth for an average end-user organization escalated from 700 TB in 2021 to 2,208 TB in 2022, reflecting a threefold increase in data volume over a year. This data was reported by the SODA Foundation, a US-based open-source initiative. Considering these projections, it can be stated that the rise in data generation is exponentially driving the growth of the predictive analytics tools market.

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Which Companies Are The Key Industry Players In This Market?
In the race of designing and implementing state-of-the-art technologies, major companies spearheading the predictive analytics tools market include Google LLC, Microsoft Corporation, Amazon Web Services Inc., International Business Machines Corporation, Oracle Corporation, SAP SE, Salesforce Inc., SAS Institute Inc., Tableau Software LLC, Teradata Corporation, Fair Isaac Corporation, Snowflake Inc., Alteryx Inc., TIBCO Software Inc., Qlik Technologies Inc., Databricks, Domo Inc., C3.ai Inc., Cloudera Inc., DataRobot Inc., ThoughtSpot, Domino Data Lab, H2O.ai Inc., and Anaconda Inc.

What Are the Emerging Trends in Predictive Analytics Tools Market?
Staying ahead of the curve, these industry leaders are focusing on developing advanced technology solutions. For instance, conversational artificial intelligence AI assistants are being designed to enhance decision-making processes and automate real-time data-driven insights. A conversational AI assistant is an advanced technology that communicates with users in natural language while offering help, resolving queries, and performing tasks via text or voice. This technology leverages machine learning and natural language processing to interpret and respond to user input in a natural, human-like manner.

A great example of this innovation is the launch of Einstein Copilot by Salesforce, a cloud

software company in the US, in February 2024. Designed to dispense secure, AI-driven responses, Einstein Copilot leverages an organization's proprietary data and metadata while maintaining stringent data governance standards. It enables users to ask questions, generate and summarize content, automate tasks, and gain actionable insights through a unified interface, without the costly need for AI model training. This effortless integration empowers teams across sales, service, marketing, and other functions to enhance productivity, strengthen customer relationships, and make more informed decisions within the Salesforce platform.

How Is The [Predictive Analytics Tools Market Segmented?](#)
An interesting segmentation of this report reveals that the predictive analytics tools market is divided by component, deployment mode, organization size, and industry vertical. Components are further divided into software and services while deployment modes are categorized into on-premises and cloud. Organizations are distinguished into small and medium enterprises and large enterprises. Different industry verticals where the tools find application include banking, financial services, and insurance, healthcare, retail, manufacturing, information technology IT, telecommunications, government, and other industry verticals.
Software subsegments include analytics software, machine learning software, data visualization tools, predictive modelling tools, data mining tools, and forecasting tools. Services encompass consulting services, integration and implementation services, support and maintenance services, and training and education services.

What About Regional Insights In The Predictive Analytics Tools Market?
Regionally, North America stood as the largest geographical contributor to the predictive analytics tools market in 2024. Other regions covered in the market report are Asia-Pacific, Western Europe, Eastern Europe, South America, Middle East, Africa.

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