

# Data Monetization Market Growing at 22.1% CAGR | Reach USD 15.4 Billion by 2030 Globally

WILMINGTON, DE, UNITED STATES, July 15, 2025 /EINPresswire.com/ -- Allied Market Research published a new report, titled, "[Data Monetization Market](#) Growing at 22.1% CAGR | Reach USD 15.4 Billion by 2030 Globally." The report offers an extensive analysis of key growth strategies, drivers, opportunities, key segments, Porter's Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain a thorough understanding of the industry and determine steps to be taken to gain competitive advantage.



The global data monetization market was valued at USD 2.1 billion in 2020 and is projected to reach USD 15.4 billion by 2030, growing at a CAGR of 22.1% from 2021 to 2030.

Request Sample Report (Get Full Insights in PDF – 380 Pages) at:  
<https://www.alliedmarketresearch.com/request-sample/2712>

## Driving Factors

Surge in volume of enterprise data, technological advancements in big data & analytics solutions, and rise in importance of generating new revenue streams from data volumes drive the growth of the global data monetization market. However, privacy and security concerns restrain the market growth. On the other hand, rise in deployment among telecom service providers and an increase in awareness regarding potential benefits of data monetization create new opportunities in the coming years.

## Market Segmentation

The data monetization market is segmented based on component, deployment type, enterprise size, and industry verticals and region. Based on component, the market is bifurcated into software and service. By deployment type, it is divided into on-premises and cloud. On the basis of enterprise size, it is segmented into large enterprises and small and medium enterprises. By industry verticals, it is divided into BFSI, IT & telecommunication, retail & e-commerce, healthcare, manufacturing, media & entertainment, and others. By region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

## Key Players

Leading players of the global data monetization market analyzed in the research include Accenture, Adastra Corporation, Cisco Systems, Inc., SAP SE, VIAVI Solutions Inc., Monetize Solutions, Inc., Reltio, ALC, Optiva, Inc. (Redknee Solutions Inc.), and Mahindra ComViva.

If you have any questions, Please feel free to contact our analyst at:

<https://www.alliedmarketresearch.com/connect-to-analyst/2712>

Based on region, North America held the highest share in 2020, accounting for more than one-third of the total share, and is projected to continue its dominant share by 2030. However, Asia-Pacific is projected to portray the largest CAGR of 25.6% during the forecast period.

Based on component, the software segment accounted for the highest share in 2020, contributing to more than two-thirds of the total share, and is projected to continue its lead position during the forecast period. However, the services segment is expected to witness the largest CAGR of 24.6% from 2021 to 2030.

Based on industry vertical, the IT & telecommunication segment contributed to the largest share of the global data monetization industry in 2020, and is expected to maintain its leadership status during the forecast period. However, the retail & e-commerce segment is estimated to manifest the fastest CAGR of 27.0% from 2021 to 2030.

Buy Now & Get Exclusive Discount on this Report (380 Pages PDF with Insights, Charts, Tables, and Figures) at: <https://www.alliedmarketresearch.com/data-monetization-market/purchase-options>

## COVID-19 Scenario

□ Many government organizations and FinTech market players focused on generating revenue streams by monetizing the data as changes in work culture and adoption of cloud infrastructure led to the continuous rise in the volume of enterprise data. This factor positively impacted the data monetization market during the Covid-19 pandemic.

□ Moreover, many buyers preferred e-commerce platforms for shopping. This led to generation

of a massive amount of data. So, market players tapped on monetization opportunities.

Thanks for reading this article, you can also get an individual chapter-wise section or region-wise report versions like North America, Europe, or Asia.

If you have any special requirements, please let us know and we will offer you the report as per your requirements.

Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into market dynamics and will enable strategic decision-making for existing market players as well as those willing to enter the market.

Other Trending Reports:

□ [Hybrid Devices Market](#)

□ [Internet of Everything \(IoE\) Market](#)

About Us:

Allied Market Research (AMR) is a market research and business-consulting firm of Allied Analytics LLP, based in Portland, Oregon. AMR offers market research reports, business solutions, consulting services, and insights on markets across 11 industry verticals. Adopting extensive research methodologies, AMR is instrumental in helping its clients to make strategic business decisions and achieve sustainable growth in their market domains. We are equipped with skilled analysts and experts and have a wide experience of working with many Fortune 500 companies and small & medium enterprises.

Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep presented in the reports published by us is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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](mailto:help@alliedmarketresearch.com)

David Correa  
Allied Market Research  
+ +1 800-792-5285

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Facebook](#)

[YouTube](#)

[X](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/830714683>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.