

# Data Visualization Tools Market Reach USD 19.5 Billion by 2031 | Growing at 10.2% CAGR Globally

WILMINGTON, DE, UNITED STATES, July 22, 2025 /EINPresswire.com/ -- Allied Market Research published a new report, titled, "[Data Visualization Tools Market](#) Reach USD 19.5 Billion by 2031 | Growing at 10.2% CAGR 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 visualization tools industry was estimated at \$7.4 billion in 2021, and is set to reach \$19.5 billion by 2031, growing at a CAGR of 10.2% from 2022 to 2031.

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## Driving Factors

The rise in 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.

## Market Segmentation

The data visualization tools market is segmented on the basis of offering, deployment model, enterprise size, application, industry vertical, and region. On the basis of offering, the industry is divided into software and service. Depending on deployment mode, the market is classified into on premise and cloud. Based on enterprise size, the market is bifurcated into large enterprises and SMEs. On the basis of application, the industry is segmented into supply chain, sales and marketing, finance, human resources (HR), and others. The industry vertical covered in the study

include BFSI, manufacturing, healthcare, government, energy and utilities, transportation, retail and e-commerce, IT and telecom, education, media and entertainment, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

## Key Players

The key players profiled in the data visualization tools market analysis are Alibaba Group Holding Limited, ALTERYX, INC., Amazon Web Services, Inc., Domo, Inc., Dundas Data Visualization, Inc., GoodData Corporation, International Business Machines Corporation, Klipfolio Inc., Microsoft Corporation, Oracle, QlikTech International AB, Salesforce, Inc., SAP SE, SAS Institute Inc., Sisense Inc., TIBCO Software Inc., Zegami.

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By Region, North America contributed notably toward the global data visualization tools market share in 2021, and is projected to continue its dominance during the forecast period. The region accounted for nearly half of the global data visualization tools market in 2021. The growth of the market in the region over the forecast timespan can be credited to the high concentration of specialized data analytics and data mining vendors in the region. However, the Asia-Pacific region is anticipated to record the fastest CAGR of 13.2% from 2022 to 2031. The growth of the regional market over the forecast period can be attributed to the surge in the acceptance of data visualization tools due to growing digital transformation trends witnessed in the region. The report also analyzes other regions such as Europe and LAMEA.

On basis of the application, the supply chain segment contributed to the highest market share in 2021, accounting for more than one-third of the global data visualization tools market share. Reportedly, this segment is predicted to contribute majorly toward an overall market share in 2031. The segmental surge over the forecast timespan can be credited to the growing demand for supply chain analytics tools. However, the finance segment is anticipated to record the fastest CAGR of 12.8% over the forecast period. The growth of the segment during the forecast period can be attributed to the growing need for data visualization solutions for critical financial operations.

On basis of the enterprise size, the large enterprises segment contributed to the highest market share in 2021, accounting for nearly three-fourths of the global data visualization tools industry share. Reportedly, this segment is predicted to contribute majorly toward an overall market share in 2031. The segmental surge over the forecast timespan can be credited to large-scale operations of data visualization tools in large enterprises. However, the SMEs segment is anticipated to record the highest CAGR of 12.0% over the forecast period. The growth of the segment during the forecast period can be attributed to the growing innovation of SMEs driving investments in the data visualization sector.

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.

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### COVID-19 Scenario

□ The COVID-19 pandemic favorably impacted the growth of the global data visualization tools market due to a rise in demand for digital devices and an increase in the online presence of people during the pandemic period.

□ Surging demand for data visualization tools during the COVID-19 pandemic as a result of lockdowns and social distancing norms will boost the global market trends.

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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.

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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.

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