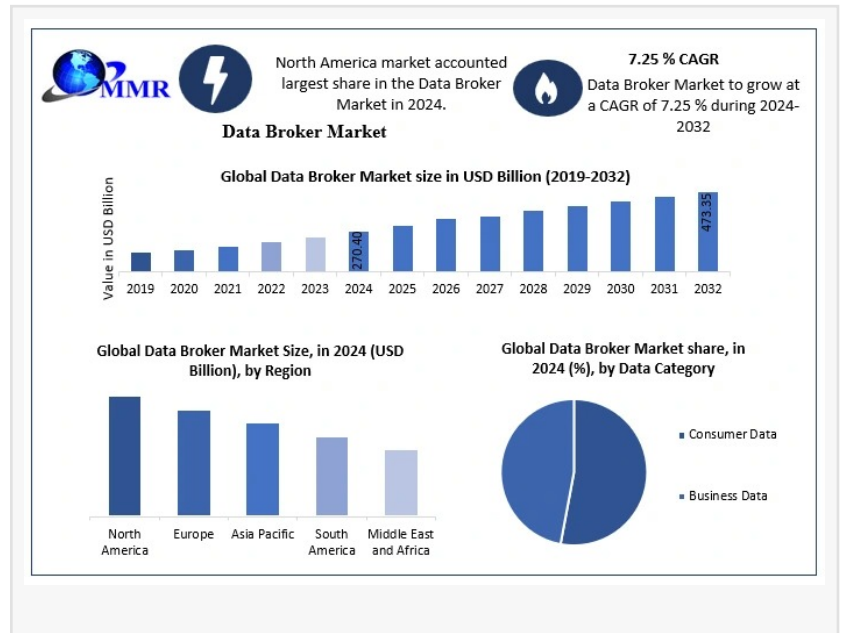


# Data Broker Market to Hit \$473.35B by 2032, Growing at 7.25% CAGR

*In 2023, North America held the dominant share of nearly 34.68% in global data broker market.*

WILMINGTON, DE, UNITED STATES, September 19, 2025 / EINPresswire.com/ -- Global [Data Broker Market](#) size was valued at USD 270.40 Bn in 2024 and is expected to reach USD 473.35 Bn by 2032, at a CAGR of 7.25%

From Raw Information to Strategic Power: Exploring the Data Broker Market's Future



As data becomes the world's most valuable currency, global data brokers are transforming raw information into strategic intelligence. From AI-powered predictive insights to secure, compliant analytics across BFSI, manufacturing, and consumer sectors, these trusted gatekeepers are reshaping decisions, unlocking hidden opportunities, and defining the future of actionable, technology-driven intelligence worldwide.

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AI, big data, and regulatory compliance are propelling the Data Broker Market, converting fragmented information into strategic, high-value business intelligence.

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*Dharti Raut*

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<https://www.maximizemarketresearch.com/request-sample/55670/>

Who Really Turns Data into Power? Inside the Technology-Driven World of Insight-Centric, Trusted Data Brokers

In a world drowning in data, who truly holds the power to turn raw information into actionable insights? Data brokers are emerging as the trusted, technology-driven gatekeepers, redefining analytics, compliance, and strategic decision-making globally.

Data in the Crossfire: Can Technology-Driven Brokers Deliver Secure, Insightful, and Compliant Intelligence?

Amid soaring demand for data-driven insights, rising privacy fears, stringent regulations, and data accuracy challenges pose critical hurdles, leaving businesses questioning who they can truly trust to deliver secure, precise, and actionable intelligence in a high-stakes digital world.

| Global Data Broker Market Segments Covered |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|--------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| By End User                                | BFSI<br>Retail and FMCG<br>Manufacturing<br>Media<br>Government Sector                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| By Data Category                           | Consumer Data<br>Business Data                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| By Data Type                               | Unstructured Data<br>Structured Data<br>Custom Structure Data                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| By Region                                  | <b>North America</b> (United States, Canada and Mexico)<br><b>Europe</b> (UK, France, Germany, Italy, Spain, Sweden, Austria, Turkey, Russia and Rest of Europe)<br><b>Asia Pacific</b> (China, India, Japan, South Korea, Australia, ASEAN (Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand, Viet Nam etc.) and Rest APAC)<br><b>Middle East and Africa</b> (South Africa, GCC, Egypt, Nigeria and Rest of ME&A)<br><b>South America</b> (Brazil, Argentina, Colombia and Rest of South America) |

Can AI-Powered Data Brokers Predict the Future? Unlocking Insights, Opportunities, and Trusted Intelligence for Businesses

What if businesses could predict the future? Data brokers, powered by AI and massive datasets, are turning raw information into actionable insights, unlocking hidden opportunities, monetizing data, and redefining how intelligence drives trust and strategic decisions globally.

Can AI-Powered Data Brokers Predict Credit Risks and Transform BFSI Decisions?

From predicting credit risks to tailoring personalized loan offers, data brokers are transforming structured financial information into actionable intelligence. By harnessing AI and advanced analytics, they unlock insights hidden in purchase histories, credit scores, and public records, redefining trust, precision, and strategic decision-making in the BFSI sector.

Data Brokers Uncovered: How AI, Strategic Insights, and Compliance Are Shaping the Future of Business Decision

Data as Strategic Gold: Who really controls business decisions in the data age? Brokers are turning raw information into actionable intelligence.

AI-Powered Insight Explosion: AI and ML uncover hidden patterns and predictive signals businesses never knew existed.

Trust Through Compliance: In an era of privacy concerns, brokers are proving that secure, compliant, and transparent data solutions drive confidence.

How Leading Data Brokers Are Transforming Insights and Compliance in 2025

On June 13, 2025, Acxiom expanded its partnership with Samba TV to 40 new global markets,

enhancing privacy-first audience targeting through advanced identity and contextual modeling.

On October 4, 2024, Experian acquired Brazilian cybersecurity firm Clear Sale for \$350 million, bolstering its identity and fraud prevention capabilities in Latin America.

On March 15, 2025, Equifax reported a 12% increase in active records in its Workforce Solutions database, reaching 188 million, driven by AI-enhanced data processing.

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## Why North America Dominates and Europe Surges: Uncovering the Data Broker Market's Regional Intelligence Revolution

North America leads the global data broker market, transforming unstructured and diverse data, from customer behavior to real estate trends, into actionable intelligence, fueling strategic decisions and unlocking unprecedented insights across industries through advanced big data technologies.

Why is Europe rapidly emerging in the data broker market? By transforming manufacturing and industrial data into actionable intelligence, brokers empower strategic decisions, fuel growth in Germany and the UK, and redefine trust and insights across the region.

### Data Broker Market, Key Players:

Acxiom - United States  
Experian - Ireland  
Equifax - United States  
CoreLogic - United States  
TransUnion - United States  
Oracle - United States  
LifeLock (NortonLifeLock) - United States  
H.I.G. Capital - United States  
PeekYou - United States  
TowerData - United States  
Alibaba - China  
Bloomberg - United States  
Datasift - United States  
FICO - United States  
RELX - United Kingdom  
Thomson Reuters - Canada  
Wolters Kluwer - Netherlands  
Ignite Technologies - United States

HG Data - United States  
IBM - United States  
Morningstar - United States  
Qlik - United States  
IHS Markit - United Kingdom

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