

Decision Intelligence Market to Hit \$39.3 Billion by 2031, Driven by AI & Data Analytics Growth

Decision intelligence market grows as AI-driven analytics empower smarter business decisions across industries.

WILMINGTON, DE, UNITED STATES, November 10, 2025 /EINPresswire.com/ -- According to a new report published by Allied Market Research [Decision Intelligence Market](#) Size, Share, Competitive Landscape and Trend Analysis Report, by Component (Platform, Solutions, Services), by Deployment Mode (On-premise, Cloud), by Enterprise Size (Large Enterprise, Small and Medium-sized Enterprises (SMEs)), by Industry Vertical (Energy and Utilities, BFSI, IT and Telecom, Government, Healthcare, Manufacturing, Retail and Consumer Goods, Others): Global Opportunity Analysis and Industry Forecast, 2021 - 2031, The global decision intelligence market was valued at USD 9.8 billion in 2021, and is projected to reach USD 39.3 billion by 2031, growing at a CAGR of 15.2% from 2022 to 2031.

The global decision intelligence market is witnessing rapid expansion as organizations increasingly integrate artificial intelligence (AI), machine learning (ML), and data analytics to enhance decision-making processes. Decision intelligence bridges human expertise and data-driven insights, allowing enterprises to make faster, more accurate, and more strategic choices in complex business environments.

As companies face growing data volumes and competitive pressures, the adoption of decision intelligence solutions helps transform raw data into actionable intelligence. These systems are revolutionizing industries such as finance, healthcare, retail, and manufacturing by optimizing operations, reducing risks, and improving overall business performance.

For more information, please contact: <https://www.alliedmarketresearch.com/request-sample/A53623>

Media Contact: info@alliedmarketresearch.com

Phone: +1 302 708 9434

One of the key drivers of the decision intelligence market is the growing need for data-driven decision-making across organizations. Enterprises are shifting from intuition-based management to insights derived from advanced analytics and AI technologies.

For more information, please contact: info@alliedmarketresearch.com

The increasing integration of AI, ML, natural language processing (NLP), and cloud computing is enhancing decision intelligence platforms. These technologies allow for predictive and prescriptive analysis, enabling businesses to anticipate outcomes and automate strategic responses.

□□□□□□□□□□□□:

Expanding adoption in small and medium-sized enterprises (SMEs) presents significant growth opportunities. Cloud-based deployment models and affordable AI platforms are making decision intelligence accessible to a broader business audience, especially in emerging economies.

□□□□□□□□□□:

Despite its advantages, data quality issues, lack of skilled professionals, and privacy concerns continue to hinder market adoption. Organizations often struggle to integrate disparate data sources effectively, which limits the accuracy of insights.

□□□□□□:

A major trend shaping the market is the rise of augmented analytics and AI-assisted decision-making. These technologies simplify complex data interpretation and empower non-technical users to make informed decisions with ease, driving widespread acceptance across sectors.

□□□□□□ □□ □□□□□□: <https://www.alliedmarketresearch.com/connect-to-analyst/A53623>

□□□□□□ □□□□□□□□

The decision intelligence market is segmented by component (platforms, solutions, services), deployment mode (cloud, on-premises), organization size (SMEs, large enterprises), and industry vertical (BFSI, healthcare, retail, IT & telecom, manufacturing, and others). Among these, the cloud-based segment is projected to witness the highest growth due to its scalability, cost-effectiveness, and ease of integration with existing enterprise systems.

Based on deployment mode, the on-premise segment held the largest share of the decision intelligence market in 2021 and is expected to maintain its dominance throughout the forecast period. This is attributed to the increasing preference among end users for on-premise deployment due to its practical functionality, enhanced control, and extensive customization options. However, the cloud segment is projected to record the fastest growth in the coming years, driven by the rising adoption of cloud data warehouses and cloud-based decision intelligence solutions. Cloud platforms offer high scalability and flexibility, enabling numerous concurrent users to access and analyze data efficiently.

□□□□□□□□ □□□□□□□□

Region-wise, North America dominated the decision intelligence market in 2021 and is expected to maintain its lead during the forecast period, driven by the widespread adoption of advanced technologies such as AI, machine learning, intelligent applications, and natural language processing that enhance data analytics and decision-support systems. However, Asia-Pacific is

projected to register the fastest growth, fueled by the increasing presence of data scientists, engineers, and large-scale AI/ML and automation initiatives, as enterprises in the region increasingly adopt engineered decision-making to achieve consistent and data-driven business outcomes.

For more information, visit <https://www.alliedmarketresearch.com/purchase-enquiry/A53623>

Key players profiled in [decision intelligence industry](#) include Google LLC, Oracle Corporation, Microsoft Corporation, Board International, Metaphacts GmbH, H2O.ai, International Business Machines Corporation, Intel Corporation, Diwo.ai, and Clarifai, Inc.. Market players have adopted various strategies, such as product launches, collaboration & partnership, joint ventures, and acquisition to expand their foothold in the decision intelligence industry.

Key market trends and forecasts:

- By component, in 2021, the platform segment was the highest revenue contributor to the market, during the forecast period. However, the solution segment is estimated to reach \$13,476.88 million by 2031, with an 17.0% impressive CAGR.
- By deployment model, the on-premise segment is estimated to reach \$24,746.63 million by 2031, with an 14.4% impressive CAGR, during the forecast period. However, cloud segments are expected to witness approximately 16.7% CAGRs, respectively, during the forecast period respectively.
- Region-wise, the decision intelligence market growth was dominated by North America. However, Asia-Pacific and Europe are expected to witness a significant growth rate during the forecasted period.

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/865917654>

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.