

Enterprise Data Management Market to Hit \$224.5 Bn by 2031, Driven by Rising Data Complexity

Efficient data governance, rising cloud adoption, and regulatory pressures are accelerating global growth in the enterprise data management market.

WILMINGTON, DE, UNITED STATES, November 14, 2025 /EINPresswire.com/ -- According to a new report published by Allied Market Research [Enterprise Data Management Market](#) Size, Share, Competitive Landscape and Trend Analysis Report, by Component Type (Software, Service), by Product Type (Data Security, Master Data Management (MDM), Data Integration, Data Migration, Data Warehousing & Business Intelligence, Others), by Deployment Type (On-premises, Cloud), by Organization Size (Large Enterprise, Small and Medium-Sized Enterprises), by End-use Industry (Banking, Financial Services, and Insurance (BFSI), Healthcare & Life Sciences, Telecom & Information Technology, Government & Public Sector, Media & Entertainment, Retail & Consumer Goods, Others): Global Opportunity Analysis and Industry Forecast, 2021 - 2031, The global enterprise data management market size was valued at USD 79.7 billion in 2021 and is projected to reach USD 224.5 billion by 2031, growing at a CAGR of 10.8% from 2022 to 2031.

The Enterprise Data Management (EDM) market is evolving rapidly as organizations increasingly rely on structured and unstructured data to guide strategic decisions. As digital ecosystems expand, companies require scalable frameworks to ensure data accuracy, accessibility, and consistency. EDM solutions provide a unified approach to managing data assets across diverse business applications and cloud environments.

Growing data volumes from IoT, advanced analytics, automation platforms, and digital transformation initiatives have intensified the need for robust data governance. Organizations across finance, healthcare, retail, and manufacturing are investing in EDM to reduce operational complexity, enhance compliance capabilities, and strengthen decision-making accuracy.

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The primary driver for the EDM market is the surge in regulatory requirements related to data privacy, security, and reporting. Regulations such as GDPR, CCPA, and industry-specific compliance mandates are compelling enterprises to adopt structured data governance frameworks and audit-ready management systems.

Cloud adoption is another major contributor to market expansion. Enterprises are shifting from legacy data warehouses to cloud-native data platforms to improve scalability, integration efficiency, and cost optimization. This transition has increased demand for EDM solutions that support hybrid and multi-cloud environments.

Additionally, the rise of AI and advanced analytics is reshaping data management needs. High-quality, well-structured data is essential for training AI models, enabling predictive analytics, and supporting automation. As a result, companies are prioritizing EDM to improve data lineage tracking, quality monitoring, and real-time data availability.

However, implementing enterprise-wide data management systems poses challenges, including high initial investment costs and integration complexities with outdated legacy systems. The shortage of skilled data governance professionals further slows implementation timelines for many organizations.

Despite these challenges, market opportunities remain strong as businesses increasingly recognize the value of cohesive data strategies. Innovations in metadata management, master data management, and self-service data platforms are expected to accelerate adoption across enterprises globally.

For more information, visit: <https://www.alliedmarketresearch.com/connect-to-analyst/A06939>

Market Segmentation

The enterprise data management market is segmented by component (solutions and services), deployment model (on-premise and cloud), enterprise size (large enterprises and SMEs), and industry vertical (BFSI, IT & telecom, healthcare, retail, manufacturing, government, and others). Cloud-based EDM solutions are witnessing the fastest growth due to their scalability and lower maintenance cost, while BFSI and healthcare remain the leading adopters given their strict data governance and compliance requirements.

The application of enterprise data management software relies on advanced analytical models capable of handling vast volumes of data, which is significantly contributing to market growth. Cloud-based technologies further enhance this expansion by enabling secure, cost-efficient monitoring of data regulation and demand. These advantages have encouraged increased collaboration among firms, accelerating overall market development. For example, in April 2022, Crux—a leading provider of external data integration solutions—announced an expanded partnership with Google Cloud. In addition, Google Cloud revealed the launch of Analytics Hub, a data-sharing platform designed to enable secure exchange of data assets across organizations, addressing concerns related to data reliability and cost management.

Global Market Segmentation

The global enterprise data management market is segmented based on component type,

product type, deployment model, organization size, end-use industry, and region. By component type, the market is divided into software and services. By product type, it includes data security, master data management (MDM), data integration, data migration, data warehousing & business intelligence, and others. Deployment types include on-premises and cloud. By organization size, the market is segmented into large enterprises and small & medium-sized enterprises. By end-use industry, it is categorized into banking, financial services, and insurance (BFSI); healthcare & life sciences; telecom & information technology; government & public sector; media & entertainment; retail & consumer goods; and others. Regionally, the market is assessed across North America, Europe, Asia-Pacific, and LAMEA.

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The key players profiled in the [enterprise data management industry](#) analysis report include NTT Communications Corporation, IBM Corporation, SAP SE, SAS Institute Inc., Cloudera, Inc., HP Development Company, L.P., Microsoft, TierPoint, LLC., VMware Inc., and Amazon Web Services, Inc.

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- Based on component type, the software sub-segment emerged as the global leader in 2021, and the service sub-segment is anticipated to be the fastest growing sub-segment during the forecast period.
- Based on product type, the data security sub-segment emerged as the global leader in 2021, and the data security sub-segment is predicted to show the fastest growth in the upcoming years.
- Based on deployment type, the on-premises sub-segment holds the highest market share in 2021, and the cloud sub-segment is predicted to show the fastest growth in the upcoming years.
- Based on organization size, the large enterprise sub-segment emerged as the global leader in 2021, and the small and medium-sized enterprises sub-segment is predicted to show the fastest growth in the upcoming years.
- Based on the end-use industry, the banking, financial services, and insurance (BFSI) sub-segment emerged as the global leader in 2021, and the healthcare & life sciences sub-segment is predicted to show the fastest growth in the upcoming years.
- Based on region, the North American market registered the highest market share in 2021 and is projected to maintain the position during the forecast period.

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