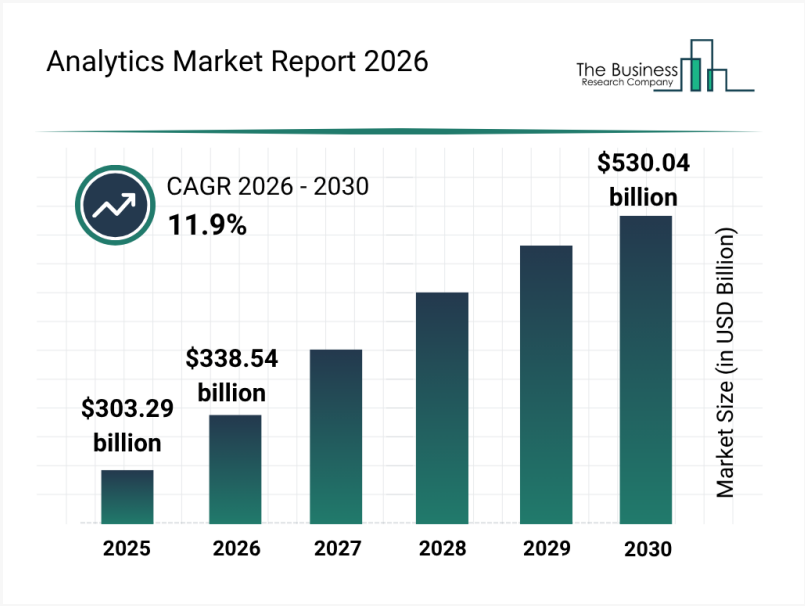
Analytics Market Growth Rate Expected To Reach 11.9% CAGR By 2030

The Business Research Company's Analytics Global Market Report 2026 – Market Size, Trends, And Forecast 2026-2035



Analytics Market Size

The Business Research Company

LONDON, GREATER LONDON, UNITED KINGDOM, September 30, 2026 /EINPresswire.com/ -- The analytics market has witnessed remarkable expansion over recent years, driven by the increasing integration of data-driven strategies across various industries. As businesses continue to embrace advanced technologies and data management practices, this sector is set to experience substantial growth in the near future. Let's explore the current market size, growth drivers, regional outlook, and key factors shaping the analytics landscape.

Projected Growth and Market Size of the Analytics Market

The analytics market is on a strong upward trajectory, expected to rise from $303.29 billion in 2025 to $338.54 billion in 2026, reflecting a compound annual growth rate (CAGR) of 11.6%. This growth in the past years has been fueled by factors such as the increasing digitization of enterprise processes, broader adoption of business intelligence (BI) tools, and heightened demand for operational reporting and dashboards. Additionally, the expansion of systems for structured data collection and the growing application of statistical analysis in decision-making have further accelerated market growth.

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Looking ahead, the analytics market is forecasted to expand rapidly, reaching $530.04 billion by 2030 with a CAGR of 11.9%. This surge is expected to be supported by a rising uptake of real-time analytics and streaming data processing. There is also growing interest in predictive and prescriptive business insights, coupled with enterprises' increased focus on data-driven decision-making. The widespread adoption of cloud-based analytics platforms and heightened demand for analytics addressing regulatory compliance and data privacy will continue to play a significant role. Emerging trends shaping the market include the growing use of self-service BI tools, enhanced data governance and quality management solutions, and the rising integration of real-time streaming analytics. Moreover, domain-specific analytics across various business functions and the blending of legacy data warehouses with modern platforms are expected to contribute substantially to market evolution.

Understanding Analytics and Its Role in Business
Analytics involves the organized approach of gathering, processing, and examining both structured and unstructured data to generate actionable insights. This process helps identify patterns and supports data-driven decision-making within organizations. By employing advanced methods such as statistical analysis, machine learning, and predictive modeling, analytics enables businesses to optimize their operations, improve strategic planning, enhance customer experiences, and boost overall performance.

View the full analytics market report:
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The Expanding Volume of Unstructured Data as a Growth Driver
One of the primary factors propelling the analytics market forward is the rising amount of unstructured business data. Unlike traditional row-column databases, unstructured data lacks a predefined format and includes diverse content like text, video, and social media interactions generated across digital touchpoints. Analytics technologies, particularly machine learning and natural language processing, empower organizations to transform this chaotic data into organized, actionable intelligence. For example, in June 2024, the UK Business Data Survey 2024 from GOV.UK reported that nearly all (99%) businesses with 10 or more employees handled digitized data in 2024. Additionally, 14% of these businesses shared their data externally, reflecting greater data sophistication, while about 21% analyzed data to uncover new insights. Usage of data for artificial intelligence or automated decision-making was reported by 2% of businesses overall, increasing to 12% among larger enterprises. These statistics highlight how the growing volume and complexity of unstructured data are key factors driving the expansion of the analytics market.

Regional Analysis and Growth Patterns in the Global Analytics Market

In 2025, North America held the largest share of the analytics market, benefiting from its advanced technological infrastructure and widespread adoption of analytics solutions. However, the Asia-Pacific region is anticipated to be the fastest-growing market throughout the forecast period. The analytics market report covers a broad geographic scope including Asia-Pacific, South East Asia, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa, providing a comprehensive perspective on regional developments and emerging opportunities worldwide.

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