

## **Streaming Analytics Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028**

Market Report | 2023-05-29 | 141 pages | IMARC Group

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### **Report description:**

Market Overview:

The global streaming analytics market size reached US\$ 11.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 54.1 Billion by 2028, exhibiting a growth rate (CAGR) of 25.87% during 2023-2028.

Streaming analytics helps in processing and analyzing data records, such as telemetry from connected devices, logs files generated by customers using web applications, e-commerce transactions, and information from social networks or geospatial services. It also aids businesses in managing their key performance indicators (KPIs) daily. Besides this, it assists in preventing or reducing security breaches, manufacturing issues, customer churn, stock exchange meltdowns, and social media crises.

Streaming Analytics Market Trends:

There is currently a rise in the adoption of streaming analytics in businesses of different industry verticals, such as retail, media and entertainment, manufacturing, healthcare, and banking, financial services and insurance (BFSI). This, in confluence with rapid digitalization across the globe, represents one of the key factors impelling the growth of the market. Moreover, as businesses can gain a competitive advantage over their competitors by streaming data to identify trends and set benchmarks more rapidly, there is an increase in the usage of streaming analytics worldwide. Apart from this, it is used to tap into streams of global positional system (GPS) data from cars, aggregate data and merge it in real-time with the location information of users. It is also utilized in cybersecurity to automate detection and response to a threat. This, coupled with the increasing number of fraud cases, is catalyzing the demand for streaming analytics solutions around the world. Furthermore, there is an increase in the integration of technologies like the internet of things (IoT), artificial intelligence (AI), and cloud computing in streaming analytics, which is driving the market. Besides this, the rising awareness about the advantages of streaming analytics among small and medium enterprises (SMEs) is projected to fuel the growth of the market.

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#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global streaming analytics market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on component, deployment mode, organization size, application and industry vertical.

#### Breakup by Component:

- Software
- Service
- 

#### Breakup by Deployment Mode:

- Cloud-based
- On-premises
- 

#### Breakup by Organization Size:

- Large Enterprises
- Small and Medium-sized Enterprises
- 

#### Breakup by Application:

- Fraud Detection
- Predictive Asset Management
- Risk Management
- Network Management and Optimization
- Sales and Marketing
- Supply Chain Management
- Location Intelligence
- Others
- 

#### Breakup by Industry Vertical:

- IT and Telecom
- BFSI
- Manufacturing
- Government
- Retail and E-Commerce
- Media and Entertainment
- Healthcare
- Energy and Utilities

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□Others

□

#### Breakup by Region:

□North America

□

□□United States

□□Canada

□

□

□Asia-Pacific

□

□□China

□□Japan

□□India

□□South Korea

□□Australia

□□Indonesia

□□Others

□

□

□Europe

□

□□Germany

□□France

□□United Kingdom

□□Italy

□□Spain

□□Russia

□□Others

□

□

□Latin America

□

□□Brazil

□□Mexico

□□Others

□

□

□Middle East and Africa

□

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Cloudera Inc., Conviva Inc., Gathr, Google LLC, International Business Machines Corporation, Microsoft Corporation, Oracle Corporation, SAP SE,

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Key Questions Answered in This Report:

What was the size of the global streaming analytics market in 2022?  
What is the expected growth rate of the global streaming analytics market during 2023-2028?  
What has been the impact of COVID-19 on the global streaming analytics market?  
What are the key factors driving the global streaming analytics market?  
What is the breakup of the global streaming analytics market based on the component?  
What is the breakup of the global streaming analytics market based on the deployment type?  
What is the breakup of the global streaming analytics market based on the organization size?  
What is the breakup of the global streaming analytics market based on the industry vertical?  
What are the key regions in the global streaming analytics market?  
Who are the key players/companies in the global streaming analytics market?

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