

**Visual Analytics Market Report by Component (Software, Service), Service (Managed Service, Professional Service), Deployment Mode (On-premises, Cloud-based), Enterprise Size (Large Enterprises, Small and Medium-sized Enterprises (SMEs)), Business Function (Information Technology (IT), Sales and Marketing, Supply Chain, Finance, Human Resources (HR), and Others), Industry Vertical (BFSI, Telecom and IT, Retail and Consumer Goods, Healthcare and Life Sciences, Manufacturing, Government and Defense, Energy and Utilities, Media and Entertainment, Transportation and Logistics, and Others), and Region 2025-2033**

Market Report | 2025-01-10 | 129 pages | IMARC Group

**AVAILABLE LICENSES:**

- Electronic (PDF) Single User \$3999.00
- Five User Licence \$4999.00
- Enterprisewide License \$5999.00

**Report description:**

The global visual analytics market size reached USD 9.0 Billion in 2024. Looking forward, IMARC Group expects the market to reach USD 35.0 Billion by 2033, exhibiting a growth rate (CAGR) of 15.56% during 2025-2033. The widespread product adoption in the power generation industry, extensive research and development (R&D) activities, and the increasing product demand in the marine industry represent some of the key factors driving the market.

Visual analytics refers to a field of study that uses various tools and processes to analyze datasets using graphical representations of the data. It combines automatic and visual analysis methods with human interactive exploration. It is widely used in applications that require a high level of monitoring and engagement, such as complicated and huge data sets and analytical

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

procedures. Visual analytics assists in making large or complex data understandable and accessible and helping organizations make better data-driven decisions. It visualizes data through graphs, charts, and maps that help in identifying patterns and thereby developing actionable insights. As a result, it finds extensive applications across various industries, including telecommunication, retail, healthcare, manufacturing, and media.

#### Visual Analytics Market Trends:

The increasing demand for visual analytics in the banking, financial services, and insurance (BFSI) industry across the globe is creating a positive outlook for the market. In line with this, the rising need to simplify the workload related to security and the increasing dependence on data generated from various information technology (IT) systems for financial transactions is favoring the market growth. Moreover, the escalating need for data-driven decision-making that eases the overall decision making process and reasoning from enormous data sets is acting growth-inducing factor. Apart from this, the integration of artificial intelligence (AI), cloud computing, and virtual reality (VR) solutions that offer predictions about consumer preferences, product development, and marketing channels is providing an impetus to the market growth. Additionally, the increasing demand for advanced visualization technology by enterprises and the growing demand for analytical tools are propelling the market growth. Furthermore, the rising demand for visual analytics from medium and large-scale enterprises for simplified data projection on various systems, such as desktops and smartphones, is positively influencing the market growth. Besides this, the increasing utilization of visual analytics in the healthcare industry that assists in exploring, analyzing, and communicating complex healthcare data and improving decision-making is driving the market growth. Other factors, including the rising adoption of cloud technology, significant improvements in the IT infrastructure, extensive research and development (R&D) activities, and the implementation of various government initiatives to encourage digitization and enhance data-driven decision-making, are supporting the market growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global visual analytics market, along with forecasts at the global, regional, and country level from 2025-2033. Our report has categorized the market based on component, service, deployment mode, enterprise size, business function and industry vertical.

#### Component Insights:

Software  
Service

The report has provided a detailed breakup and analysis of the visual analytics market based on the component. This includes software and service. According to the report, services represented the largest segment.

#### Service Insights:

Managed Service  
Professional Service  
Consulting Services  
Deployment and Integration  
Support and Maintenance

The report has provided a detailed breakup and analysis of the visual analytics market based on the service. This includes managed and professional service (consulting services, deployment and integration, support and maintenance). According to the report, managed service represented the largest segment.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

#### Deployment Mode Insights:

On-premises  
Cloud-based

The report has provided a detailed breakup and analysis of the visual analytics market based on the deployment mode. This includes on-premises, and cloud-based. According to the report, on-premises represented the largest segment.

#### Enterprise Size Insights:

Large Enterprises  
Small and Medium-sized Enterprises (SMEs)

The report has provided a detailed breakup and analysis of the visual analytics market based on the enterprise size. This includes large enterprises, small and medium-sized enterprises (SMEs). According to the report, large enterprises represented the largest segment.

#### Business Function Insights:

Information Technology (IT)  
Sales and Marketing  
Supply Chain  
Finance  
Human Resources (HR)  
Others

The report has provided a detailed breakup and analysis of the visual analytics market based on the business function. This includes information technology (IT), sales and marketing, supply chain, finance, human resources (HR) and others. According to the report, supply chain represented the largest segment.

#### Industry Vertical Insights:

BFSI  
Telecom and IT  
Retail and Consumer Goods  
Healthcare and Life Sciences  
Manufacturing  
Government and Defense  
Energy and Utilities  
Media and Entertainment  
Transportation and Logistics  
Others

The report has provided a detailed breakup and analysis of the visual analytics market based on the industry vertical. This includes BFSI, telecom and IT, retail and consumer goods, healthcare and life sciences, manufacturing, government and defense, energy and utilities, media and entertainment, transportation and logistics and others. According to the report, BFSI represented the largest segment.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Regional Insights:

### 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

The report has also provided a comprehensive analysis of all the major regional markets that include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); and Middle East and Africa.

According to the report, North America was the largest market for visual analytics. Some of the factors driving the North America visual analytics market included extensive research and development (R&D) activities, various technological advancements, and widespread product adoption in drilling applications.

## Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global visual analytics market.

Detailed profiles of all major companies have also been provided. Some of the companies covered include Alteryx Inc., Data Clarity Limited, International Business Machines Corporation, Microsoft Corporation, Oracle Corporation, Qlik, SAP SE, SAS Institute Inc., Tableau Software LLC (Salesforce Inc.), TIBCO Software Inc., Ubiq, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

## Key Questions Answered in This Report

1. What was the size of the global visual analytics market in 2024?
2. What is the expected growth rate of the global visual analytics market during 2025-2033?
3. What are the key factors driving the global visual analytics market?

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

4. What has been the impact of COVID-19 on the global visual analytics market?
5. What is the breakup of the global visual analytics market based on the component?
6. What is the breakup of the global visual analytics market based on the service?
7. What is the breakup of the global visual analytics market based on the deployment mode?
8. What is the breakup of the global visual analytics market based on the enterprise size?
9. What is the breakup of the global visual analytics market based on the business function?
10. What is the breakup of the global visual analytics market based on the industry vertical?
11. What are the key regions in the global visual analytics market?
12. Who are the key players/companies in the global visual analytics market?

## **Table of Contents:**

- 1 Preface
- 2 Scope and Methodology
  - 2.1 Objectives of the Study
  - 2.2 Stakeholders
  - 2.3 Data Sources
    - 2.3.1 Primary Sources
    - 2.3.2 Secondary Sources
  - 2.4 Market Estimation
    - 2.4.1 Bottom-Up Approach
    - 2.4.2 Top-Down Approach
  - 2.5 Forecasting Methodology
- 3 Executive Summary
- 4 Introduction
  - 4.1 Overview
  - 4.2 Key Industry Trends
- 5 Global Visual Analytics Market
  - 5.1 Market Overview
  - 5.2 Market Performance
  - 5.3 Impact of COVID-19
  - 5.4 Market Forecast
- 6 Market Breakup by Component
  - 6.1 Software
    - 6.1.1 Market Trends
    - 6.1.2 Market Forecast
  - 6.2 Service
    - 6.2.1 Market Trends
    - 6.2.2 Market Forecast
- 7 Market Breakup by Service
  - 7.1 Managed Service
    - 7.1.1 Market Trends
    - 7.1.2 Market Forecast
  - 7.2 Professional Service
    - 7.2.1 Market Trends
    - 7.2.2 Key Segments
      - 7.2.2.1 Consulting Services

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 7.2.2.2 Deployment and Integration
- 7.2.2.3 Support and Maintenance
- 7.2.3 Market Forecast
- 8 Market Breakup by Deployment Mode
- 8.1 On-premises
  - 8.1.1 Market Trends
  - 8.1.2 Market Forecast
- 8.2 Cloud-based
  - 8.2.1 Market Trends
  - 8.2.2 Market Forecast
- 9 Market Breakup by Enterprise Size
- 9.1 Large Enterprises
  - 9.1.1 Market Trends
  - 9.1.2 Market Forecast
- 9.2 Small and Medium-sized Enterprises (SMEs)
  - 9.2.1 Market Trends
  - 9.2.2 Market Forecast
- 10 Market Breakup by Business Function
- 10.1 Information Technology (IT)
  - 10.1.1 Market Trends
  - 10.1.2 Market Forecast
- 10.2 Sales and Marketing
  - 10.2.1 Market Trends
  - 10.2.2 Market Forecast
- 10.3 Supply Chain
  - 10.3.1 Market Trends
  - 10.3.2 Market Forecast
- 10.4 Finance
  - 10.4.1 Market Trends
  - 10.4.2 Market Forecast
- 10.5 Human Resources (HR)
  - 10.5.1 Market Trends
  - 10.5.2 Market Forecast
- 10.6 Others
  - 10.6.1 Market Trends
  - 10.6.2 Market Forecast
- 11 Market Breakup by Industry Vertical
- 11.1 BFSI
  - 11.1.1 Market Trends
  - 11.1.2 Market Forecast
- 11.2 Telecom and IT
  - 11.2.1 Market Trends
  - 11.2.2 Market Forecast
- 11.3 Retail and Consumer Goods
  - 11.3.1 Market Trends
  - 11.3.2 Market Forecast
- 11.4 Healthcare and Life Sciences

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 11.4.1 Market Trends
- 11.4.2 Market Forecast
- 11.5 Manufacturing
  - 11.5.1 Market Trends
  - 11.5.2 Market Forecast
- 11.6 Government and Defense
  - 11.6.1 Market Trends
  - 11.6.2 Market Forecast
- 11.7 Energy and Utilities
  - 11.7.1 Market Trends
  - 11.7.2 Market Forecast
- 11.8 Media and Entertainment
  - 11.8.1 Market Trends
  - 11.8.2 Market Forecast
- 11.9 Transportation and Logistics
  - 11.9.1 Market Trends
  - 11.9.2 Market Forecast
- 11.10 Others
  - 11.10.1 Market Trends
  - 11.10.2 Market Forecast
- 12 Market Breakup by Region
  - 12.1 North America
    - 12.1.1 United States
      - 12.1.1.1 Market Trends
      - 12.1.1.2 Market Forecast
    - 12.1.2 Canada
      - 12.1.2.1 Market Trends
      - 12.1.2.2 Market Forecast
  - 12.2 Asia-Pacific
    - 12.2.1 China
      - 12.2.1.1 Market Trends
      - 12.2.1.2 Market Forecast
    - 12.2.2 Japan
      - 12.2.2.1 Market Trends
      - 12.2.2.2 Market Forecast
    - 12.2.3 India
      - 12.2.3.1 Market Trends
      - 12.2.3.2 Market Forecast
    - 12.2.4 South Korea
      - 12.2.4.1 Market Trends
      - 12.2.4.2 Market Forecast
    - 12.2.5 Australia
      - 12.2.5.1 Market Trends
      - 12.2.5.2 Market Forecast
    - 12.2.6 Indonesia
      - 12.2.6.1 Market Trends
      - 12.2.6.2 Market Forecast

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 12.2.7 Others
  - 12.2.7.1 Market Trends
  - 12.2.7.2 Market Forecast
- 12.3 Europe
  - 12.3.1 Germany
    - 12.3.1.1 Market Trends
    - 12.3.1.2 Market Forecast
  - 12.3.2 France
    - 12.3.2.1 Market Trends
    - 12.3.2.2 Market Forecast
  - 12.3.3 United Kingdom
    - 12.3.3.1 Market Trends
    - 12.3.3.2 Market Forecast
  - 12.3.4 Italy
    - 12.3.4.1 Market Trends
    - 12.3.4.2 Market Forecast
  - 12.3.5 Spain
    - 12.3.5.1 Market Trends
    - 12.3.5.2 Market Forecast
  - 12.3.6 Russia
    - 12.3.6.1 Market Trends
    - 12.3.6.2 Market Forecast
  - 12.3.7 Others
    - 12.3.7.1 Market Trends
    - 12.3.7.2 Market Forecast
- 12.4 Latin America
  - 12.4.1 Brazil
    - 12.4.1.1 Market Trends
    - 12.4.1.2 Market Forecast
  - 12.4.2 Mexico
    - 12.4.2.1 Market Trends
    - 12.4.2.2 Market Forecast
  - 12.4.3 Others
    - 12.4.3.1 Market Trends
    - 12.4.3.2 Market Forecast
- 12.5 Middle East and Africa
  - 12.5.1 Market Trends
  - 12.5.2 Market Breakup by Country
  - 12.5.3 Market Forecast
- 13 Drivers, Restraints, and Opportunities
  - 13.1 Overview
  - 13.2 Drivers
  - 13.3 Restraints
  - 13.4 Opportunities
- 14 Value Chain Analysis
- 15 Porters Five Forces Analysis
  - 15.1 Overview

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)



- 15.2 Bargaining Power of Buyers
- 15.3 Bargaining Power of Suppliers
- 15.4 Degree of Competition
- 15.5 Threat of New Entrants
- 15.6 Threat of Substitutes
- 16 Price Analysis
- 17 Competitive Landscape
  - 17.1 Market Structure
  - 17.2 Key Players
  - 17.3 Profiles of Key Players
    - 17.3.1 Alteryx Inc.
      - 17.3.1.1 Company Overview
      - 17.3.1.2 Product Portfolio
      - 17.3.1.3 Financials
    - 17.3.2 Data Clarity Limited
      - 17.3.2.1 Company Overview
      - 17.3.2.2 Product Portfolio
    - 17.3.3 International Business Machines Corporation
      - 17.3.3.1 Company Overview
      - 17.3.3.2 Product Portfolio
      - 17.3.3.3 Financials
      - 17.3.3.4 SWOT Analysis
    - 17.3.4 Microsoft Corporation
      - 17.3.4.1 Company Overview
      - 17.3.4.2 Product Portfolio
      - 17.3.4.3 Financials
      - 17.3.4.4 SWOT Analysis
    - 17.3.5 Oracle Corporation
      - 17.3.5.1 Company Overview
      - 17.3.5.2 Product Portfolio
      - 17.3.5.3 Financials
      - 17.3.5.4 SWOT Analysis
    - 17.3.6 Qlik
      - 17.3.6.1 Company Overview
      - 17.3.6.2 Product Portfolio
    - 17.3.7 SAP SE
      - 17.3.7.1 Company Overview
      - 17.3.7.2 Product Portfolio
      - 17.3.7.3 Financials
      - 17.3.7.4 SWOT Analysis
    - 17.3.8 SAS Institute Inc.
      - 17.3.8.1 Company Overview
      - 17.3.8.2 Product Portfolio
      - 17.3.8.3 SWOT Analysis
    - 17.3.9 Tableau Software LLC (Salesforce Inc.)
      - 17.3.9.1 Company Overview
      - 17.3.9.2 Product Portfolio

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 17.3.10 TIBCO Software Inc.
  - 17.3.10.1 Company Overview
  - 17.3.10.2 Product Portfolio
  - 17.3.10.3 SWOT Analysis
- 17.3.11 Ubiq
  - 17.3.11.1 Company Overview
  - 17.3.11.2 Product Portfolio

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Visual Analytics Market Report by Component (Software, Service), Service (Managed Service, Professional Service), Deployment Mode (On-premises, Cloud-based), Enterprise Size (Large Enterprises, Small and Medium-sized Enterprises (SMEs)), Business Function (Information Technology (IT), Sales and Marketing, Supply Chain, Finance, Human Resources (HR), and Others), Industry Vertical (BFSI, Telecom and IT, Retail and Consumer Goods, Healthcare and Life Sciences, Manufacturing, Government and Defense, Energy and Utilities, Media and Entertainment, Transportation and Logistics, and Others), and Region 2025-2033**

Market Report | 2025-01-10 | 129 pages | IMARC Group

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Electronic (PDF) Single User	\$3999.00
	Five User Licence	\$4999.00
	Enterprisewide License	\$5999.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-10"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)