

**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**

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**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

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.

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## 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.

## 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?

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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

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

- 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

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

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- 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

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

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