

Enterprise Metadata Management - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Enterprise Metadata Management Market size is estimated at USD 14.21 billion in 2025, and is expected to reach USD 38.69 billion by 2030, at a CAGR of 22.18% during the forecast period (2025-2030).

Metadata management refers to the management of metadata about other data, known as content data. Metadata management continues to grow in demand, augmented by innovation and improved execution addressing the needs of automation across multiple business processes and increasing volumes of customer and business data.

Key Highlights

- With the rising adoption of technologies like "blockchain" and "IOT," the deployment of metadata management is expected to witness a new trend by opening new ways of applications. Enterprise metadata management has a massive scope in blockchain technology, which is increasingly adopted in every industry, as it helps manage and secure the metadata generated and stored. Hence, the enterprise metadata management market is expected to grow significantly.
- The metadata solutions have become a crucial part of the Big Data ecosystem owing to increased digitalization. Due to digitalization, businesses are generating a large amount of data, as the number of nodes generating data has increased drastically.
- Information consistency across many channels becomes challenging for business users and IT. The lack of a shared repository to find a single repository containing all of the environment's Metadata might hamper the market's growth.
- The globe was at serious risk of experiencing more severe supply chain pain, manufacturing disruptions, and severely impacted manufacture, distribution, and sales products in market sales because of fears of COVID outbreaks and China's uncertain post-pandemic path. However, the astronomical growth in data generation has further aided in shifting toward enterprise metadata management systems, which are being deployed on-premises and in the Cloud. Such factors are anticipated to propel

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market growth in the post-pandemic era.

Enterprise Metadata Management Market Trends

Media & Entertainment Segment is Expected to Witness The Fastest Growth

- Due to the significant changes in media consumption over time, the media and entertainment business is currently changing. The change resulted from media content moving online. Consumers can now access material at any time and from any location.
- The most important aspect of a streaming platform is metadata management. It allows the service to link content descriptions, structure it to include clips and images, provide and restrict access, monetize it, handle transcoding between different formats, and break the process to have ads.
- A media platform's ability to properly manage metadata searches will determine how long users stay on the platform and how easily they can access relevant material, which will likely impact profits directly.
- Furthermore, resource efficiency, business intelligence, production documentation, lifetime extension, context creation, enhanced relevance, and increased relevance are metadata management's critical components of media streaming.
- The most critical component of media material is the metadata, which is the essential component. Enterprise metadata management is at the core of media platforms' plans for boosting their profitability. Metadata management's primary function may be to tackle integration problems or data governance. The main force behind content monetization may be metadata management, which can liberate the content's full potential.

North America to Account for a Significant Market Share

- Due to consumers' and enterprises' early adoption of analytics tools, North America is currently dominating the global market for corporate metadata management. The region has seen significant adoption of cloud-based and on-premises data management and governance systems in most industries.
- Enterprise metadata management is flourishing in the region due to increased investments and profits in the Big Data and analytics sectors. The five potential and leading industries anticipated to invest the most heavily in North America's big data and analytics solutions are banking, telecommunications, media and entertainment, healthcare, retail, federal/central government, and professional services.
- In addition, the market is anticipated to increase due to factors like the increasing penetration rate in the healthcare and life sciences, retail and e-commerce, and BFSI verticals.
- Also, a massive volume of data is produced from many sources due to the region's growing digitalization tendencies and increased use of smart devices, necessitating the creation of tools and services for data and metadata management. The region's exponential surge in data proliferation forces enterprises to use metadata management systems.

Enterprise Metadata Management Industry Overview

The Enterprise Metadata Management market comprises prominent vendors such as Oracle Corporation, IBM Corporation, SAP SE, Alation Inc., Alex Solutions, Global IDs Corporation, Smart Logic Semaphore Inc., and others. There is intense competition between the players, but none is driving the market, which makes the enterprise metadata management market concentration low.

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- October 2023: Octopai, a pioneering force in metadata management and enterprise-grade data lineage solutions, announced its achievement of Microsoft's Co-Sell Incentivized status that solidifies the alliance, and a collaborative selling approach. Microsoft's global sales force is motivated to champion Octopai's metadata management solutions. With this achievement, Octopai has emerged as a preferred solution in the Microsoft Azure Marketplace for metadata management.
- January 2023: Enterprise Metadata Management provider, Progress announced to acquire MarkLogic, a specialist in managing complex data and metadata. Progress' digital experience and infrastructure software products along with MarkLogic products will create a platform, for customers to access to a complete offering to drive business success. MarkLogic's semantic metadata management and Artificial Intelligence (AI) capabilities, will be engineered to complement the larger Progress product portfolio.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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