

India Analytics Market By Component (Services, Software), By Verticals (BFSI, E-Commerce, Healthcare, IT & Telecom, Others), By Type (Business Analytics, CRM Analytics, Supply Chain Analytics, Risk Analytics, Location Analytics), By Region, Competition, Forecast & Opportunities, 2021-2031F

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Report description:

Market Overview

The India Analytics Market was valued at USD 2.37 Billion in 2025 and is projected to reach USD 12.10 Billion by 2031, growing at a CAGR of 31.22% during the forecast period. This market encompasses a broad ecosystem of data-driven technologies and services, including business intelligence, predictive analytics, machine learning, big data solutions, and artificial intelligence. A growing number of organizations across sectors such as banking, healthcare, retail, manufacturing, and e-commerce are leveraging analytics tools to improve decision-making, optimize operations, and personalize customer interactions. The surge in data from mobile applications, connected devices, and social media is propelling the need for scalable, cloud-based analytics platforms, which are increasingly accessible to small and medium enterprises. Digital initiatives from the Indian government, including Digital India and Smart Cities, are accelerating adoption, while innovations in edge computing and automation are expanding use cases across industries. With increased availability of skilled professionals and user-friendly analytics tools, the market is evolving rapidly to support India's data-driven transformation.

Key Market Drivers

Rising Digital Transformation Initiatives Across Industries

Digital transformation has become a critical focus area for Indian businesses across diverse industries such as finance, healthcare, retail, and manufacturing. As organizations accelerate their adoption of digital tools, the volume and complexity of data generated from operations, customer interactions, and connected devices continue to rise. This has created a growing need for robust analytics capabilities that deliver real-time insights to enhance decision-making. Companies are embedding analytics into business functions including supply chain optimization, marketing performance tracking, workforce planning, and risk mitigation.

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This transformation is increasingly evident not only among large enterprises but also among small and mid-sized firms that are leveraging analytics to remain competitive and meet the demands of an increasingly digital-savvy customer base.

Key Market Challenges

Limited Availability of Skilled Analytics Workforce

A major hurdle for the India Analytics Market is the shortage of skilled professionals capable of handling advanced data analysis and machine learning tasks. Although demand for roles such as data scientists, machine learning engineers, and analytics consultants is growing, the talent supply remains insufficient. Many candidates lack expertise in key competencies such as data modeling, statistical programming, and domain-specific applications. Additionally, there is a mismatch between academic curricula and practical industry needs, which hinders the employability of new graduates. This talent gap increases recruitment costs and delays project execution, especially for small businesses that cannot compete with larger firms on compensation. The lack of experienced trainers further restricts upskilling within organizations, highlighting the need for more targeted workforce development initiatives, certifications, and collaborations between academia and industry.

Key Market Trends

Integration of Artificial Intelligence and Machine Learning in Analytics Platforms

The integration of artificial intelligence (AI) and machine learning (ML) into analytics platforms is transforming the way businesses derive value from data. These intelligent tools enable predictive and prescriptive analytics, allowing organizations to forecast trends, detect anomalies, and make data-driven decisions in real time. Sectors such as retail, finance, and healthcare are deploying AI-enabled analytics for applications such as demand forecasting, fraud prevention, dynamic pricing, and customer segmentation. The self-learning capability of these systems improves accuracy and scalability, while Indian startups and tech firms are contributing to the development of localized AI solutions tailored to specific industry and regional needs. With data volumes expanding due to IoT, mobile platforms, and cloud infrastructure, the convergence of AI and analytics is poised to redefine operational strategies across India's digital economy.

Key Market Players

- Tata Consultancy Services Limited
- Infosys Limited
- Wipro Limited
- HCL Technologies Limited
- Tech Mahindra Limited
- IBM India Private Limited
- Accenture Solutions Private Limited
- Capgemini Technology Services India Limited

Report Scope:

In this report, the India Analytics Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- India Analytics Market, By Component:

- o Services

- o Software

- India Analytics Market, By Verticals:

- o BFSI

- o E-Commerce

- o Healthcare

- o IT & Telecom

- o Others

- India Analytics Market, By Type:

- o Business Analytics

- o CRM Analytics

- o Supply Chain Analytics

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- o Risk Analytics
- o Location Analytics
- India Analytics Market, By Region:
 - o South India
 - o North India
 - o West India
 - o East India

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Analytics Market.

Available Customizations:

India Analytics Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

- Detailed analysis and profiling of additional market players (up to five).

Table of Contents:

1. Solution Overview
 - 1.1. Market Definition
 - 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.3. Key Market Segmentations
2. Research Methodology
 - 2.1. Objective of the Study
 - 2.2. Baseline Methodology
 - 2.3. Formulation of the Scope
 - 2.4. Assumptions and Limitations
 - 2.5. Sources of Research
 - 2.5.1. Secondary Research
 - 2.5.2. Primary Research
 - 2.6. Approach for the Market Study
 - 2.6.1. The Bottom-Up Approach
 - 2.6.2. The Top-Down Approach
 - 2.7. Methodology Followed for Calculation of Market Size & Market Shares
 - 2.8. Forecasting Methodology
 - 2.8.1. Data Triangulation & Validation
3. Executive Summary
 - 3.1. Overview of the Market
 - 3.2. Overview of Key Market Segmentations
 - 3.3. Overview of Key Market Players
 - 3.4. Overview of Key Regions/Countries
 - 3.5. Overview of Market Drivers, Challenges, and Trends
4. Voice of Customer
5. India Analytics Market Outlook
 - 5.1. Market Size & Forecast
 - 5.1.1. By Value

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- 5.2. Market Share & Forecast
 - 5.2.1. By Component (Services, Software)
 - 5.2.2. By Verticals (BFSI, E-Commerce, Healthcare, IT & Telecom, Others)
 - 5.2.3. By Type (Business Analytics, CRM Analytics, Supply Chain Analytics, Risk Analytics, Location Analytics)
 - 5.2.4. By Region (South India, North India, West India, East India)
 - 5.2.5. By Company (2025)
- 5.3. Market Map
- 6. South India Analytics Market Outlook
 - 6.1. Market Size & Forecast
 - 6.1.1. By Value
 - 6.2. Market Share & Forecast
 - 6.2.1. By Component
 - 6.2.2. By Verticals
 - 6.2.3. By Type
- 7. North India Analytics Market Outlook
 - 7.1. Market Size & Forecast
 - 7.1.1. By Value
 - 7.2. Market Share & Forecast
 - 7.2.1. By Component
 - 7.2.2. By Verticals
 - 7.2.3. By Type
- 8. West India Analytics Market Outlook
 - 8.1. Market Size & Forecast
 - 8.1.1. By Value
 - 8.2. Market Share & Forecast
 - 8.2.1. By Component
 - 8.2.2. By Verticals
 - 8.2.3. By Type
- 9. East India Analytics Market Outlook
 - 9.1. Market Size & Forecast
 - 9.1.1. By Value
 - 9.2. Market Share & Forecast
 - 9.2.1. By Component
 - 9.2.2. By Verticals
 - 9.2.3. By Type
- 10. Market Dynamics
 - 10.1. Drivers
 - 10.2. Challenges
- 11. Market Trends & Developments
 - 11.1. Merger & Acquisition (If Any)
 - 11.2. Product Launches (If Any)
 - 11.3. Recent Developments
- 12. Policy and Regulatory Landscape
- 13. India Economic Profile
- 14. Company Profiles
 - 14.1. Tata Consultancy Services Limited
 - 14.1.1. Business Overview

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- 14.1.2. Key Revenue and Financials
- 14.1.3. Recent Developments
- 14.1.4. Key Personnel/Key Contact Person
- 14.1.5. Key Product/Services Offered
- 14.2. Infosys Limited
- 14.3. Wipro Limited
- 14.4. HCL Technologies Limited
- 14.5. Tech Mahindra Limited
- 14.6. IBM India Private Limited
- 14.7. Accenture Solutions Private Limited
- 14.8. Capgemini Technology Services India Limited
- 15. Strategic Recommendations
- 16. About Us & Disclaimer

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