

Australia Data Analytics Market By Component (Software, Services), By Deployment (On-Premises, Cloud), By Organization Size (Large Enterprises, Small and Medium Enterprises,), By End-User Industry (Retail & E-Commerce, Government & Defense, BFSI, IT & Telecom and Others), By Region, Competition, Forecast and Opportunities, 2020-2030F

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Report description:

Market Overview

Australia Data Analytics Market was valued at USD 1.46 Billion in 2024 and is expected to reach USD 10.22 Billion by 2030 with a CAGR of 38.11% during the forecast period.

The Australia Data Analytics Market is undergoing rapid transformation, fueled by an increasingly data-driven economy, technological advancements, and a heightened emphasis on digital strategy across both the public and private sectors. As organizations face growing pressure to remain competitive and agile, data analytics has become central to operations, decision-making, and customer engagement. Australian enterprises are leveraging analytics to optimize business processes, uncover growth opportunities, reduce operational inefficiencies, and drive innovation. The widespread integration of cloud computing, artificial intelligence (AI), machine learning (ML), and Internet of Things (IoT) is further accelerating demand for scalable and intelligent analytics solutions that can handle large, complex, and diverse data sets in real time.

The rise in structured and unstructured data from various digital touchpoints-including mobile apps, e-commerce platforms, sensors, and social media-has significantly increased the need for robust analytics platforms capable of delivering actionable insights. Organizations across industries such as finance, healthcare, government, retail, and manufacturing are adopting advanced analytics tools to gain predictive insights, enhance customer experience, and support data-driven policy decisions. In particular, the financial services and healthcare sectors are leading in data adoption, using analytics to mitigate risk, detect fraud, improve patient outcomes, and manage regulatory compliance.

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Australia's cloud ecosystem plays a pivotal role in this market's growth. Enterprises are increasingly migrating their data infrastructure to the cloud to benefit from greater flexibility, lower costs, and faster deployment. Cloud-native analytics platforms allow seamless integration, scalability, and real-time processing capabilities-making them attractive to organizations of all sizes. Moreover, state and federal governments have implemented several initiatives to promote data-driven innovation, open data access, and digital skills development, further strengthening the analytics landscape.

Talent development and partnerships between academia and industry are also helping address the analytics skills gap.

Educational institutions are launching specialized programs, certifications, and collaborative initiatives with technology providers to equip professionals with the analytical and AI skills required to support the growing demand. With strong digital infrastructure, a supportive regulatory environment, and increasing investment in data capabilities, Australia is positioned as a key hub for data analytics in the Asia-Pacific region. The market is expected to continue evolving rapidly, offering substantial opportunities for solution providers, technology vendors, and businesses that embrace data as a strategic asset.

Key Market Drivers

Rising Adoption of Cloud-Based Analytics Platforms

Cloud analytics is revolutionizing how Australian organizations handle and process data. Over 70% of businesses in Australia now use cloud platforms for analytics due to scalability, cost efficiency, and ease of deployment. Among these, 65% prefer hybrid or multi-cloud environments for flexibility and risk management. Approximately 80% of analytics workloads are expected to run on cloud platforms by the end of the forecast period. Cloud-native analytics tools are reducing time-to-insight by up to 40%, enhancing responsiveness. Additionally, over 50% of Australian enterprises have migrated legacy systems to cloud-based analytics platforms, improving data accessibility across departments. The growth of cloud adoption is also evident in increased demand for cloud engineers and architects, with job postings for cloud-related data roles rising 25% year-on-year. This shift is not only technological but also cultural, empowering organizations to democratize access to insights across all business units.

Key Market Challenges

Shortage of Skilled Analytics Professionals

A major challenge facing the Australian data analytics market is the persistent shortage of skilled professionals. As demand for data-driven insights increases, businesses are struggling to find qualified talent with expertise in data engineering, machine learning, cloud analytics, and statistical programming. Reports suggest that over 40% of data-related job roles remain unfilled due to a lack of suitably trained candidates. While universities and training providers are expanding their analytics offerings, many graduates still lack hands-on, industry-ready experience. This gap is particularly pronounced in regional areas, where access to digital education and exposure to enterprise-level projects is limited. Additionally, rapid advancements in AI and data technologies mean that existing professionals must continuously upskill, which puts pressure on both individuals and employers. The result is a competitive hiring landscape with rising salaries and retention challenges, especially for SMEs that cannot match the compensation levels offered by larger corporations. This talent shortage slows down project execution, increases dependency on outsourcing, and limits innovation-ultimately hampering Australia's ability to scale its data economy at pace.

Key Market Trends

Rise of Self-Service and Democratized Analytics

A growing trend in the Australian data analytics market is the shift toward self-service analytics-where business users across departments are empowered to independently access, explore, and interpret data without relying on technical teams.

Organizations are adopting user-friendly platforms such as Tableau, Power BI, and Qlik, which feature drag-and-drop interfaces and real-time visualization capabilities, making analytics more accessible to non-technical staff.

Over 55% of medium-to-large Australian companies have deployed self-service analytics tools as part of their digital strategy. This democratization of data enables faster decision-making, improved productivity, and greater cross-functional collaboration. It also helps cultivate a data-driven culture, as employees become more engaged in interpreting insights and driving outcomes.

Enterprises are also investing in internal training programs to upskill staff in data literacy, with a significant rise in data academies and workshops focused on teaching basic analytics competencies. Governance controls are being embedded in these platforms to ensure data security and consistency, allowing IT teams to maintain oversight while decentralizing analytics usage.

This trend not only reduces pressure on central data teams but also accelerates innovation by putting insights directly into the hands of frontline decision-makers. As the demand for agility increases, self-service analytics is becoming essential for

maintaining competitive advantage in Australia's dynamic business landscape.

Key Market Players

- Deloitte Australia
- PwC Australia
- Accenture Analytics
- Capgemini Australia
- Tata Consultancy Services (TCS)
- DXC Technology
- Qlik Australia
- SAS Australia
- Teradata Australia
- SAP Australia

Report Scope:

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

-□Australia Data Analytics Market, By Component:

- o Software
- o Services

-□Australia Data Analytics Market, By Deployment:

- o On-Premises
- o Cloud

-□Australia Data Analytics Market, By Organization Size:

- o Large Enterprises
- o Small and Medium Enterprises

-□Australia Data Analytics Market, By End-User Industry:

- o Retail & E-Commerce
- o Government & Defense
- o BFSI
- o IT & Telecom
- o Others

-□Australia Data Analytics Market, By Region:

- o New South Wales
- o Victoria
- o Queensland
- o Western Australia
- o South Australia
- o Tasmania
- o Australian Capital Territory
- o Northern Territory

Competitive Landscape

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

Available Customizations:

Australia Data 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).

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