

Global Cloud Analytics Market Assessment, By Offerings [Solution, Services], By Data Type [Unstructured, Structured], By Data Processing [Real-Time Analytics, Batch Analytics], By End-user Industry [BFSI, Retail and E-Commerce, IT and Telecom, Healthcare, Others], Region, Opportunities and Forecast, 2018-2032F

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Report description:

Global cloud analytics market is projected to witness a CAGR of 17.89% during the forecast period 2025-2032, growing from USD 36.45 billion in 2024 to USD 135.99 billion in 2032. Businesses worldwide are increasingly turning to cloud-based analytical tools, driving substantial expansion in this market. This trend is fueled by the growing embrace of advanced computational methods, including those that enable systems to learn from data and process information instantaneously across various sectors. Companies recognize the clear advantages of moving their analytical operations to the cloud, benefiting from greater flexibility to expand or contract their resources as needed, reduced operational expenses, and the ability to make quicker, more informed decisions.

As worldwide organizations increase digital innovation efforts, enterprise demand for elastic, flexible, and cost-effective analytics offered by the cloud. Cloud solutions for analytics enable enterprises to analyze sets of structured as well as unstructured data, identify trends, predict outcomes, and keep on contributing to overall operational productivity.

Apart from this, the integration of new technologies such as artificial intelligence (AI), machine learning (ML), and generative AI is enhancing the performance of cloud analytics offerings. The new technologies make for enhanced forecasting, intelligent automation, and personalized customer experiences. For instance, in December 2024, BBVA established the Analytics Transformation Unit, unifying over 2,500 data scientists to build innovation and operational excellence based on predictive and generative AI, demonstrating the increasing strategic importance of cloud-based analytics to help drive customer value and business agility to the maximum.

As increasing numbers of data are being generated by mobile applications, internet of things devices, social networks, and enterprise networks, business organizations are increasingly leaning towards the usage of cloud analytics as a means of

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automating data processing, avoiding costs, and growing more efficiently. This is because business organizations are poised to be interested in getting the most possible value out of their data in an emerging digital-first, speed-driven competitive world economy.

Rising Demand for Real-Time and Data-Driven Decision-Making Boosts the Market Growth

Global cloud analytics market is expanding fast due to the increasing necessity for timely access to data for making business decisions. Firms these days operate in fast-changing environments where instant access to accurate data can create massive swings in performance and competitiveness. Cloud analytics solutions provide elastic, agile, and scalable offerings that allow companies to analyze huge amounts of structured as well as unstructured data in seconds. This facility of real-time is most vital for industries such as finance, retail, and healthcare, where real-time decision-making has a direct impact on business operational performance and customer satisfaction.

For instance, in January 2025, Nebula introduced CallSwitch One Analytics, which is a cloud-based analytics solution purpose-built for SMEs to track employees' productivity, team performance, and utilization of resources in real time. The functionality within the solution makes third-party software requirements outdated with deeper reporting, real-time dashboards, and easy deployment.

Integration of AI and Machine Learning in Cloud Platforms Drives Market Growth

Use of artificial intelligence (AI) and machine learning (ML) by cloud analytics platforms is contributing immensely towards market growth. The technologies supplement traditional data analysis with predictive modeling, auto-insights, anomaly detection, and natural language processing. Industry organizations are adopting AI-driven analytics for liberation from historical analysis and embracing predictive and prescriptive intelligence. With this transformation, not only are organizations able to see what has occurred but also see what's coming next and make pre-emptive choices.

For instance, in October 2024, the Oracle Corporation launched Oracle Analytics Intelligence for Life Sciences, an AI-driven, cloud-based data and analytics platform designed to facilitate and speed up the process of generating insights. The answer aggregates various sources of information into one intelligent workplace so that analysts and researchers can perform sophisticated analysis, visualize trends, and find insightful information more effectively. These data capabilities are becoming an imperative for organizations interested in staying relevant in the data economy.

BFSI Segment Dominates the Global Cloud Analytics Market

The BFSI segment dominates the global cloud analytics market with the growing requirement for secure, scalable, and real-time data analytics solutions to process enormous amounts of financial data. With digital banking, online transactions, and customer engagement channels on the rise, banks are increasingly leveraging cloud analytics to enhance decision-making, prevent fraud, drive operation efficiency, and enhance customer experience. The increasing focus on compliance with regulations, risk management, and the need for customized financial services have also boosted cloud analytics adoption in this industry.

For example, in May 2023, CaixaBank, a top bank, collaborated with Google Cloud to transform its data infrastructure and utilize sophisticated analytics and AI capabilities. The bank, through this partnership, sought to enhance innovation, offer customized financial products, and enhance service delivery through the use of data analytics at scale. The collaboration is an example of how key BFSI industry players are pouring significant resources into cloud-based analytics to drive operations and stay ahead of competition in the shifting financial landscape. With the ongoing digital transformation and pivotal role played by data-driven insights in finance, the BFSI segment is likely to continue its dominant market share in the cloud analytics space in the next few years.

North America Holds a Significant Share in Global Cloud Analytics Market

North America is the leading region for the global cloud analytics market due to its high adoption of technology, robust infrastructure in terms of clouds, and leadership of top cloud service providers such as Google Cloud, Amazon Web Services (AWS), Microsoft Azure, and IBM Cloud. Businesses in industries such as BFSI, retail, healthcare, and telecom in the US and Canada are implementing cloud analytics at a very rapid rate to increase customer engagement on a deeper level, streamline processes, and improve real-time data-based decision-making.

The region is also underpinned by a very digitized economy, increasing investments in artificial intelligence, and business intelligence tools to power to stay ahead. For instance, IBM Corporation and Telefonica Tech announced a strategic partnership in North America in June 2024 to develop AI, analytics, and data management solutions. This is done to encourage companies to take on hybrid cloud platforms and use AI-based insights to move ahead with digital transformation, with the aim of enhancing

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operating efficiency and decision-making ability. Following government support for digitalization and innovation by companies such as AWS, Google, Microsoft, and IBM, North America market is expected to grow during the forecast period.

Impact of U.S. Tariffs on Global Cloud Analytics Market

- The impact of U.S. tariffs on the global cloud analytics industry is relatively minimal since the industry is controlled by software services, digital infrastructure, and data-driven innovation, compared to physical products.
- Indirect impacts might be felt if tariffs increase the cost of bringing in hardware components such as servers, networking equipment, and storage facilities used to drive cloud infrastructures. This could make infrastructure updating slower or lead to the cost of services going up, especially among small and medium-sized enterprises utilizing third-party cloud vendors.
- Even though the core analytics services are tariff-insensitive, supply chain disruption and higher costs of cloud infrastructure may slow the adoption rate marginally, particularly in price-sensitive markets.

Key Players Landscape and Outlook

Global cloud analytics market is highly dispersed, with many participants in the spectrum ranging from global technology leaders to specialty start-ups offering niche solutions. Lead vendors are well ahead on the back of their comprehensive service portfolios, cutting-edge infrastructure, and strong client base. These vendors are spending heavily on artificial intelligence (AI), machine learning (ML), and data integration capabilities to enhance their analytics strength and respond to shifting customer demands. Innovation is a core competitive aspect. For instance, Oracle unveiled Intelligent Data Lake as part of the Data Intelligence Platform in September 2024. The new offering integrates AI, cloud, and data analytics and enables organizations to process structured and unstructured data more efficiently. Such technologies indicate more intelligent, scalable, and consumer-centric analytics platforms. Strategic collaborations also, are also shaping market space. In June 2023, Google Cloud and Salesforce, Inc. further strengthened their strategic alliance to empower businesses to leverage AI and data analytics to improve customer experiences. The alliance provides seamless integration of Salesforce's CRM and Google Cloud's AI/ML capabilities to empower businesses to deliver personalized services and reduce costs.

Going forward, the market is poised to expand owing to increasing volumes of data, growing cloud usage, and the increased demand for real-time analytics across sectors such as BFSI, healthcare, retail, and manufacturing. The landscape will likely see further consolidation, as larger firms acquire smaller, innovative startups to strengthen their technological edge and broaden their service offerings. For clients and readers, this evolving environment indicates a need to choose partners that not only offer robust analytics tools but also invest in future-ready solutions, ensuring long-term scalability, agility, and value.

Table of Contents:

- 1.□Project Scope and Definitions
- 2.□Research Methodology
- 3.□Impact of U.S. Tariffs
- 4.□Executive Summary
- 5.□Voice of Customers
 - 5.1.□Respondent Demographics
 - 5.2.□Brand Awareness
 - 5.3.□Factors Considered in Purchase Decisions
 - 5.4.□Challenges Faced Post Purchase
- 6.□Global Cloud Analytics Market Outlook, 2018-2032F
 - 6.1.□Market Size Analysis & Forecast
 - 6.1.1.□ By Value
 - 6.2.□Market Share Analysis & Forecast
 - 6.2.1.□ By Offerings
 - 6.2.1.1.□Solution
 - 6.2.1.2.□Services
 - 6.2.2.□ By Data Type
 - 6.2.2.1.□Unstructured

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- 6.2.2.2.□Structured
- 6.2.3.□ By Data Processing
 - 6.2.3.1.□Real-Time Analytics
 - 6.2.3.2.□Batch Analytics
- 6.2.4.□ By End-user Industry
 - 6.2.4.1.□BFSI
 - 6.2.4.2.□Retail and E-Commerce
 - 6.2.4.3.□IT and Telecom
 - 6.2.4.4.□Healthcare
 - 6.2.4.5.□Others
- 6.2.5.□ By Region
 - 6.2.5.1.□North America
 - 6.2.5.2.□Europe
 - 6.2.5.3.□Asia-Pacific
 - 6.2.5.4.□South America
 - 6.2.5.5.□Middle East and Africa
- 6.2.6.□ By Company Market Share Analysis (Top 5 Companies and Others - By Value, 2024)
- 6.3.□Market Map Analysis, 2024
 - 6.3.1.□ By Offerings
 - 6.3.2.□ By Data Type
 - 6.3.3.□By Data Processing
 - 6.3.4.□By End-user Industry
 - 6.3.5.□ By Region
- 7.□North America Cloud Analytics Market Outlook, 2018-2032F
 - 7.1.□Market Size Analysis & Forecast
 - 7.1.1.□ By Value
 - 7.2.□Market Share Analysis & Forecast
 - 7.2.1.□ By Offerings
 - 7.2.1.1.□Solution
 - 7.2.1.2.□Services
 - 7.2.2.□ By Data Type
 - 7.2.2.1.□Unstructured
 - 7.2.2.2.□Structured
 - 7.2.3.□ By Data Processing
 - 7.2.3.1.□Real-Time Analytics
 - 7.2.3.2.□Batch Analytics
 - 7.2.4.□ By End-user Industry
 - 7.2.4.1.□BFSI
 - 7.2.4.2.□Retail and E-Commerce
 - 7.2.4.3.□IT and Telecom
 - 7.2.4.4.□Healthcare
 - 7.2.4.5.□Others
 - 7.2.5.□ By Country
 - 7.2.5.1.□United States
 - 7.2.5.2.□Canada
 - 7.2.5.3.□Mexico
 - 7.3.□Country Market Assessment

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7.3.1. United States Cloud Analytics Market Outlook, 2018-2032F

7.3.1.1. Market Size Analysis & Forecast

7.3.1.1.1. By Value

7.3.1.2. Market Share Analysis & Forecast

7.3.1.2.1. By Offerings

7.3.1.2.1.1. Solution

7.3.1.2.1.2. Services

7.3.1.2.2. By Data Type

7.3.1.2.2.1. Unstructured

7.3.1.2.2.2. Structured

7.3.1.2.3. By Data Processing

7.3.1.2.3.1. Real-Time Analytics

7.3.1.2.3.2. Batch Analytics

7.3.1.2.4. By End-user Industry

7.3.1.2.4.1. BFSI

7.3.1.2.4.2. Retail and E-Commerce

7.3.1.2.4.3. IT and Telecom

7.3.1.2.4.4. Healthcare

7.3.1.2.4.5. Others

*All segments will be provided for all regions and countries covered

8. Europe Cloud Analytics Market Outlook, 2018-2032F

8.1. Germany

8.2. France

8.3. Italy

8.4. United Kingdom

8.5. Russia

8.6. Netherlands

8.7. Spain

8.8. Turkey

8.9. Poland

9. Asia-Pacific Cloud Analytics Market Outlook, 2018-2032F

9.1. India

9.2. China

9.3. Japan

9.4. Australia

9.5. Vietnam

9.6. South Korea

9.7. Indonesia

9.8. Philippines

10. South America Cloud Analytics Market Outlook, 2018-2032F

10.1. Brazil

10.2. Argentina

11. Middle East and Africa Cloud Analytics Market Outlook, 2018-2032F

11.1. Saudi Arabia

11.2. UAE

11.3. South Africa

12. Porter's Five Forces Analysis

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- 13. □ PESTLE Analysis
- 14. □ Market Dynamics
 - 14.1. □ Market Drivers
 - 14.2. □ Market Challenges
- 15. □ Market Trends and Developments
- 16. □ Case Studies
- 17. □ Competitive Landscape
 - 17.1. □ Competition Matrix of Top 5 Market Leaders
 - 17.2. □ SWOT Analysis for Top 5 Players
 - 17.3. □ Key Players Landscape for Top 10 Market Players
 - 17.3.1. □ IBM Corporation
 - 17.3.1.1. □ Company Details
 - 17.3.1.2. □ Key Management Personnel
 - 17.3.1.3. □ Key Products/Services Offered
 - 17.3.1.4. □ Key Financials (As Reported)
 - 17.3.1.5. □ Key Market Focus and Geographical Presence
 - 17.3.1.6. □ Recent Developments/Collaborations/Partnerships/Mergers and Acquisition
 - 17.3.2. □ Cloudera, Inc.
 - 17.3.3. □ Atos SE
 - 17.3.4. □ Sisense Ltd.
 - 17.3.5. □ Hexaware Technologies Limited
 - 17.3.6. □ Oracle Corporation
 - 17.3.7. □ Microsoft Corporation
 - 17.3.8. □ Salesforce, Inc.
 - 17.3.9. □ Cloud Software Group, Inc.
 - 17.3.10. □ Altair Engineering Inc.
- *Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.
- 18. □ Strategic Recommendations
- 19. □ About Us and Disclaimer

Global Cloud Analytics Market Assessment, By Offerings [Solution, Services], By Data Type [Unstructured, Structured], By Data Processing [Real-Time Analytics, Batch Analytics], By End-user Industry [BFSI, Retail and E-Commerce, IT and Telecom, Healthcare, Others], Region, Opportunities and Forecast, 2018-2032F

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