

Data Quality Tools - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

Data Quality Tools Market Analysis

The data quality tools market size is currently valued at USD 2.78 billion in 2025 and is forecast to climb to USD 6.34 billion by 2030, reflecting a 17.93% CAGR. Escalating regulatory scrutiny, rapid cloud adoption, and the surge in real-time analytics have positioned high-quality data as a non-negotiable asset. Enterprises are pairing data quality initiatives with AI deployments because model accuracy depends on clean, reliable data. Demand is strongest for cloud-ready platforms that integrate with data lakes and low-code workflows, helping firms offset shortages of specialist talent. Vendor focus has shifted toward automated anomaly detection, predictive cleansing, and domain-specific rules that accelerate implementation in sectors such as BFSI, retail, and healthcare.

Global Data Quality Tools Market Trends and Insights

Accelerated Migration of Core Banking Platforms to Cloud Driving High-Volume Data Remediation Projects

Financial institutions moving legacy cores to cloud environments are prioritizing automated data remediation to keep lending and payments processes online. Mortgage approval checks that once took 4-6 hours under manual validation now run in near real time after tool deployment, improving customer experience and reducing operational risk. Cloud-native data quality engines tighten feedback loops between data ingestion, profiling and AI-driven analytics, creating a cycle in which better data increases cloud ROI, which in turn reinforces quality budgets.

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Intensifying ESG-Reporting Mandates Necessitating Enterprise-Wide Data Quality Controls

SEC climate disclosures, California SB-253/SB-261, and the EU CSRD begin in January 2025 and collectively affect thousands of firms. Compliance programmes now earmark dedicated budgets for lineage, validation, and audit-readiness functionality. Boards link poor ESG data to reputational risk, pushing sustainability officers to adopt solutions that track Scope 3 emissions and verify supplier declarations .

Persistent Technical Debt in Legacy On-Prem Data Warehouses Delaying Modern Tool Adoption

Many organisations divert budgets to maintain ageing ETL jobs and proprietary databases, spending USD 3 million yearly on upkeep. Integration gaps between old schemas and modern APIs slow rollouts, leading firms in finance and healthcare to phase upgrades over multi-year roadmaps before unlocking full cloud-native quality capabilities.

Other drivers and restraints analyzed in the detailed report include:

AI-Driven Customer 360 Initiatives Boosting Spend on Data Profiling & Matching Tools / Real-Time Fraud-Detection Pipelines in BFSI Catalysing Demand for Streaming Data Quality Engines / Shortage of Data Engineering Talent Limiting Effective Tool Utilisation in SMEs /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Cloud deployments generated 64% of data quality tools market revenue in 2024, equal to roughly USD 1.78 billion in the 2025 baseline year. Exceptional 20.23% CAGR indicates that scalability, elastic pricing, and proximity to cloud data stores outweigh security concerns for most buyers. The data quality tools market size for cloud services is set to expand rapidly as API-driven connectors simplify ingestion from SaaS sources and streaming platforms.

On-premise installations remain critical for sectors handling sensitive patient, payment, or defence data. Accounting for 36% of revenue in 2024, this cohort is enhancing hybrid capabilities that bridge regulated workloads with public cloud analytics. Healthcare providers illustrate the balance, retaining clinical records on site while cleansing lab feeds in HIPAA-compliant clouds.

Large enterprises produced 58% of total revenue in 2024, thanks to complex data estates spanning dozens of domains and regulatory mandates. Many run enterprise governance programmes that integrate data profiling, monitoring, and remediation into common control planes. The data quality tools market size among large enterprises is stable yet incremental.

SMEs deliver the strongest momentum with 19.52% CAGR to 2030. Pay-as-you-go pricing, consumption credits, and modular packaging lower entry costs. Case studies from UK manufacturers show that improved data quality increased product innovation velocity and enhanced competitive positioning, fostering broader adoption beyond early tech adopters.

Data Quality Tools Market is Segmented by Deployment Type (Cloud-Based, On-Premise), Size of the Organization (SMEs, Large Enterprises), Component (Software, Services), Data Domain (Customer Data, Product Data, and More), Tool Type (Data Profiling, Data Cleansing/Standardisation, and More), End-User Vertical (BFSI, Government and Public Sector, and More), Geography. The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

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North America generated 36% of global revenue in 2024, or close to USD 1.00 billion in 2025, underpinned by heavy cloud migration in financial services and advanced adoption of AI-enabled analytics. The introduction of SEC climate reporting rules strengthens the compliance rationale for enterprise-wide data controls. Vendors headquartered in the region accelerate innovation cycles, providing early exposure to new features.

Asia-Pacific is the fastest mover with a projected 22.21% CAGR from 2025 to 2030. Investments in 5G, e-commerce, and fintech generate vast data volumes that require quality assurances. China, India, and Japan emphasise data integrity as a pillar of digital public infrastructure, while APAC retailers deploy profiling engines to enhance Customer 360 rollouts and personalise offers.

Europe's growth is steady, driven by stringent privacy and sustainability mandates. The CSRD drives demand for solutions that ensure auditable ESG disclosures. Organisations weigh cloud benefits against data sovereignty, adopting regional nodes or sovereign clouds to comply with localisation rules. Increasingly, European boards recognise clean data as foundational to digital competitiveness.

List of Companies Covered in this Report:

Informatica Inc. / IBM Corporation / SAP SE / Oracle Corporation / SAS Institute Inc. / Precisely (Syncsort) / Talend Inc. / Experian PLC / Ataccama Corp. / Microsoft Corp. / Collibra NV / TIBCO Software Inc. / Alteryx Inc. / Dun and Bradstreet Holdings Inc. / Moody's Analytics/Bureau van Dijk / Information Builders (ibi/TIBCO) / Data Ladder LLC / Melissa Data Corp. / Innovative Systems Inc. / ASG Technologies /

Additional Benefits:

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

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