

North America Big Data and Business Analytics Market Reach USD 169.91 Billion by 2028 at 7.5% CAGR

WILMINGTON, DE, UNITED STATES, August 25, 2025 /EINPresswire.com/ -- Allied Market Research published a new report, titled, "[North America Big Data and Business Analytics Market](#) Reach USD 169.91 Billion by 2028 at 7.5% CAGR ." The report offers an extensive analysis of key growth strategies, drivers, opportunities, key segments, Porter's Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain a thorough understanding of the industry and determine steps to be taken to gain competitive advantage.

The North America big data and business analytics market size was valued at \$98.07 billion in 2020, and is projected to reach \$169.91 billion by 2028, growing at a CAGR of 7.5% from 2021 to 2028.

Request Sample Report (Get Full Insights in PDF – 229 Pages) at:
<https://www.alliedmarketresearch.com/request-sample/A12369>

Driving Factors

Increase in adoption of big data analytics software by multiple organizations, rise in demand for cloud-based big data analytics software among SMEs, and numerous benefits provided by big data and business analytics solutions drive the growth of the North America big data and business analytics market. Based on deployment mode, the on-premise segment would lead the trail by 2028. By country, on the other hand, the market across the US appeared as the dominant share holder in 2020.

Market Segmentation

The North America big data and business analytics market is segmented into component, deployment model, analytics tool, application, industry vertical, and region. In terms of component, the market is fragmented into hardware, software, and services. Depending on deployment model, it is bifurcated into on-premise and cloud. On the basis of analytics tool, it is categorized into dashboard & data visualization, data mining & warehousing, self-service tools, reporting, and others. The applications covered in the study include customer analytics, supply chain analytics, marketing analytics, pricing analytics, spatial analytics, workforce analytics, risk &

credit analytics, and transportation analytics. As per industry vertical, the market is segregated into BFSI, manufacturing, healthcare, government, energy & utilities, transportation, retail & e-commerce, IT & telecom, education and others.

Key Players

The leading market players analyzed in the North America big data and business analytics market report include Fair Isaac Corporation, IBM Corporation, TIBCO Software Inc., Microsoft Corporation, Amazon Web Services, Oracle Corporation, SAP SE, SAS Institute Inc., Hewlett Packard Enterprise Development LP, and Teradata Corporation. These market players have adopted different strategies including partnership, expansion, collaboration, joint ventures, and others to reinforce their status in the industry.

If you have any questions, Please feel free to contact our analyst at:

<https://www.alliedmarketresearch.com/connect-to-analyst/A12369>

Based on country, the U.S held the major share in 2020, generating 95% of the North America big data and business analytics market. At the same time, the market across Canada would cite the fastest CAGR of 12.4% during the forecast period.

Based on component, the service segment contributed to nearly half of the total market share in 2020, and is expected to lead the trail by 2028. The software segment, on the other hand, would cite the fastest CAGR of 9.4% from 2021 to 2028.

Based on industry vertical, the BFSI segment accounted for nearly one-fifth of the total market revenue in share in 2020, and is anticipated to rule the roost by 2028. The healthcare segment, however, would grow at the fastest CAGR of 10.2% from 2021 to 2028.

Buy Now & Get Exclusive Discount on this Report (229 Pages PDF with Insights, Charts, Tables, and Figures) at: <https://www.alliedmarketresearch.com/north-america-big-data-and-business-analytics-market/purchase-options>

COVID-19 Scenario

□ The work-from-home trend has led to huge amount of opportunities for data analytics, thereby impacting the North America big data and business analytics market positively.

□ This trend is likely to continue post pandemic as well, since organizations have started incorporating business analytics solutions to improve data security and streamline the business productivity altogether.

Thanks for reading this article, you can also get an individual chapter-wise section or region-wise report versions like North America, Europe, or Asia.

If you have any special requirements, please let us know and we will offer you the report as per your requirements.

Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into market dynamics and will enable strategic decision-making for existing market players as well as those willing to enter the market.

Other Trending Reports:

□ [AIOps Market](#)

□ [Cellular M2M market](#)

About Us:

Allied Market Research (AMR) is a market research and business-consulting firm of Allied Analytics LLP, based in Portland, Oregon. AMR offers market research reports, business solutions, consulting services, and insights on markets across 11 industry verticals. Adopting extensive research methodologies, AMR is instrumental in helping its clients to make strategic business decisions and achieve sustainable growth in their market domains. We are equipped with skilled analysts and experts and have a wide experience of working with many Fortune 500 companies and small & medium enterprises.

Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep presented in the reports published by us is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

Contact:

David Correa

1209 Orange Street,
Corporation Trust Center,
Wilmington, New Castle,
Delaware 19801 USA.

Int'l: +1-503-894-6022

Toll Free: +1-800-792-5285

UK: +44-845-528-1300 | India (Pune): +91-20-66346060

David Correa
Allied Market Research
+1 800-792-5285
[email us here](#)
Visit us on social media:
[LinkedIn](#)
[Facebook](#)
[YouTube](#)
[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/842883418>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.