

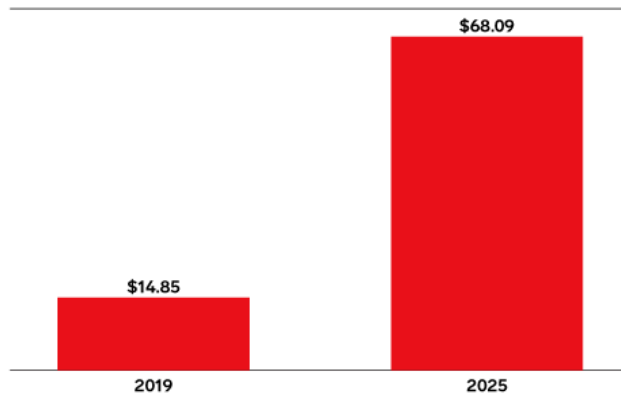
Big data analytics worldwide revenues will grow more than fourfold by 2025

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eMarketer Editors

Analytics, modeling, and data management has become a multibillion-dollar industry. Worldwide revenues for big data analytics—including predictive analytics and consumer scoring—is forecast to grow by nearly 450% to reach \$68.09 billion in revenues by 2025.

**Big Data Analytics Revenues Worldwide,
2019 & 2025**
billions



Note: includes data discovery and visualization and advanced analytics
Source: Frost & Sullivan, "Global Big Data Analytics Market Fueling Artificial Intelligence, 2020," Aug 31, 2020

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Demand for tools to navigate the coronavirus pandemic has pushed applications of predictive analytics and consumer scoring further than what was previously possible or perhaps socially accepted.

For example, aggregate telco data is being used to report on population mobility during lockdowns, and landlords are sharing data with consumer scoring agencies about tenants' likelihood to pay rent or flag potential evictions.

Read More:

- [California's Apple and Google-based contact tracing app will rely on consumers' willingness to use it](#)
- [Predictive analytics and consumer scoring: How companies use AI, machine learning & big data to create predictive models](#)
- [Microsoft's Azure Purview data governance service will help enterprises manage data](#)

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