

# Data Integration By the Numbers

of data integration. Here are some statistics that provide insights into where the field is headed.

Data is king, so don't take our word for these trends shaping the future

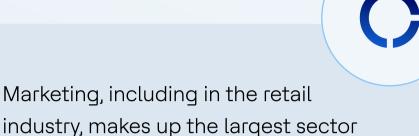


Global market size

## \$17.1 billion by 2025

size is expected to reach \$17.1 billion by 2025, with \$4.87 billion of that belonging to the U.S.

The global data integration market



of data integration income at 26%, but HR data integration is growing.

Marketing, including in the retail

#### Marketing is the largest sector

Market share

35.5% of

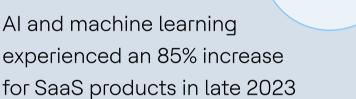
On-site X Cloud servers

## organizations chose on-site servers

based solutions, with 32.3% of these citing cybersecurity concerns and 24.6% worried about proper data integration.

In 2022, 35.5% of organizations

chose on-site servers over cloud-



compared to the year before.

Al and machine learning



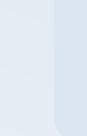
Al application

### Al and machine learning for SaaS products

is the average cost of data breach

Cybersecurity

\$5.17 million



**Data sets** 

40% of

due to poorly

integrated data

The average breach cost of

data stored in public clouds

is \$5.17 million.

initiatives fail



Market growth 117% YoY growth

processes can improve data

quality by up to 20%

market

in data integration

40% of business initiatives

fail because of poorly

integrated data sets.

### **Data quality** Al can Using AI in data integration

improve data quality

Data is an ever-growing market, so expect more money to be

by up to 20%

innovations in the coming years. Sources: Precedence Research (Data Integration Market Size, Share, and Trends 2024 to 2033; Techopedia (50+ Essential SaaS) Statistics You Need to Know in 2024); IBM Security (Cost of a Data Breach Report 2024); Actioner (Data integration in 2024); DATAFOREST (Data Integration and AI: From Silos to Synergy); McKinsey Technology (Data Delivery and Transformation).

spent on these data integration trends and other surprising



About **Actian Corporation** Actian makes data easy. We deliver cloud, hybrid, and on-premises data solutions that simplify how people connect, manage, and analyze data. We transform business by enabling customers to make confident, data-driven decisions that accelerate their organization's growth. Our data platform integrates seamlessly,

performs reliably, and delivers at industry-leading speeds.



Data integration is the

fastest-growing Data

117% growth YoY.

and AI market, showing

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