

# Data Integration

By the Numbers

Data is king, so don't take our word for these trends shaping the future of data integration. Here are some statistics that provide insights into where the field is headed.

## Global market size

# \$17.1 billion by 2025



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



## Market share

# Marketing is the largest sector

Marketing, including in the retail industry, makes up the largest sector of data integration income at 26%, but HR data integration is growing.



## On-site X Cloud servers

# 35.5% of organizations chose on-site servers

In 2022, 35.5% of organizations chose on-site servers over cloud-based solutions, with 32.3% of these citing cybersecurity concerns and 24.6% worried about proper data integration.



## AI application

# 85% increase in AI and machine learning for SaaS products

AI and machine learning experienced an 85% increase for SaaS products in late 2023 compared to the year before.



## Cybersecurity

# \$5.17 million is the average cost of data breach

The average breach cost of data stored in public clouds is \$5.17 million.



## Data sets

# 40% of initiatives fail due to poorly integrated data

40% of business initiatives fail because of poorly integrated data sets.



## Market growth

# 117% YoY growth in data integration market

Data integration is the fastest-growing Data and AI market, showing 117% growth YoY.



## Data quality

# AI can improve data quality by up to 20%

Using AI in data integration processes can improve data quality by up to 20%

Data is an ever-growing market, so expect more money to be spent on these data integration trends and other surprising 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](#)).



## 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.