

## **IDC: BDA Revenues to Reach \$260bn in 2020**

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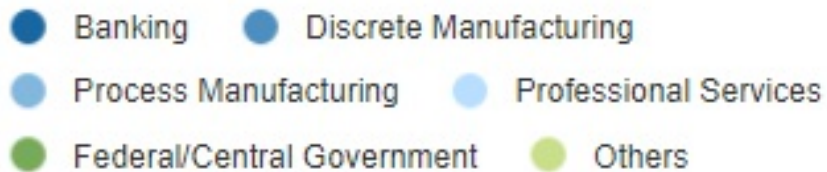
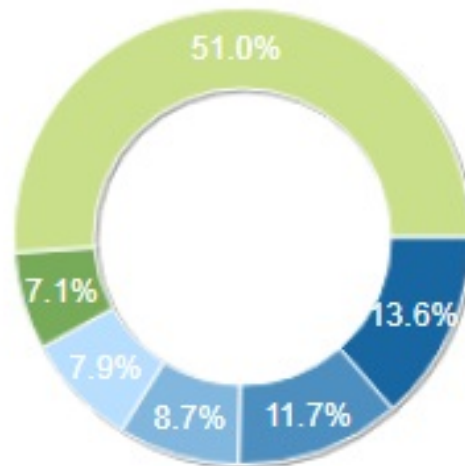
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According to IDC, global big data and business analytics (BDA) solution revenues will reach \$260 billion in 2020 with a CAGR of 11.9% over the 2017-2022 period. Revenues for 2018 should total \$166bn, an 11.7% increase over 2017.

The industries driving such revenues are banking, discrete manufacturing, process manufacturing, professional services and federal/central government. Combined, these 5 industries account for nearly 50% (\$81bn) of global 2018 BDA revenues. The 5 industries are also the largest BDA opportunity in 2022, with a total investment reaching \$129bn. The industries with the fastest BDA revenue growth are retail (13.5% CAGR), banking (13.2% CAGR) and professional services (12.9% CAGR).



### Top Industry Based on 2018 Market Share (Vendor Revenue (Constant))



Source: IDC Worldwide Semiannual Big Data and Analytics Spending Guide, 2017H2

[IDC WW Semiannual BDA Spending Guide](#)