Global NoSQL Market (Type, Application, Verticals and Geography) Size, Global Trends, Company Profiles, Demand, Insights, Analysis, Research, Report, Opportunities, Segmentation and Forecast, 2013 - 2020

Description:
NoSQL (Not Only SQL) is a database mechanism developed for storage, analysis and access of large volume of unstructured data. NoSQL allows schema-less data storage which is not possible with relational database storage. The benefits of using NoSQL database include high scalability, simpler designs and higher availability with more precise control. The ability to comfortably manage big data is another significant reason for the adoption of NoSQL databases. The lack of awareness regarding NoSQL benefits over relational database approaches is a major restraint for the wider adoption of NoSQL technology. Lack of infrastructure to support NoSQL solutions also limits its adoption among enterprises. However, in the next few years, the awareness would increase and NoSQL databases would witness rapid adoption in order to support explosively increased business data, especially, in social networks, retail, e-commerce, etc.

The market is segmented into types of NoSQL databases, into categories such as document store, key-value stores, graph based databases and column storage. According to applications, the market is classified into data storage, e-Commerce, web applications, social networking, mobile applications and data analytics. The NoSQL databases are found useful in industrial verticals such as retail, gaming, IT and others. Geographically, the market is segmented across North America, Europe, Asia-Pacific and Latin America, Middle East & Africa (LAMEA).

In order to gain competitive insights of the market, leading players are analyzed in the report along with their key business strategies. The report covers an analysis of key vendors such as MongoDB, Cassandra, Couchbase, Neo4j, MarkLogic, Amazon Web Services, Basho Technologies, Aerospike, InfiniteGraph and Hypertable Inc.

Key Benefits:
- Competitive advantages of NoSQL features described in the report highlight the market potential in a comprehensive manner.
- Value chain analysis provides key inputs on the role of all key intermediaries in the market which would better help in devising appropriate strategies.
- Porter’s five force analysis highlights the potency of suppliers & buyers along with a competitive scenario of the market, which would facilitate efficient business planning.
- Estimations are made in accordance to the current market scenario and projected future trends for the analysis period of 2014-2020, with base figures of 2013.

Contents:
CHAPTER 1 INTRODUCTION
1.1 Report Description
1.2 Key market segments
1.3 Key benefits
1.4 Research methodology
1.4.1 Secondary research
1.4.2 Primary research
1.4.3 Analyst tools and models

CHAPTER 2 EXECUTIVE SUMMARY
2.1 CXO perspectives
2.2 Market beyond: What to expect by 2025
2.2.1 Base case scenario
2.2.2 Optimistic case scenario
2.2.3 Critical case scenario

CHAPTER 3 MARKET OVERVIEW

3.1 Market definition and scope
3.2 Key findings

3.2.1 Top impacting factors
3.2.2 Top investment pockets
3.2.3 Top winning strategies

3.3 Porter's five forces analysis

3.3.1 Threat of new entrants
3.3.2 Bargaining power of suppliers
3.3.3 Bargaining power of buyers
3.3.4 Threat of substitutes
3.3.5 Industry rivalry

3.4 Value chain analysis
3.5 Case studies
3.6 Market dynamics

3.6.1 Drivers

3.6.1.1 Rise in unstructured data
3.6.1.2 Attractive business models
3.6.1.3 Demand for data analytics
3.6.1.4 Growing App development business

3.6.2 Restraints

3.6.2.1 Difficulties while testing of NoSQL applications
3.6.2.2 Problems while adoption in structured data applications

3.6.3 Opportunities

3.6.3.1 Growing Big Data market
3.6.3.2 Partnership in the field of Big Data and NoSQL market

CHAPTER 4 GLOBAL NOSQL MARKET BY DATABASE TYPE

4.1 Key value store

4.1.1 Key market trends
4.1.2 Competitive scenario
4.1.3 Key growth factors & opportunities
4.1.4 Market size and forecast

4.2 Document based store

4.2.1 Key market trends
4.2.2 Competitive scenario
4.2.3 Key growth factors & opportunities
4.2.4 Market size and forecast

4.3 Column based store

4.3.1 Key market trends
4.3.2 Competitive scenario
4.3.3 Key growth factors & opportunities
4.3.4 Market size and forecast

4.4 Graph based
4.4.1 Key market trends
4.4.2 Competitive scenario
4.4.3 Key growth factors & opportunities
4.4.4 Market size and forecast

CHAPTER 5 GLOBAL NOSQL MARKET BY APPLICATIONS

5.1 Data storage
5.1.1 Distributed data depository
5.1.1.2 Cache memory
5.1.1.3 Metadata store
5.1.2 Market size and forecast

5.2 E-commerce
5.2.1 Market size and forecast

5.3 Mobile Apps
5.3.1 Market size and forecast

5.4 Data analytics (or aggregation)
5.4.1 Market size and forecast

5.5 Web applications
5.5.1 Session store
5.5.1.2 Ad targeting
5.5.1.3 User profile management
5.5.2 Market size and forecast

5.6 Social networking
5.6.1 Social games
5.6.2 Market size and forecast

CHAPTER 6 GLOBAL NOSQL MARKET BY VERTICALS

6.1 Retail
6.1.1 Market size and forecast

6.2 Online Gaming
6.2.1 Market size and forecast

6.3 IT
6.3.1 Social network management
6.3.2 Web applications management
6.3.3 Market size and forecast

6.4 Others
6.4.1 Government
6.4.2 BFSI
6.4.3 Healthcare
6.4.4 Education
6.4.5 Market size and forecast

CHAPTER 7 GLOBAL NOSQL MARKET

7.1 North America

7.1.1 Key market trends
7.1.2 Competitive scenario
7.1.3 Key growth factors and opportunities
7.1.4 Market size and forecast

7.2 Europe

7.2.1 Key market trends
7.2.2 Competitive scenario
7.2.3 Key growth factors and opportunities
7.2.4 Market size and forecast

7.3 Asia-Pacific

7.3.1 Key market trends
7.3.2 Competitive scenario
7.3.3 Key growth factors and opportunities
7.3.4 Market size and forecast

7.4 Latin America, Middle East and Africa (LAMEA)

7.4.1 Key market trends
7.4.2 Competitive scenario
7.4.3 Key growth factors and opportunities
7.4.4 Market size and forecast

CHAPTER 8 COMPANY PROFILES

8.1 MongoDB Inc.

8.1.1 Company overview
8.1.2 Company snapshot
8.1.3 Key strategies and developments
8.1.4 SWOT analysis of MongoDB

8.2 Couchbase

8.2.1 Company overview
8.2.2 Company snapshot
8.2.3 Key strategies and developments
8.2.4 SWOT analysis of Couchbase

8.3 Amazon Web Services

8.3.1 Company overview:
8.3.2 Company snapshot
8.3.3 Business performance
8.3.4 Key strategies and developments
8.3.5 SWOT analysis of Amazon Web Services

8.4 Aerospike
8.4.1 Company overview
8.4.2 Company snapshot
8.4.3 Key strategies and developments
8.4.4 SWOT analysis of Aerospike

8.5 Neo Technology Inc.
8.5.1 Company overview
8.5.2 Company snapshot
8.5.3 Key strategies and developments
8.5.4 SWOT analysis of Neo Technologies

8.6 Objectivity Inc.
8.6.1 Company overview
8.6.2 Company snapshot
8.6.3 Key strategies and developments
8.6.4 SWOT analysis of InfiniteGraph

8.7 Basho Technologies
8.7.1 Company overview
8.7.2 Company snapshot
8.7.3 Key strategies and developments
8.7.4 SWOT analysis of Basho Technologies

8.8 Apache- Cassandra
8.8.1 Company overview
8.8.2 Company snapshot
8.8.3 Key strategies and developments
8.8.4 SWOT analysis of Apache Cassandra

8.9 Hypertable Inc.
8.9.1 Company overview
8.9.2 Company snapshot
8.9.3 Key strategies and developments
8.9.4 SWOT analysis of Hypertable

8.10 MarkLogic
8.10.1 Company overview
8.10.2 Company snapshot
8.10.3 Key strategies and developments
8.10.4 SWOT analysis of MarkLogic

Table 1  NoSQL Market by Geography, 2013-2020 ($Million)
Table 2  NoSQL Market by Geography, 2013-2020 ($ Million)
Table 3  NoSQL Base Case Scenario Market by Geography, 2020-2025 ($ Million)
Table 4  NoSQL Optimistic Case Scenario Market by Geography, 2020-2025 ($ Million)
Table 5  NoSQL Critical Case Scenario Market by Geography, 2020-2025 ($ Million)
Table 6  Global NoSQL Market by Type, 2013-2020 ($ Million)
Table 7  Global Key Value Store NoSQL Market by Geography, 2013-2020 ($Million)
Table 8  Global Document Store NoSQL Market by Geography, 2013-2020 ($Million)
Table 9  Global Column Based NoSQL Market by Geography, 2013-2020 ($Million)
Table 10 Global Graph Based NoSQL Market by Geography, 2013-2020 ($Million)
Table 11 Global NoSQL Market by Applications by Geography, 2013-2020 ($ Million)
Table 12 Global Data Storage NoSQL Market by Geography, 2013-2020 ($ Million)
Table 13 Global E-Commerce NoSQL Market by Geography, 2013-2020 ($ Million)
Table 14 Global Mobile NoSQL Applications Market by Geography, 2013-2020 ($ Million)
Table 15 Global Data Analytics NoSQL Market by Geography, 2013-2020 ($ Million)
Table 16 Global NoSQL Web Applications Market by Geography 2013-2020 ($ Million)
Table 17  Global Social Networking NoSQL Applications Market by Geography, 2013-2020 ($ Million)
Table 18  Global NoSQL Market by Verticals, 2013-2020 ($ Million)
Table 19  Global NoSQL Retail use Market by Geography, 2013-2020 ($ Million)
Table 20  Global NoSQL Online Game Development use Market by Geography, 2013-2020 ($ Million)
Table 21  Global NoSQL it use Market by Verticals, 2013-2020 ($ Million)
Table 22  Global NoSQL it use Market by Geography, 2013-2020 ($ Million)
Table 23  Global NoSQL Other Vertical Uses Market by Geography, 2013-2020 ($ Million)
Table 24  North American NoSQL Market by Applications, 2013-2020 ($ Million)
Table 25  European NoSQL Market by Applications, 2013-2020 ($ Million)
Table 26  Asia-Pacific NoSQL Market by Applications, 2013-2020 ($ Million)
Table 27  Lamea NoSQL Market by Applications, 2013-2020 ($ Million)
Table 28  Mongoddb Snapshot
Table 29  Couchbase Snapshot
Table 30  Amazon Web Services Snapshot
Table 31  Aerospike Snapshot
Table 32  Neo Technologies Snapshot
Table 33  Infinitegraph Snapshot
Table 34  Basho Technologies Snapshot
Table 35  Apache Snapshot
Table 36  Hypertable Snapshot
Table 37  Marklogic Snapshot

Fig. 1  Top Impacting Factors, Base Case (2020-2025)
Fig. 2  Top Impacting Factors, Optimistic Case (2020-2025)
Fig. 3  Top Impacting Factors, Critical Case (2020-2025)
Fig. 4  Top Impacting Factors
Fig. 5  Top Investment Pockets of NoSQL Market
Fig. 6  Top Winning Strategies In NoSQL Market
Fig. 7  Top Winning Strategies In NoSQL Market by Leading Players
Fig. 8  Porter’S Model of NoSQL Market
Fig. 9  Value Chain Model of NoSQL Market
Fig. 10  Rising Data Volumes
Fig. 11  Example of Key-Value Pair
Fig. 12  Example of Document Database
Fig. 13  Example of Column Store Database
Fig. 14  Example of Graph Database
Fig. 15  Swot Analysis of Mongoddb
Fig. 16  Swot Analysis of Couchbase
Fig. 17  Revenue by Products And Services
Fig. 18  Revenue by Geography ($ Million)
Fig. 19  Swot Analysis of Amazon Web Services
Fig. 20  Swot Analysis of Aerospike
Fig. 21  Swot Analysis of Neo Technologies
Fig. 22  Swot Analysis of Infinitegraph
Fig. 23  Swot Analysis of Basho Technologies
Fig. 24  Swot Analysis of Apache
Fig. 25  Swot Analysis of Hypertable
Fig. 26  Swot Analysis of Marklogic

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