

10 key facts about Big Data in 2024

The **big data analytics market** is forecast to reach a value of around

\$103 B

by 2027.

Approximately

328.77 M

terabytes (0.33 zettabytes) of data are created every day.

Businesses only use

57%

of the **data** they collect

AI can automate up to

70%

of all data **processing** work and **64%** of **data collection** work.

By **2030**, there will be **more than**

32.1 B

devices connected to the **Internet**.

97.2%

of organisations say they are investing in **AI** and **Big Data tools**.

In 2024, the ranking of countries with the most **data centres** in the world is led by the **United States** with

5,381

In the next

5 years

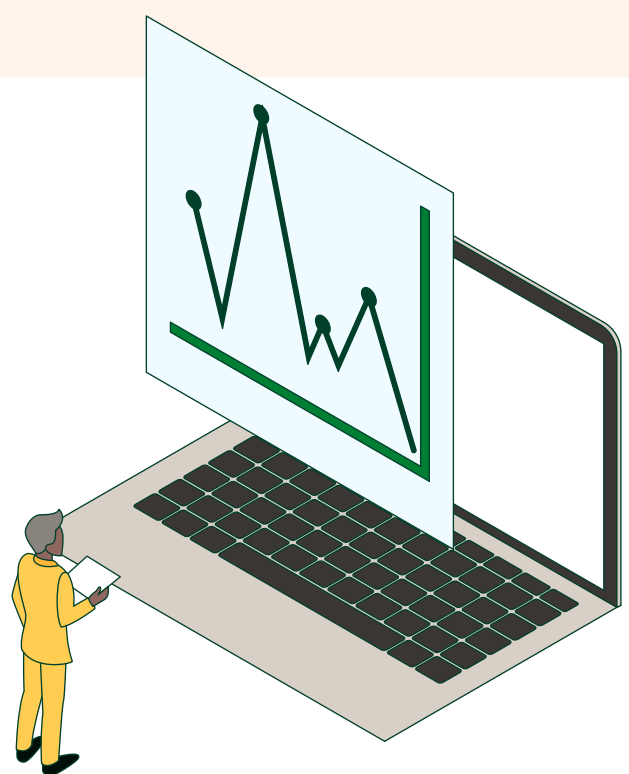
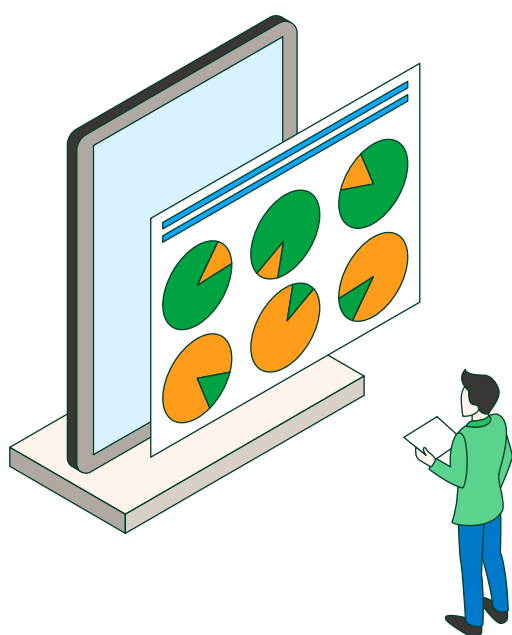
the fastest growing **professions** are expected to be those related to Big Data.

By 2025, the **amount of data produced** could reach

175 zettabytes

(40 times what was generated in 2013).

Big Data could help cure infectious **diseases**, better understand **climate change** and significantly **reduce** business **costs**.



Source: Statista, Innwise, LinkedIn