Data Platforms: Data Warehouses, Data Lakes, and Lakehouses

This market analysis includes data warehouses, data lakehouses, and data lakes all of which are important ways of managing analytic data stores. The usage of each of these types of data platforms is determined by what type of data is stored as well as the type of analytic techniques that are used to generate insights from the data. The research in this program aligns closely with the data control plane that helps govern and manage the data.

MARKETS AND SUBJECTS ANALYZED

- This research program will analyze the core technologies leveraged in implementing an analytic data platform, whether in the cloud, on premises, or in hybrid and multicloud environments. Implementation will require technology selection for the core platform, and it will also involve the integration of existing data sources into the analytic data store through ingestion and transformation.
- This program will also look at how data is structured and modeled within data platforms, providing vendors with advice on different data modeling techniques that need to be supported and how to govern and control the data that exists within the data platform and all systems that feed or extract data from the platform.

- Analytic data stores are created for reporting, analytics, dashboards, and training artificial intelligence, and this program will also focus on the types of technologies used to consume data managed by the analytic data platform.
- Analytic data platforms are increasingly supporting real-time data streams for real-time analytics, and this program will explore the adoption and application of streaming data within data platforms.
- Competing table structures are emerging in the market, namely, Iceberg and Delta. This program will help vendors understand the benefits of supporting either one or both, in technology being delivered to the market.

CORE RESEARCH

- IDC Market Glance: Data Plane
- IDC ProductScape: Data Platforms
- Market Analysis Perspective: Data Platforms
- Data Platforms Innovators Report

- Analytic Data Management Software Market Shares, 2024
- Analytic Data Management Software Forecast, 2025–2029
- IDC PeerScape: Data Platforms

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: Data Platforms: Data Warehouses, Data Lakes, and Lakehouses.

KEY QUESTIONS ANSWERED

1. How big is the market in terms of revenue, and who are the key software vendors by market share?
2. What is the five-year revenue forecast for the market?
3. What are the current trends in the market such as support of cloud, multicloud, hybrid, and open source technologies?
4. How can vendors differentiate themselves against the competition?
5. How are customers governing and consuming data managed by analytic data platforms?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the *Data Platforms: Data Warehouses, Data Lakes, and Lakehouses* market, including:

AtScale, AWS, Cloudera, Databricks, Denodo, Dremio, Google, Hewlett Packard Enterprise (HPE), IBM, Microsoft, Oracle, SAP, Snowflake, Starbust, and Teradata.