



European Data Market: An overview of the status-quo, trends and forecast

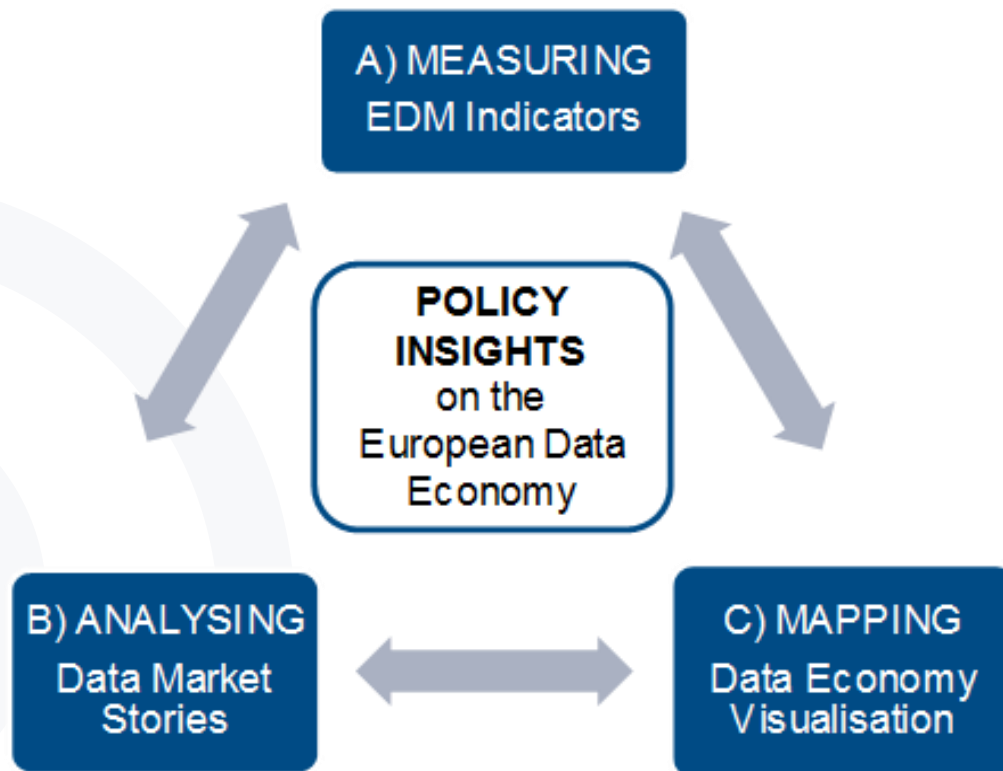
Nevena Raczko, IDC



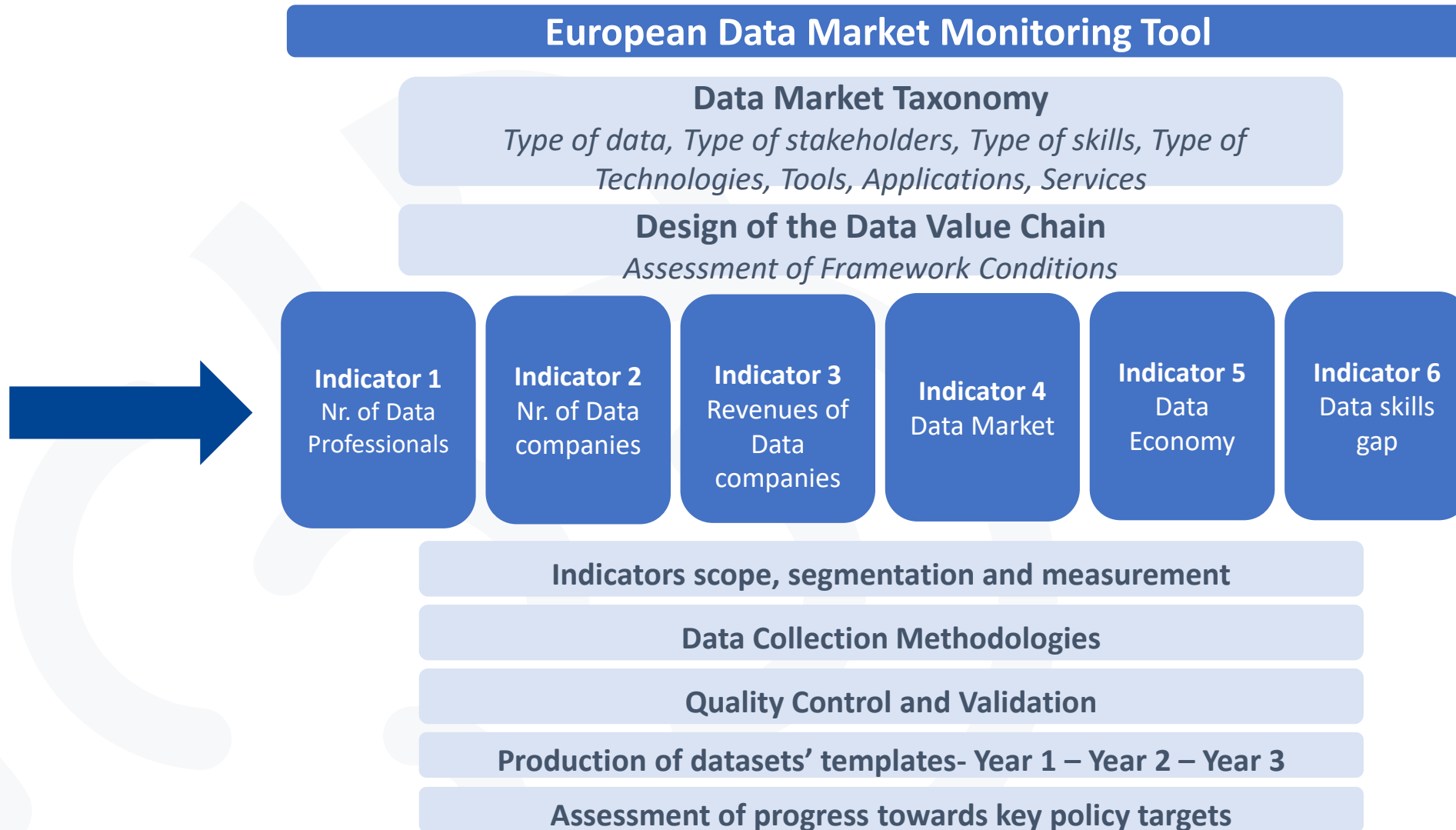
AI-SPRINT project has received funding from the European Union Horizon
2020 research and innovation programme under Grant Agreement **No. 101016577**.



MAIN OBJECTIVES



Complex Conceptual Framework



Data Market and Data Economy



The **DATA MARKET** is the *marketplace* where digital data is exchanged as “products” or “services” as a result of the elaboration of raw data. Including imports and excluding the exports of the European data companies.



The **DATA ECONOMY** measures the *overall impacts* of the data market on the economy as a whole. It considers *the value and wealth* generated in the economy as a whole (not just across businesses) by the exploitation of data.

Three Scenarios for the European Data Economy

2025 Starting point

BASELINE SCENARIO 2030

Continuation of current growth trends and the evolution of current framework condition.

HIGH GROWTH SCENARIO 2030

Data market enters a faster growth trajectory, thanks to more favourable framework conditions.

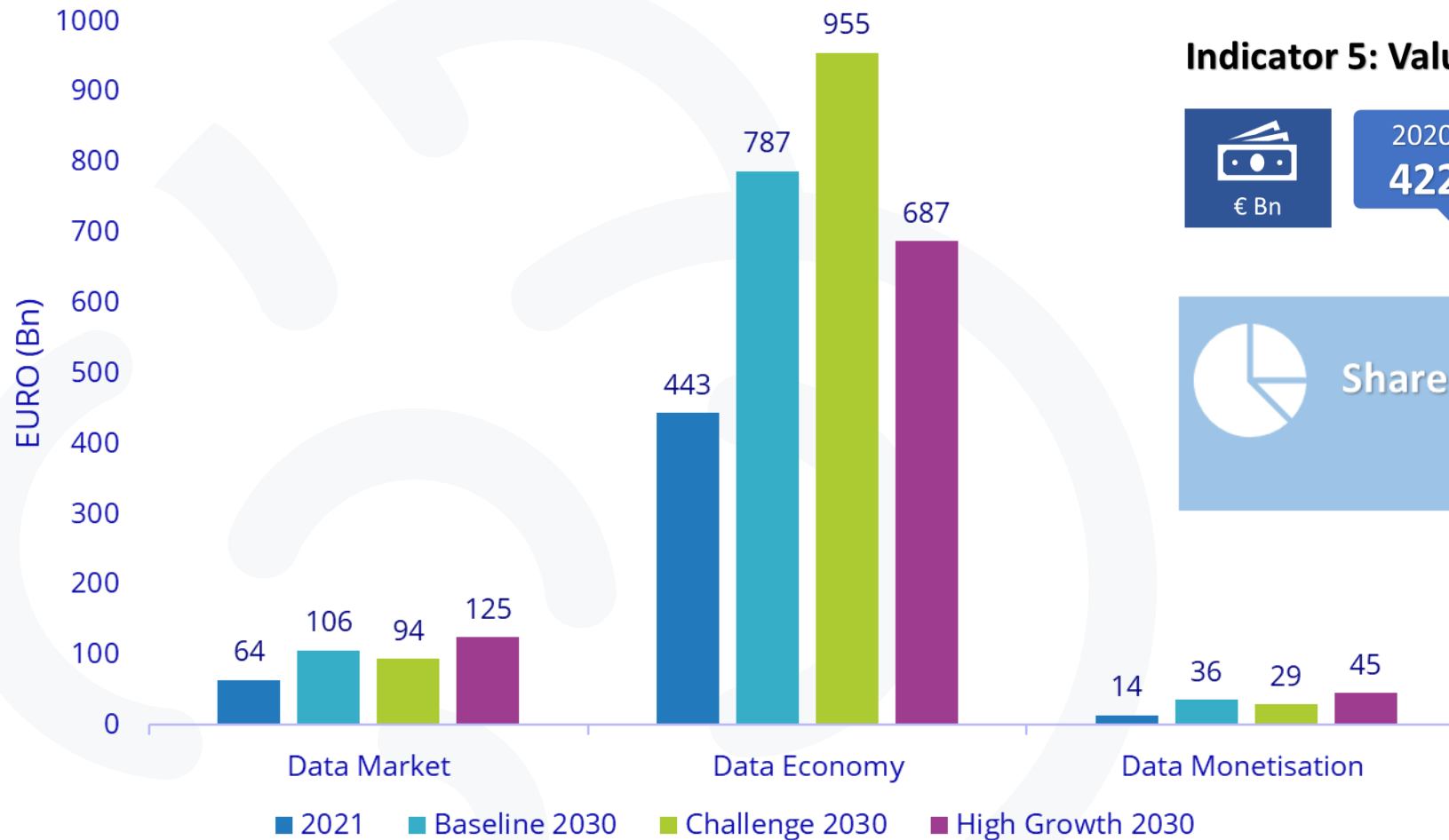
CHALLENGE SCENARIO 2030

The data market grows more slowly than in the Baseline scenario because of less favourable framework conditions and less positive macroeconomic contexts.

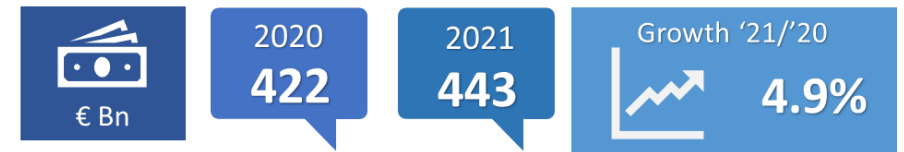
What is the EU's Data Economy GDP share?

- A. Between 1-2 %
- B. Between 2-3%
- C. Between 3-4%
- D. Between 4-5%

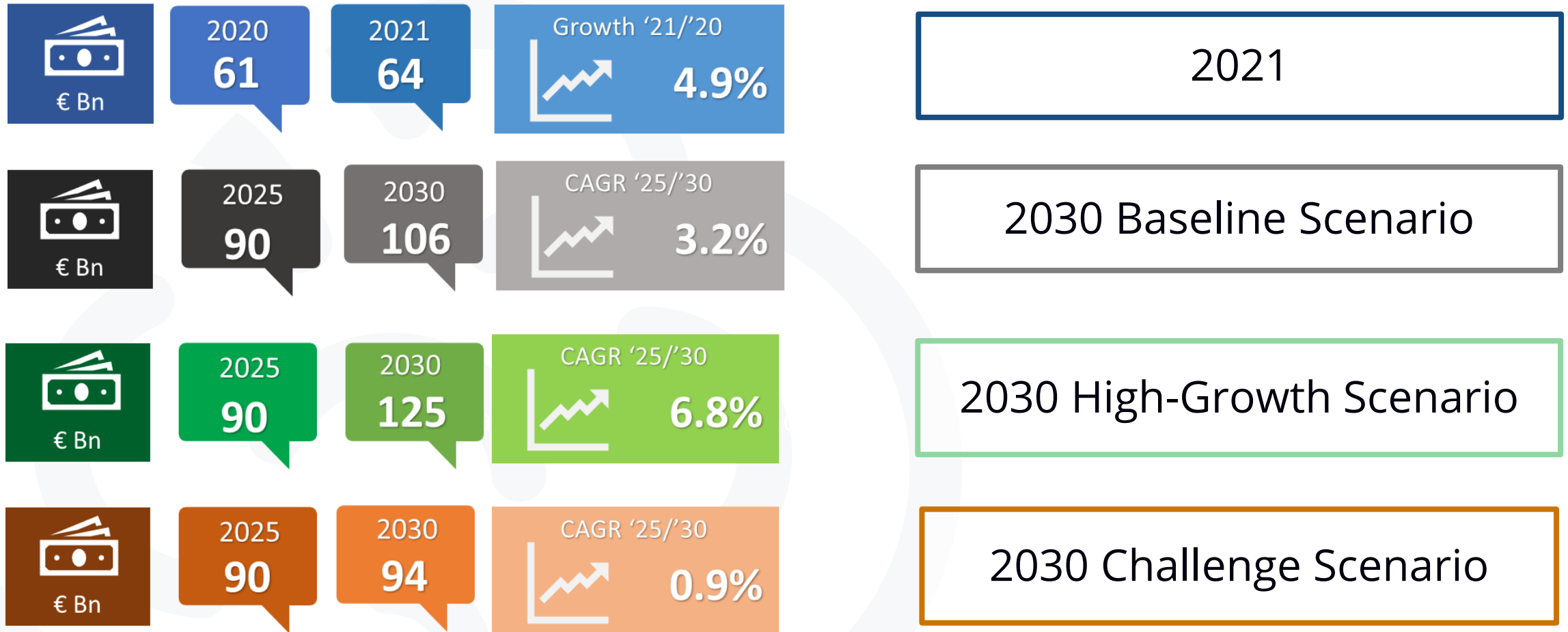
The Three Scenarios of Europe's Data Economy



Indicator 5: Value of the Data Economy

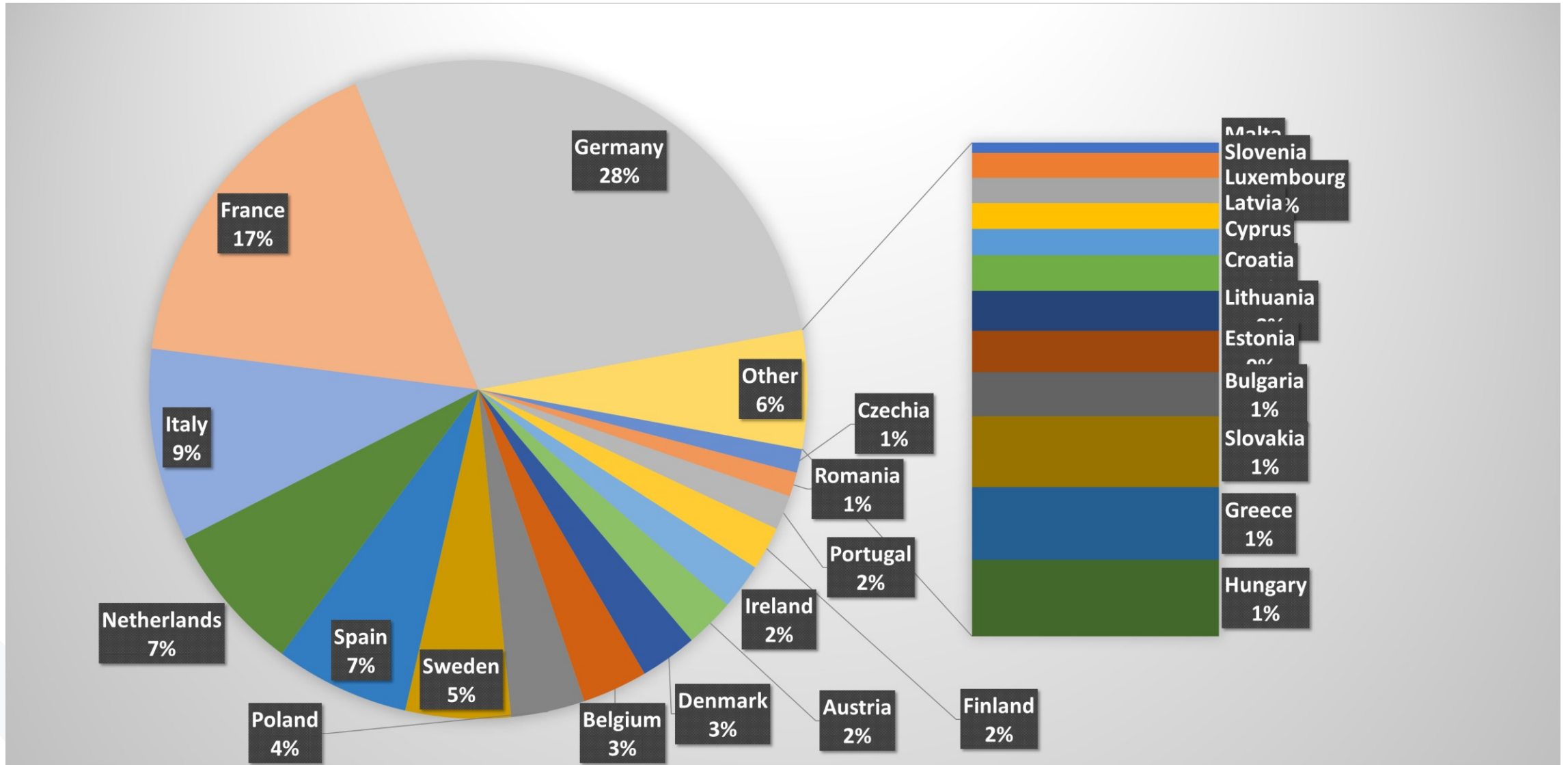


The European Data Market (EU27)

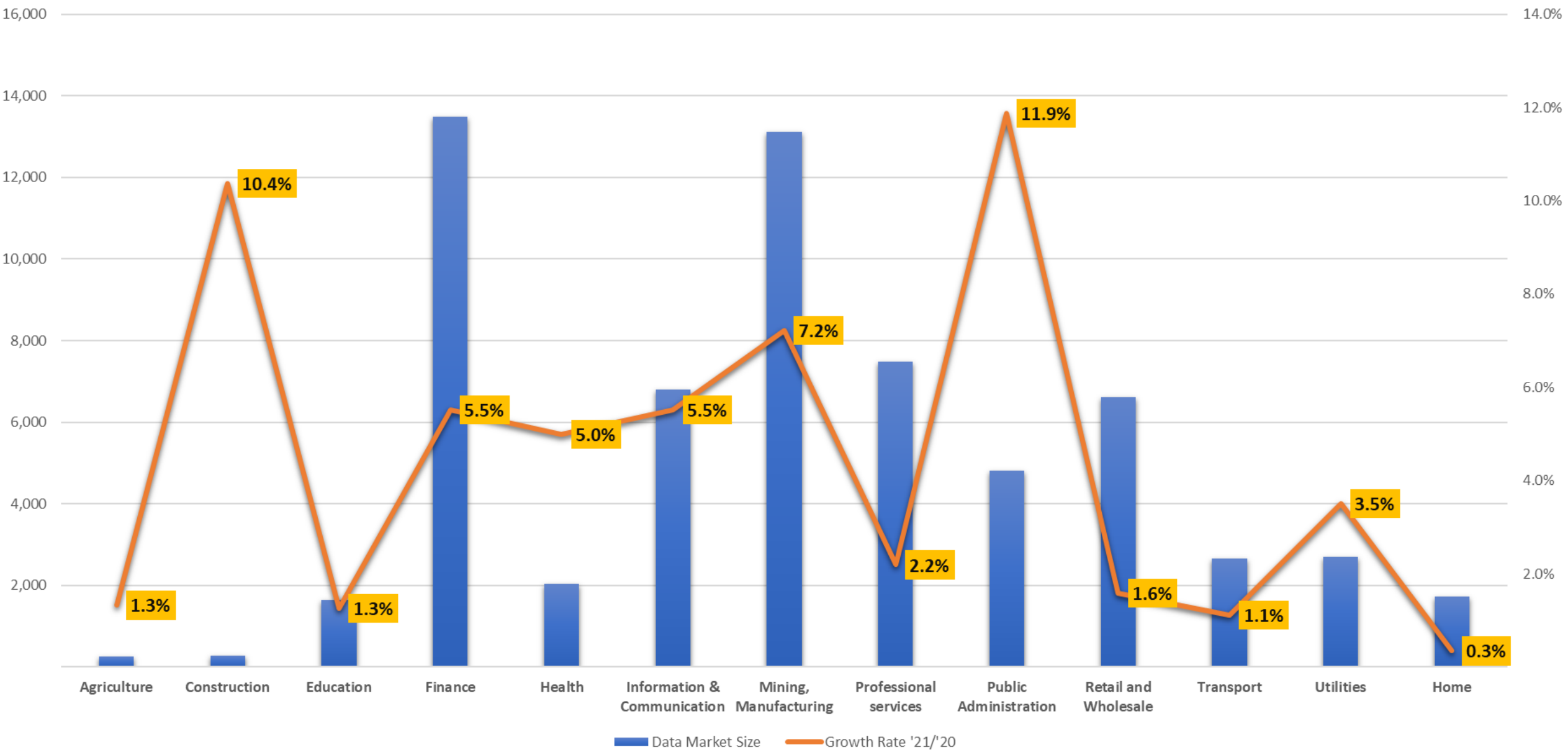




Data Market by Member State



Data Market Value by Industry



For more information



DATA**LANDSCAPE**



twitter.com/eudatalandscape



<https://digital-strategy.ec.europa.eu/en/library/results-new-european-data-market-study-2021-2023>

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