

# 9 Data Trends for 2025: New Data Trends go far beyond technical innovations

Passau, December 5, 2024. In 2025, the way companies use data will undergo significant changes. New trends in the data world go far beyond technical innovations: they focus on real business advantages, sustainable efficiency improvements, and new revenue opportunities. Below, we explore the most important developments that will be relevant in the near future and provide tips on how companies can leverage these trends immediately.

Dr. Andreas Böhm, founder and CEO of One Data GmbH, highlights current trends that will shape corporate data strategies in the coming year and offers concrete recommendations.

## 1. Real-Time Analytics Become the Standard

Real-time analytics enable businesses to respond swiftly and agilely to market changes and make decisions without delay. According to a study by [MIT CISR](#), companies operating in real-time achieved 62% higher revenue growth and 97% higher profit margins compared to slower competitors. This development is particularly relevant in dynamic sectors such as finance, retail, and logistics, where quick adjustments are critical for success. According to [McKinsey](#), companies using real-time analytics experience a 5-6% increase in profitability.

Tip: In industries with frequent and unpredictable market changes, businesses should focus on fast data streams in 2025 and consider implementing event-driven architectures to process data continuously.

## 2. AI and Machine Learning as Driving Force

Artificial Intelligence (AI) and Machine Learning (ML) have the potential to transform the entire data landscape. A [PwC study](#) estimates that AI could create \$15.7 trillion in economic value by 2030. Notably, AI can improve decision-making, automatically detect anomalies, and even enhance customer engagement through personalized offers. A [recent study](#) revealed that 89% of executives believe personalization will be critical to their company's success in the next three years. AI-driven personalization can thus contribute significantly to revenue growth in 2025.

Tip: AI must be part of the data strategy for 2025—whether for personalized customer engagement or predictive maintenance. Companies should prioritize explainability and fairness in AI to build trust (see Point 8).

## 3. Data Governance and [Privacy by Design](#)

Data protection is not only a legal requirement but also a business imperative. [Gartner®](#) predicts that by 2025, 75% of the world's population will have personal data covered by modern privacy regulations. Fines for violations, such as those under the General Data Protection Regulation ([GDPR](#)), highlight the importance of compliance; these fines reached €2.1 billion in 2023, according to Statista. Companies adopting privacy by design early can avoid penalties and strengthen customer trust.

Tip: Investing in automated governance frameworks that monitor and enforce privacy regulations throughout data workflows is worthwhile. Transparent privacy practices also bolster customer loyalty.

## 4. Data Monetization as a Revenue Source

Offering data as a service or product opens up new sources of revenue - this is particularly evident in the rapidly growing market for data monetisation, which, according to [current studies](#), is expected to grow by over 20% annually to around USD 15.5 billion by 2030. This involves not only the sale of raw data, but also value-adding data products such as subscription-based services.

Tip: Companies should identify their most valuable data and explore opportunities to develop products that offer value to external partners. Data marketplaces will be an exciting avenue for monetization in the future.

## 5. Data and “Data Products” as Core Business Competencies

In 2025, data and [“data products”](#) can form the foundation for business decisions across all departments. Low-code and no-code platforms make data accessible to non-technical teams, enabling faster decisions and reducing dependence on IT departments.

Tip: CEOs and CIOs must facilitate the use of low-code tools so business units can independently develop data solutions. This approach broadens data competency and fosters agility.

## 6. MLOps and Automation

The complexity of data-driven products, especially those with machine learning components, is increasing. Machine Learning Operations (MLOps) simplifies the management of ML projects and reduces manual effort. Companies adopting MLOps can deploy models faster and continuously monitor their performance.

Tip: To ensure sustained relevance and performance, businesses should automate the lifecycle of their AI models.

## 7. Multi-Cloud and Interoperability

According to [IDC studies](#), over 80% of companies already pursue a multi-cloud strategy for flexibility, cost optimization, and avoiding vendor lock-in. Interoperability between different cloud providers is becoming essential.

Tip: A data architecture should function independently of specific cloud platforms, minimizing dependencies and enabling a more flexible and resilient data strategy.

## 8. Ethical AI and Responsible Development

The importance of ethical principles in AI development is growing. [Studies](#) show that 62% of consumers trust companies more when their AI systems are transparent and free from bias. Businesses that establish responsible AI frameworks can build long-term customer trust.

Tip: Ethical principles should be integrated at every stage of the data strategy. Employing [Explainable AI](#) methods enhances transparency and trust.

## 9. Balancing Complexity and Creating Clarity

The data landscape is becoming increasingly complex. The trend is toward simplified processes and clear, understandable metrics that all departments can use. Companies that systematically simplify their data landscape save time and costs and improve efficiency (according to Gartner®, Top Trends in Data and Analytics 2024).

Tip: Every data initiative requires a clear communication strategy. Less is often more—clear, meaningful metrics facilitate collaboration and foster a data-driven culture.

## Conclusion

For businesses aiming to remain competitive in 2025, understanding these trends and proactively integrating them into their strategy will be crucial. Implementing “quick wins”—actions that can be executed quickly and deliver immediate value—is recommended for efficiently deploying data strategies. Early adopters will not only achieve greater efficiency but also higher profitability.

The insights presented stem from an analysis of current data studies and interviews conducted by One Data with leading data experts. Combined with findings from market reports and professional literature, these trends offer a practical overview of the most important developments through 2025.

## About One Data

One Data is a German software company and an European leader in data product management. Founded by Dr. Andreas Böhm in 2013, the company – with its 200+ employees in Passau, Munich, Frankfurt am Main and Berlin – provides the first available Data Product Builder designed specifically for innovative and collaborative data teams. This enables such teams to create and use comprehensive data products, establish a data-driven culture and unlock the full potential of data. Data products built in One Data transform raw data into actionable insights, empowering businesses to make informed decisions, optimize processes, and drive innovation. The Data Product Builder streamlines the development process, reducing time-to-market for data products, ensures scalability and flexibility in handling diverse data sources, and ultimately unlocks the value of data assets more efficiently. With the establishment of a Data Product Marketplace, One Data strategically dismantles data silos, creating a central space for data collaboration and seamless sharing. The company concentrates on bridging the gap between data experts and non-technical business users, enabling them to build, manage, and share data products efficiently while ensuring interoperability and high data quality. The outcomes include more stable supply chains, more accurate forecasts, faster R&D processes, and more efficient data teams

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