



Big data revenues are expected to grow from USD 205bn in 2020 to USD 300bn in 2025. (UBS)

# How the data universe could grow more than 10 times from 2020 to 2030

21 March 2024, 12:55 pm CET, written by UBS Editorial Team

**Driven by a desire to stay connected all the time and the need to efficiently multitask throughout a busy day, most of us are producing unprecedented amounts of data.**

The global demand and dependence on data has led to an exponential growth in data creation in the past decade. Accelerated by the COVID-19 pandemic, we expect this trend to continue in the current decade. The structural shift, including the popularization of smartphones, has altered the landscape of data connectivity, increasing the adoption of artificial intelligence and the deployment of 5G wireless. Driven by a desire to stay connected all the time and the need to efficiently multitask throughout a busy day, many of us have become digital omnivores, producing unprecedented amounts of data. In the next decade, favorable demographics and other secular trends are expected to drive solid data growth.

## Projections and opportunities

- **Internet penetration**

Over the next decade, the global internet user base is expected to increase by 2bn, and internet penetration to reach 82%.

- **Internet of Things (IoT)**

According to Ericsson, the number of IoT units is expected to grow from 14.6 bn units in 2021 to 30.2 bn units in 2027.

- **Data**

Data goes through six distinct stages during its life.

- **Data universe growth**

We expect the data universe to grow more than 10 times from 2020 to 2030, reaching 660 zettabytes—equivalent to 610 iPhones (128GB) per person.

- **Big data growth**

Big data revenues are expected to grow from USD 205bn in 2020 to USD 300bn in 2025.

- **Data storage costs**

Data storage costs generally decline by 25–30% a year.

Some **near-term drivers of the Digital data include**, Internet penetration, Changing consumer digital life-styles and Internet of Things

Main contributors - Sundeep Gantori, Bennett Chu, Kevin Dennean

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For more, [see the one pager on the Digital data.](#)

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