

BCG Expand, Launches Breakthrough Market Sizing Solution for the Global Market Data Ecosystem

A new standard for data vendors and financial institutions navigating a fragmented \$48B market.

BCG Expand today announced the broad launch of a next-generation Market Sizing Solution, developed in collaboration with Douglas B Taylor, best known for founding Burton-Taylor International Consulting, and now working independently. After months of successful client adoption and refinement, this unique offering is now available to the wider market.

The solution redefines how financial institutions and data vendors assess the \$48 billion global market data industry. By combining BCG Expand's strategic acumen with Taylor's deep industry expertise and a refreshed methodology, the offering delivers a more accurate and granular view reflective of today's market – covering more than 1,700 vendors.

"At BCG Expand, we've seen first-hand how financial institutions are struggling to navigate this fragmented and opaque market," said CEO Damian McCarthy. "Clients tell us they don't just want more data – they want a clearer picture of where the market is headed and how to act on it. With this launch, we're closing that gap for both data consumers and vendors, giving decision-makers the clarity they need to understand the realities they face today and the opportunities ahead. This isn't just market intelligence; it's about helping our clients turn insight into action."

Key Features of the Market Sizing Solution include:

- **Sharper Market View:** Redefines total market size based on real procurement and usage behaviours.
- **Deeper Insights:** Enables segmentation by asset class and sub-segment to detect trends and spot M&A opportunities earlier.
- **Mapping the Long Tail:** Captures \$11B of market value attributed to specialist and smaller vendors – previously underrepresented.
- **Strategic Impact:** Informs decisions in corporate development, product strategy, go-to-market, and investment planning.

This new solution is spearheaded by a growing team including Tracy DeLuca, former Global Sales Manager at Burton-Taylor, who joined BCG Expand earlier this year to support the commercialization efforts.

“The market data space has changed dramatically since I founded Burton-Taylor in 2006 and created the industry’s first true benchmark in 2008,” said Taylor. “Mergers, acquisitions, new data providers, and evolving client appetites for information have rendered the original methodology antiquated. When I committed to refreshing and redefining the benchmark for today’s market data industry more accurately, I targeted BCG Expand as the perfect partners. Our combined unique understanding of the market, along with more accurate analysis and updated methodology, has allowed us to create what I am certain will become the new industry standard.”

Built for Strategic Clarity and Industry Evolution

BCG Expand’s Market Sizing Solution is not only a tool for sharper intelligence but a platform for strategic action — enabling clients to confidently navigate shifting dynamics, identify new opportunities, and benchmark against peers with greater precision. The offering is differentiated by its bespoke, consultative approach, combining data with advisory insight to support actionable decision-making.

“BCG Expand has a long history of providing such intelligence to data consumers,” said McCarthy. “It’s exciting to offer similar insights to the vendor community. We feel this increased visibility and intelligence will allow vendors to create more innovative products and lead to increased competition and, in turn, better service for the data consumers. We see it as a major benefit for all market participants.”

The new market sizing solution is available immediately to both financial institutions and data vendors worldwide. For more information or to arrange a call, please reach out to tracy.deluca@bcgexpand.com

About BCG Expand

BCG Expand is a leading provider of proprietary data insights and strategic advisory services for financial institutions. Founded in 2001 and part of the Boston Consulting Group since 2011, we support over 100 of the world’s top financial institutions in making smarter decisions, improving performance, and identifying growth opportunities. With offices in London, New York, Singapore, Delhi, Toronto, and Frankfurt, we combine a unique industry taxonomy, granular data, and deep expertise to deliver actionable intelligence that drives strategic transformation.

About Douglas B Taylor

Douglas B Taylor, founder of Burton-Taylor and now of douglasbtaylor International Consulting LLC, is a highly respected voice in the market data industry. Building on his longstanding relationships with BCG, he chose BCG Expand as his partner in developing this updated sizing model, recognizing the industry’s need for a more accurate and forward-looking approach.