

Global B2B SaaS Market Size study & Forecast, by Software Type (Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM)) by Deployment Type (Public and Private) and Application (Customer Management, Finance & Accounting, Human Resource Management, Supply Chain Management, Marketing & Sales, Other Enterprise Functions) By Enterprises (Large Enterprises, Small and medium Enterprises), By Industry (BSFI, IT & Telecomm, Healthcare, Retail, Manufacturing, Other), and Regional Forecasts 2025-2035

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Abstracts

The Global B2B SaaS Market is valued at approximately USD 393.01 billion in 2025 and is projected to expand at a CAGR of 19.60% over the forecast period 2025-2035. Business-to-business software-as-a-service (B2B SaaS) platforms enable organizations to streamline operations, enhance customer engagement, and manage enterprise functions remotely through cloud-based infrastructure. These solutions offer modular applications and scalable deployment models that range from customer relationship management and enterprise resource planning to advanced analytics and workflow automation. The accelerating shift toward digital transformation, coupled with the demand for cost-effective, flexible, and scalable software solutions, is driving robust growth across global enterprises. Strategic adoption is further propelled by the need to optimize operational efficiency, ensure compliance, and integrate diverse business functions seamlessly.

The increasing reliance on cloud technologies and remote collaboration tools has catalyzed significant demand for B2B SaaS solutions. Organizations across sectors are leveraging these platforms to facilitate real-time data management, automate critical workflows, and achieve improved business agility. According to industry analyses, the adoption of cloud-based enterprise solutions surged during 2023, driven by the emphasis on digital resilience and hybrid work environments. Moreover, the ongoing innovation in software capabilities, coupled with AI-driven analytics and automation, offers lucrative avenues for market expansion. However, concerns around data privacy, cybersecurity risks, and regulatory compliance may temper adoption rates, influencing growth dynamics throughout the forecast period of 2025-2035.

The detailed segments and sub-segments included in the report are:

By Software Type:

Enterprise Resource Planning (ERP)

Customer Relationship Management (CRM)

By Deployment Type:

Public

Private

By Application:

Customer Management

Finance & Accounting

Human Resource Management

Supply Chain Management

Marketing & Sales

Other Enterprise Functions

By Enterprises:

Large Enterprises

Small and medium Enterprises

By Industry:

BSFI

IT & Telecomm

Healthcare

Retail

Manufacturing

Other

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe (ROE)

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific (RoAPAC)

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Enterprise Resource Planning Solutions Expected to Dominate the Market

ERP solutions are poised to hold a commanding share within the B2B SaaS ecosystem, driven by their critical role in centralizing operations, streamlining cross-departmental workflows, and ensuring financial and operational visibility. Organizations increasingly prioritize ERP modules that integrate with CRM and analytics platforms, creating a cohesive software environment that enhances decision-making and operational efficiency. While ERP maintains dominance, CRM adoption continues to rise rapidly, particularly in customer-centric sectors, reflecting the evolving demand for personalized client engagement and real-time data insights.

Public Cloud Deployments Lead in Revenue Contribution

When segmenting the market by deployment type, public cloud solutions currently account for the largest revenue contribution. These solutions offer scalability, lower upfront costs, and seamless global accessibility, making them highly attractive for enterprises pursuing digital transformation strategies. Private cloud deployments, while representing a smaller market share, are witnessing accelerated adoption in industries with stringent data security and compliance requirements. The nuanced market landscape underscores a dual growth pattern: public cloud dominates in volume and revenue, whereas private cloud is emerging as the fastest-growing segment driven by regulatory and industry-specific considerations.

The Global B2B SaaS Market spans multiple regions including North America, Europe, Asia Pacific, Latin America, and the Middle East & Africa. North America held the largest market share in 2025, supported by its mature enterprise ecosystem, extensive adoption of cloud technologies, and advanced digital infrastructure. The region continues to leverage SaaS platforms to enhance operational efficiency and business agility. Asia Pacific is anticipated to be the fastest-growing region over the forecast period, fueled by increasing digital transformation initiatives, expanding SME adoption, and government support for cloud computing infrastructure. Rapid industrialization, coupled with growing investments in enterprise software solutions in China, India, and Southeast Asia, further reinforces the region's growth trajectory.

Major market players included in this report are:

Salesforce, Inc.

Microsoft Corporation

Oracle Corporation

SAP SE

Adobe Inc.

Workday, Inc.

ServiceNow, Inc.

Intuit Inc.

Zoho Corporation

HubSpot, Inc.

Freshworks, Inc.

SAGE Group

NetSuite Inc.

Infor, Inc.

Coupa Software Incorporated

Global B2B SaaS Market Report Scope:

Historical Data – 2023, 2025

Base Year for Estimation – 2025

Forecast period - 2025-2035

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent to up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained above.

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of the geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of the competitive structure of the market.

Demand side and supply side analysis of the market.

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