

Global Identity as a Service Market Size study, by Component (Provisioning, Single-Sign-On, Multi-Factor Authentication, Audit, Compliance and Governance, Directory Services, Password Management), by Deployment Type (Public Cloud, Private Cloud, Hybrid Cloud), by Enterprise Size (Large Enterprise, Small and Medium-sized Enterprise), by Industry Vertical (BFSI, IT and Telecom, Manufacturing, Government and Public Sector, Energy and Utilities, Healthcare, Others), and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/G4D9D214477CEN.html>

Date: July 2024

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G4D9D214477CEN

Abstracts

Global Identity as a Service Market is valued approximately at USD 6.2 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 27.5% over the forecast period 2024-2032. IDaaS encompasses cloud-based identity and access management (IAM) services provided via subscription. It offers significant benefits such as automating various user account-related operations, reducing company risk, and saving time and money by standardizing crucial identity, authentication, and permission management components. The market is witnessing robust growth, primarily driven by the increasing incidence of cybersecurity breaches and identity-related fraud. The COVID-19 pandemic has accelerated the shift of routine activities and businesses to online platforms, leading to a heightened reliance on digital media and communication networks. Cybercriminals have exploited this shift, causing widespread damage and prompting the adoption of IDaaS solutions. The integration of cloud computing and connected technologies further fuels market expansion.

However, the market faces challenges such as a lack of awareness regarding IAM solutions, especially among small and medium-sized enterprises. Additionally, the shortage of skilled professionals and the complexity of advanced threats pose significant obstacles to market growth. Compliance issues and the fluctuating regulatory landscape also hinder the broader adoption of IDaaS solutions. Despite these challenges, the growing popularity of cloud-based IAM solutions and the rising adoption of emerging technologies such as AI, biometrics, and others present lucrative opportunities for market growth. The integration of AI and machine learning technologies enhances the efficiency of IDaaS solutions, driving their adoption across various sectors.

The key regions considered for the global Identity as a Service Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is a dominating region in the Identity as a Service Market in terms of revenue. The market growth in the region is being attributed to factors including widespread adoption of advanced technologies and robust infrastructure. Whereas, the market in Asia Pacific is anticipated to grow at the fastest rate over the forecast period. The region's increasing demand for digitalization and high internet penetration are anticipated to provide significant growth opportunities.

Major market players included in this report are:

IBM Corporation

Microsoft Corporation

Oracle Corporation

Ping Identity Corporation

Okta, Inc.

SailPoint Technologies Holdings, Inc.

OneLogin, Inc.

Centrify Corporation

Broadcom Inc.

Gemalto NV

Idaptive, LLC

Auth0, Inc.

SecureAuth Corporation

HID Global Corporation

Avatier Corporation

The detailed segments and sub-segment of the market are explained below:

By Component:

Provisioning

Single-Sign-On (SSO)

Multi-Factor Authentication (MFA)

Audit, Compliance and Governance

Directory Services

Password Management

By Deployment Type:

Public Cloud

Private Cloud

Hybrid Cloud

By Enterprise Size:

Large Enterprise

Small and Medium-sized Enterprise

By Industry Vertical:

BFSI

IT and Telecom

Manufacturing

Government and Public Sector

Energy and Utilities

Healthcare

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of 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 competitive structure of the market.

Demand side and supply side analysis of the market.

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