

# **Global Managed Application Services Market Size Study & Forecast, by Organization Size (Small and Medium-scale Enterprises, Large Enterprises), End-User Vertical (BFSI, Retail and E-commerce, IT and Telecom, Manufacturing, Healthcare, Other End-user Verticals) and Regional Forecasts 2025-2035**

<https://marketpublishers.com/r/G0A668E26D0AEN.html>

Date: September 2025

Pages: 285

Price: US\$ 3,750.00 (Single User License)

ID: G0A668E26D0AEN

## **Abstracts**

The Global Managed Application Services Market is valued at approximately USD 6.07 billion in 2024 and is poised to expand at an impressive CAGR of 18.50% during the forecast period of 2025-2035. Managed application services provide organizations with the ability to offload the ongoing management, monitoring, and optimization of their critical business applications to specialized service providers. These offerings not only reduce the burden on in-house IT teams but also ensure enhanced performance, stronger security compliance, and cost efficiency. The surge in cloud adoption, the rising complexity of enterprise applications, and the push for digital transformation have collectively accelerated the demand for managed services worldwide. Organizations are increasingly realizing that outsourcing application management allows them to pivot toward innovation and business agility rather than getting entangled in operational bottlenecks.

The unprecedented rise of digital-first business models has driven enterprises to double down on managed services for sustaining competitiveness. The rapid evolution of hybrid IT infrastructures, coupled with the explosion of SaaS applications, has created a pressing need for scalable management frameworks. Organizations across industries are turning to managed service providers (MSPs) to streamline workflows, reduce downtime, and gain real-time insights into application performance. At the same time, cost optimization pressures are compelling businesses—particularly in emerging

markets—to adopt subscription-based managed service contracts. Despite strong growth drivers, challenges such as integration complexity and concerns around data sovereignty persist, demanding that providers consistently enhance their value propositions.

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

By Organization Size:

Small and Medium-scale Enterprises (SMEs)

Large Enterprises

By End-User Vertical:

BFSI

Retail and E-commerce

T and Telecom

Manufacturing

Healthcare

Other End-user Verticals

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

UAE

Saudi Arabia

South Africa

## Rest of Middle East & Africa

Large Enterprises are expected to dominate the market throughout the forecast period. These organizations are increasingly investing in managed services to cope with the vast complexity of application ecosystems spanning multiple geographies, platforms, and compliance requirements. With their higher IT budgets and heightened focus on cybersecurity, large enterprises are leveraging MSPs to drive application modernization, scalability, and continuous compliance. While SMEs are increasingly adopting managed services due to cost-effectiveness and agility, large enterprises maintain leadership given their scale of operations and strategic dependency on robust digital ecosystems.

The IT and Telecom sector currently contributes the lion's share of revenue within the market. As enterprises within this sector push forward with 5G deployments, cloud integration, and customer experience transformations, the reliance on managed application services has intensified. This industry's fast-paced adoption of digital platforms, combined with high demand for round-the-clock monitoring and rapid scalability, keeps it ahead in terms of revenue contribution. On the other hand, verticals such as healthcare and BFSI are emerging rapidly, fueled by strict compliance requirements and growing consumer reliance on secure, digitally-enabled services, positioning them as high-potential growth drivers for the near future.

The key regions analyzed for the Global Managed Application Services Market include North America, Europe, Asia Pacific, Latin America, and the Middle East & Africa. North America dominated the market in 2024, driven by the presence of leading technology providers, rapid cloud adoption, and a mature ecosystem of managed service vendors. The U.S. has been at the forefront due to strong enterprise appetite for application modernization and stringent regulatory compliance needs. Asia Pacific, however, is expected to emerge as the fastest-growing region during the forecast period, underpinned by the digital transformation wave across China and India, along with the increasing adoption of cloud-native business models. Europe continues to exhibit stable growth led by data privacy regulations and demand for managed security services, while Latin America and the Middle East & Africa are gradually gaining traction as enterprises ramp up their digital readiness and IT infrastructure investments.

Major market players included in this report are:

**BM Corporation**

Accenture Plc

Wipro Limited

Tata Consultancy Services Limited

Capgemini SE

Cognizant Technology Solutions

Infosys Limited

HCL Technologies Limited

Atos SE

Fujitsu Limited

DXC Technology Company

Tech Mahindra Limited

NTT Data Corporation

Oracle Corporation

SAP SE

Global Managed Application Services Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

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.

## Contents

### **CHAPTER 1. GLOBAL MANAGED APPLICATION SERVICES MARKET REPORT SCOPE & METHODOLOGY**

- 1.1. Research Objective
- 1.2. Research Methodology
  - 1.2.1. Forecast Model
  - 1.2.2. Desk Research
  - 1.2.3. Top Down and Bottom-Up Approach
- 1.3. Research Attributes
- 1.4. Scope of the Study
  - 1.4.1. Market Definition
  - 1.4.2. Market Segmentation
- 1.5. Research Assumption
  - 1.5.1. Inclusion & Exclusion
  - 1.5.2. Limitations
  - 1.5.3. Years Considered for the Study

### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1. CEO/CXO Standpoint
- 2.2. Strategic Insights
- 2.3. ESG Analysis
- 2.4. key Findings

### **CHAPTER 3. GLOBAL MANAGED APPLICATION SERVICES MARKET FORCES ANALYSIS**

- 3.1. Market Forces Shaping The Global Managed Application Services Market (2024-2035)
- 3.2. Drivers
  - 3.2.1. surge in cloud adoption
  - 3.2.2. rising complexity of enterprise applications
- 3.3. Restraints
  - 3.3.1. integration complexity and concerns around data sovereignty
- 3.4. Opportunities
  - 3.4.1. push for digital transformation

## **CHAPTER 4. GLOBAL MANAGED APPLICATION SERVICES INDUSTRY ANALYSIS**

- 4.1. Porter's 5 Forces Model
  - 4.1.1. Bargaining Power of Buyer
  - 4.1.2. Bargaining Power of Supplier
  - 4.1.3. Threat of New Entrants
  - 4.1.4. Threat of Substitutes
  - 4.1.5. Competitive Rivalry
- 4.2. Porter's 5 Force Forecast Model (2024-2035)
- 4.3. PESTEL Analysis
  - 4.3.1. Political
  - 4.3.2. Economical
  - 4.3.3. Social
  - 4.3.4. Technological
  - 4.3.5. Environmental
  - 4.3.6. Legal
- 4.4. Top Investment Opportunities
- 4.5. Top Winning Strategies (2025)
- 4.6. Market Share Analysis (2024-2025)
- 4.7. Global Pricing Analysis And Trends 2025
- 4.8. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL MANAGED APPLICATION SERVICES MARKET SIZE & FORECASTS BY ORGANIZATION SIZE 2025-2035**

- 5.1. Market Overview
- 5.2. Global Managed Application Services Market Performance - Potential Analysis (2025)
- 5.3. Small and Medium-scale Enterprises (SMEs)
  - 5.3.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
  - 5.3.2. Market size analysis, by region, 2025-2035
- 5.4. Large Enterprises
  - 5.4.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
  - 5.4.2. Market size analysis, by region, 2025-2035

## **CHAPTER 6. GLOBAL MANAGED APPLICATION SERVICES MARKET SIZE & FORECASTS BY END USER VERTICAL 2025-2035**

- 6.1. Market Overview
- 6.2. Global Managed Application Services Market Performance - Potential Analysis (2025)
- 6.3. BFSI
  - 6.3.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
  - 6.3.2. Market size analysis, by region, 2025-2035
- 6.4. Retail and E-commerce
  - 6.4.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
  - 6.4.2. Market size analysis, by region, 2025-2035
- 6.5. IT and Telecom
  - 6.5.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
  - 6.5.2. Market size analysis, by region, 2025-2035
- 6.6. Manufacturing
  - 6.6.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
  - 6.6.2. Market size analysis, by region, 2025-2035
- 6.7. Healthcare
  - 6.7.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
  - 6.7.2. Market size analysis, by region, 2025-2035
- 6.8. Other End-user Verticals
  - 6.8.1. Top Countries Breakdown Estimates & Forecasts, 2024-2035
  - 6.8.2. Market size analysis, by region, 2025-2035

## **CHAPTER 7. GLOBAL MANAGED APPLICATION SERVICES MARKET SIZE & FORECASTS BY REGION 2025–2035**

- 7.1. Growth Managed Application Services Market, Regional Market Snapshot
- 7.2. Top Leading & Emerging Countries
- 7.3. North America Managed Application Services Market
  - 7.3.1. U.S. Managed Application Services Market
    - 7.3.1.1. Organization Size breakdown size & forecasts, 2025-2035
    - 7.3.1.2. End User Vertical breakdown size & forecasts, 2025-2035
  - 7.3.2. Canada Managed Application Services Market
    - 7.3.2.1. Organization Size breakdown size & forecasts, 2025-2035
    - 7.3.2.2. End User Vertical breakdown size & forecasts, 2025-2035
- 7.4. Europe Managed Application Services Market
  - 7.4.1. UK Managed Application Services Market
    - 7.4.1.1. Organization Size breakdown size & forecasts, 2025-2035
    - 7.4.1.2. End User Vertical breakdown size & forecasts, 2025-2035
  - 7.4.2. Germany Managed Application Services Market

- 7.4.2.1. Organization Size breakdown size & forecasts, 2025-2035
- 7.4.2.2. End User Vertical breakdown size & forecasts, 2025-2035
- 7.4.3. France Managed Application Services Market
  - 7.4.3.1. Organization Size breakdown size & forecasts, 2025-2035
  - 7.4.3.2. End User Vertical breakdown size & forecasts, 2025-2035
- 7.4.4. Spain Managed Application Services Market
  - 7.4.4.1. Organization Size breakdown size & forecasts, 2025-2035
  - 7.4.4.2. End User Vertical breakdown size & forecasts, 2025-2035
- 7.4.5. Italy Managed Application Services Market
  - 7.4.5.1. Organization Size breakdown size & forecasts, 2025-2035
  - 7.4.5.2. End User Vertical breakdown size & forecasts, 2025-2035
- 7.4.6. Rest of Europe Managed Application Services Market
  - 7.4.6.1. Organization Size breakdown size & forecasts, 2025-2035
  - 7.4.6.2. End User Vertical breakdown size & forecasts, 2025-2035
- 7.5. Asia Pacific Managed Application Services Market
  - 7.5.1. China Managed Application Services Market
    - 7.5.1.1. Organization Size breakdown size & forecasts, 2025-2035
    - 7.5.1.2. End User Vertical breakdown size & forecasts, 2025-2035
  - 7.5.2. India Managed Application Services Market
    - 7.5.2.1. Organization Size breakdown size & forecasts, 2025-2035
    - 7.5.2.2. End User Vertical breakdown size & forecasts, 2025-2035
  - 7.5.3. Japan Managed Application Services Market
    - 7.5.3.1. Organization Size breakdown size & forecasts, 2025-2035
    - 7.5.3.2. End User Vertical breakdown size & forecasts, 2025-2035
  - 7.5.4. Australia Managed Application Services Market
    - 7.5.4.1. Organization Size breakdown size & forecasts, 2025-2035
    - 7.5.4.2. End User Vertical breakdown size & forecasts, 2025-2035
  - 7.5.5. South Korea Managed Application Services Market
    - 7.5.5.1. Organization Size breakdown size & forecasts, 2025-2035
    - 7.5.5.2. End User Vertical breakdown size & forecasts, 2025-2035
  - 7.5.6. Rest of APAC Managed Application Services Market
    - 7.5.6.1. Organization Size breakdown size & forecasts, 2025-2035
    - 7.5.6.2. End User Vertical breakdown size & forecasts, 2025-2035
- 7.6. Latin America Managed Application Services Market
  - 7.6.1. Brazil Managed Application Services Market
    - 7.6.1.1. Organization Size breakdown size & forecasts, 2025-2035
    - 7.6.1.2. End User Vertical breakdown size & forecasts, 2025-2035
  - 7.6.2. Mexico Managed Application Services Market
    - 7.6.2.1. Organization Size breakdown size & forecasts, 2025-2035

- 7.6.2.2. End User Vertical breakdown size & forecasts, 2025-2035
- 7.7. Middle East and Africa Managed Application Services Market
  - 7.7.1. UAE Managed Application Services Market
    - 7.7.1.1. Organization Size breakdown size & forecasts, 2025-2035
    - 7.7.1.2. End User Vertical breakdown size & forecasts, 2025-2035
  - 7.7.2. Saudi Arabia (KSA) Managed Application Services Market
    - 7.7.2.1. Organization Size breakdown size & forecasts, 2025-2035
    - 7.7.2.2. End User Vertical breakdown size & forecasts, 2025-2035
  - 7.7.3. South Africa Managed Application Services Market
    - 7.7.3.1. Organization Size breakdown size & forecasts, 2025-2035
    - 7.7.3.2. End User Vertical breakdown size & forecasts, 2025-2035

## **CHAPTER 8. COMPETITIVE INTELLIGENCE**

- 8.1. Top Market Strategies
- 8.2. IBM Corporation
  - 8.2.1. Company Overview
  - 8.2.2. Key Executives
  - 8.2.3. Company Snapshot
  - 8.2.4. Financial Performance (Subject to Data Availability)
  - 8.2.5. Product/Services Port
  - 8.2.6. Recent Development
  - 8.2.7. Market Strategies
  - 8.2.8. SWOT Analysis
- 8.3. Accenture Plc
- 8.4. Wipro Limited
- 8.5. Tata Consultancy Services Limited
- 8.6. Capgemini SE
- 8.7. Cognizant Technology Solutions
- 8.8. Infosys Limited
- 8.9. HCL Technologies Limited
- 8.10. Atos SE
- 8.11. Fujitsu Limited
- 8.12. DXC Technology Company
- 8.13. Tech Mahindra Limited
- 8.14. NTT Data Corporation
- 8.15. Oracle Corporation
- 8.16. SAP SE

## List Of Tables

### LIST OF TABLES

Table 1. Global Managed Application Services Market, Report Scope

Table 2. Global Managed Application Services Market Estimates & Forecasts By Region 2024–2035

Table 3. Global Managed Application Services Market Estimates & Forecasts By Segment 2024–2035

Table 4. Global Managed Application Services Market Estimates & Forecasts By Segment 2024–2035

Table 5. Global Managed Application Services Market Estimates & Forecasts By Segment 2024–2035

Table 6. Global Managed Application Services Market Estimates & Forecasts By Segment 2024–2035

Table 7. Global Managed Application Services Market Estimates & Forecasts By Segment 2024–2035

Table 8. U.S. Managed Application Services Market Estimates & Forecasts, 2024–2035

Table 9. Canada Managed Application Services Market Estimates & Forecasts, 2024–2035

Table 10. UK Managed Application Services Market Estimates & Forecasts, 2024–2035

Table 11. Germany Managed Application Services Market Estimates & Forecasts, 2024–2035

Table 12. France Managed Application Services Market Estimates & Forecasts, 2024–2035

Table 13. Spain Managed Application Services Market Estimates & Forecasts, 2024–2035

Table 14. Italy Managed Application Services Market Estimates & Forecasts, 2024–2035

Table 15. Rest Of Europe Managed Application Services Market Estimates & Forecasts, 2024–2035

Table 16. China Managed Application Services Market Estimates & Forecasts, 2024–2035

Table 17. India Managed Application Services Market Estimates & Forecasts, 2024–2035

Table 18. Japan Managed Application Services Market Estimates & Forecasts, 2024–2035

Table 19. Australia Managed Application Services Market Estimates & Forecasts, 2024–2035

Table 20. South Korea Managed Application Services Market Estimates & Forecasts,  
2024–2035

.....

## List Of Figures

### LIST OF FIGURES

- Fig 1. Global Managed Application Services Market, Research Methodology
- Fig 2. Global Managed Application Services Market, Market Estimation Techniques
- Fig 3. Global Market Size Estimates & Forecast Methods
- Fig 4. Global Managed Application Services Market, Key Trends 2025
- Fig 5. Global Managed Application Services Market, Growth Prospects 2024–2035
- Fig 6. Global Managed Application Services Market, Porter’s Five Forces Model
- Fig 7. Global Managed Application Services Market, Pestel Analysis
- Fig 8. Global Managed Application Services Market, Value Chain Analysis
- Fig 9. Managed Application Services Market By Application, 2025 & 2035
- Fig 10. Managed Application Services Market By Segment, 2025 & 2035
- Fig 11. Managed Application Services Market By Segment, 2025 & 2035
- Fig 12. Managed Application Services Market By Segment, 2025 & 2035
- Fig 13. Managed Application Services Market By Segment, 2025 & 2035
- Fig 14. North America Managed Application Services Market, 2025 & 2035
- Fig 15. Europe Managed Application Services Market, 2025 & 2035
- Fig 16. Asia Pacific Managed Application Services Market, 2025 & 2035
- Fig 17. Latin America Managed Application Services Market, 2025 & 2035
- Fig 18. Middle East & Africa Managed Application Services Market, 2025 & 2035
- Fig 19. Global Managed Application Services Market, Company Market Share Analysis (2025)

.....

## I would like to order

Product name: Global Managed Application Services Market Size Study & Forecast, by Organization Size (Small and Medium-scale Enterprises, Large Enterprises), End-User Vertical (BFSI, Retail and E-commerce, IT and Telecom, Manufacturing, Healthcare, Other End-user Verticals) and Regional Forecasts 2025-2035

Product link: <https://marketpublishers.com/r/G0A668E26D0AEN.html>

Price: US\$ 3,750.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G0A668E26D0AEN.html>