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Global Platform as a Service (PaaS) Market Size study, by Type (Application Platform As A Service, Infrastructure Platform As A Service, Database Platform As A Service, Others), Deployment (Public, Private), Organisation size (Large Enterprises, Small And Medium-sized Enterprises), Vertical (Banking, Financial Services, And Insurance, Consumer Goods And Retail, Information Technology And Information Technology-enabled Services, Telecommunications, Manufacturing, Healthcare And Life Sciences, Energy And Utility, Other Verticals) and Regional Forecasts 2020-2027

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Abstracts

Global Platform as a Service (PaaS) Market is valued approximately USD 46.99 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 19.60 % over the forecast period 2020-2027. Platform as a service, also known as application platform as a service, is a cloud computing service category. PaaS provides consumers with a computing network as well as different solutions or tools for developing applications which facilitates the creation of applications or services by removing the complexity of provisioning hosting facilities as well as the expense of maintaining and purchasing the underlying software and hardware. PaaS offers low initial costs, resource sharing, incremental costs as the service use grows, management services, automated implementation, reuse, and life-cycle management, among other benefits. The increase in internet users and growing demand for better time complexity, agility

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and portability during software development and cheap internet rates has led the adoption of Platform as a Service (PaaS) across the forecast period. For instance, according to the Office for National Statistics (ONS), 92 percent of all UK adults have been online in 2021, up from 91 percent in 2019. Almost all adults aged 16 to 44 were online (99 percent), and 54% of those aged 75 and up had recently used the internet, with the number of elderly people using the internet nearly doubling since 2013. However, lack of awareness for the products, high fragmentation of market, and various companies offering such services may impede the growth of the market over the forecast period of 2020-2027. Also, with the combining use of IaaS and PaaS prevalence increasing demand for BaaS and PaaS, the adoption & demand for Platform as a Service (PaaS) is likely to increase the market growth during the forecast period.

The regional analysis of global Platform as a Service (PaaS) market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. Europe is the leading region across the world in terms of market share owing to the growing internet user population and promptness with the well-established digital infrastructure. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate over the forecast period 2020-2027. Factors such as increasing COVID19 cases and improving digital infrastructure would create lucrative growth prospects for the Platform as a Service (PaaS) market across Asia-Pacific region.

Major market player included in this report are:
AWS
Microsoft
Alibaba Cloud
IBM
Salesforce
Google
Oracle
SAP
Mendix
Zoho Corporation
The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest

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along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type
Application Platform As A Service
Infrastructure Platform As A Service
Database Platform As A Service
Others

By Deployment
Public
Private

By Organization Size
Large Enterprises
Small and Medium-sized Enterprises

By Vertical
Banking, Financial Services, and Insurance
Consumer Goods and Retail
Information Technology and Information Technology-enabled Services
Telecommunications
Manufacturing
Healthcare and Life Sciences
Energy and Utility
Other Verticals

By Region:
North America
U.S.
Canada
Europe
UK
Germany
France
Spain
Italy
ROE

Asia Pacific

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China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018
Base year – 2019
Forecast period – 2020 to 2027

Target Audience of the Global Platform as a Service (PaaS) Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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