

Global Telecom Service Assurance Market to reach USD 18.36 billion by 2032.

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Abstracts

The global Telecom Service Assurance market, valued at USD 7.85 billion in 2023, is poised for remarkable growth at a compound annual growth rate (CAGR) of 9.90%, projecting a market size of USD 18.36 billion by 2032. This burgeoning market is driven by the increasing demand for superior service quality in telecom networks and the need to ensure seamless, uninterrupted user experiences across diverse service offerings. Telecom service assurance involves a comprehensive suite of solutions and services designed to monitor, manage, and optimize telecom networks, ensuring that the services provided are of the highest quality and meet stringent performance standards. As the telecommunications industry continues to evolve, the growing complexity of networks and the increasing integration of next-generation technologies such as 5G, IoT, and cloud services further underscore the importance of robust service assurance systems.

The rising adoption of advanced technologies such as artificial intelligence (AI), machine learning (ML), and automation is also playing a significant role in propelling market growth. These technologies enable telecom operators to predict and detect network failures, automate troubleshooting processes, and enhance overall operational efficiency. As the demand for more personalized and high-quality services escalates, telecom operators are increasingly investing in service assurance tools that can not only optimize network performance but also enable the swift resolution of service disruptions. Moreover, the rapid growth in the number of connected devices and the increasing dependence on mobile and broadband networks necessitate advanced service assurance frameworks to handle the rising traffic and maintain service excellence.

Key market drivers include the increasing demand for fault and event management, performance management, and quality and service management solutions. These

solutions are designed to help telecom providers meet the ever-growing expectations of consumers for uninterrupted service delivery. The service assurance market is experiencing substantial investment as telecommunications companies realize the pivotal role that service quality plays in customer satisfaction and retention. However, challenges such as the high cost of deploying sophisticated service assurance tools and the complexity of managing multi-vendor environments may hinder market expansion. Despite these challenges, the growing shift toward digital transformation and network automation is expected to drive further investment in telecom service assurance solutions.

The Telecom Service Assurance market is experiencing varying growth across different regions. In North America, the market is seeing significant investment driven by the presence of major telecom operators and rapid adoption of advanced network technologies. The U.S. market is expected to continue dominating, supported by increasing consumer demand for high-speed internet and mobile connectivity. Meanwhile, Europe is witnessing steady growth, with major players in the region focusing on the integration of 5G networks and next-generation telecom services. The Asia Pacific region is expected to grow at the fastest rate, driven by the rapid adoption of digital technologies in emerging economies such as China and India. Latin America and the Middle East & Africa are also expected to experience steady growth as telecom operators invest in modernizing their infrastructure and service offerings.

Major market players included in this report are: %li%Accenture Plc

Cisco Systems, Inc.

NETSCOUT Systems, Inc.

Amdocs, Inc.

Tech Mahindra Limited

Oracle Corporation

Ericsson AB

IBM Corporation

Atos SE

Huawei Technologies Co., Ltd.

Infosys Limited

ZTE Corporation

NEC Corporation

SAP SE

Comarch SA

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

By Component

Solutions

Fault and Event Management

Performance Management

Quality and Service Management

Services

By Operator Type

Mobile Operators

Fixed-line Operators

Others

By Deployment Type

Global Telecom Service Assurance Market to reach USD 18.36 billion by 2032.

On-premises

Cloud-based

By Organization Size

Small and Medium-sized Enterprises (SMEs)

Large Enterprises

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Italy

Spain

Rest of Europe (RoE)

Asia Pacific

China

India

Japan

South Korea

Rest of Asia Pacific (RoAPAC)

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & 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.

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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.

Contents

CHAPTER 1. GLOBAL TELECOM SERVICE ASSURANCE MARKET EXECUTIVE SUMMARY

- 1.1. Global Telecom Service Assurance Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Component, Operator Type, Deployment Type, Organization Size
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL TELECOM SERVICE ASSURANCE MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
 - 2.3.1. Inclusion & Exclusion
 - 2.3.2. Limitations
 - 2.3.3. Supply Side Analysis
 - 2.3.3.1. Availability
 - 2.3.3.2. Infrastructure
 - 2.3.3.3. Regulatory Environment
 - 2.3.3.4. Market Competition
 - 2.3.3.5. Economic Viability (Consumer's Perspective)
 - 2.3.4. Demand Side Analysis
 - 2.3.4.1. Regulatory Frameworks
 - 2.3.4.2. Technological Advancements
 - 2.3.4.3. Environmental Considerations
 - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL TELECOM SERVICE ASSURANCE MARKET DYNAMICS

- 3.1. Market Drivers

- 3.1.1. Rising Demand for Enhanced Network Quality
- 3.1.2. Integration of Next-Generation Technologies (5G, IoT, Cloud)
- 3.1.3. Adoption of Advanced AI & Automation in Service Management
- 3.2. Market Challenges
 - 3.2.1. High Cost of Advanced Service Assurance Tools
 - 3.2.2. Complexity of Multi-Vendor Network Environments
 - 3.2.3. Security and Data Privacy Concerns
- 3.3. Market Opportunities
 - 3.3.1. Emergence of Digital Transformation Initiatives
 - 3.3.2. Growing Investment in Network Automation
 - 3.3.3. Expansion in Emerging Markets

CHAPTER 4. GLOBAL TELECOM SERVICE ASSURANCE MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
 - 4.1.6. Futuristic Approach to Porter's 5 Force Model
 - 4.1.7. Porter's 5 Force Impact Analysis
- 4.2. PESTEL Analysis
 - 4.2.1. Political
 - 4.2.2. Economical
 - 4.2.3. Social
 - 4.2.4. Technological
 - 4.2.5. Environmental
 - 4.2.6. Legal
- 4.3. Top Investment Opportunities
- 4.4. Top Winning Strategies
- 4.5. Disruptive Trends
- 4.6. Industry Expert Perspective
- 4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL TELECOM SERVICE ASSURANCE MARKET SIZE & FORECASTS BY COMPONENT 2022-2032

5.1. Segment Dashboard

5.2. Global Telecom Service Assurance Market: Component Revenue Trend Analysis, 2022 & 2032 (USD Billion)

5.2.1. Solutions

5.2.2. Services

CHAPTER 6. GLOBAL TELECOM SERVICE ASSURANCE MARKET SIZE & FORECASTS BY OPERATOR TYPE 2022-2032

6.1. Segment Dashboard

6.2. Global Telecom Service Assurance Market: Operator Type Revenue Trend Analysis, 2022 & 2032 (USD Billion)

6.2.1. Mobile Operators

6.2.2. Fixed-line Operators

6.2.3. Others

CHAPTER 7. GLOBAL TELECOM SERVICE ASSURANCE MARKET SIZE & FORECASTS BY DEPLOYMENT TYPE 2022-2032

7.1. Segment Dashboard

7.2. Global Telecom Service Assurance Market: Deployment Type Revenue Trend Analysis, 2022 & 2032 (USD Billion)

7.2.1. On-Premises

7.2.2. Cloud-Based

CHAPTER 8. GLOBAL TELECOM SERVICE ASSURANCE MARKET SIZE & FORECASTS BY ORGANIZATION SIZE 2022-2032

8.1. Segment Dashboard

8.2. Global Telecom Service Assurance Market: Organization Size Revenue Trend Analysis, 2022 & 2032 (USD Billion)

8.2.1. Small and Medium-sized Enterprises (SMEs)

8.2.2. Large Enterprises

CHAPTER 9. GLOBAL TELECOM SERVICE ASSURANCE MARKET SIZE & FORECASTS BY REGION 2022-2032

9.1. North America Telecom Service Assurance Market

9.1.1. U.S. Telecom Service Assurance Market

- 9.1.1.1. Component Breakdown Revenue Trend, 2022-2032
- 9.1.1.2. Operator Type Breakdown Revenue Trend, 2022-2032
- 9.1.2. Canada Telecom Service Assurance Market
- 9.2. Europe Telecom Service Assurance Market
 - 9.2.1. UK Telecom Service Assurance Market
 - 9.2.2. Germany Telecom Service Assurance Market
 - 9.2.3. France Telecom Service Assurance Market
 - 9.2.4. Italy Telecom Service Assurance Market
 - 9.2.5. Spain Telecom Service Assurance Market
 - 9.2.6. Rest of Europe Telecom Service Assurance Market
- 9.3. Asia-Pacific Telecom Service Assurance Market
 - 9.3.1. China Telecom Service Assurance Market
 - 9.3.2. India Telecom Service Assurance Market
 - 9.3.3. Japan Telecom Service Assurance Market
 - 9.3.4. South Korea Telecom Service Assurance Market
 - 9.3.5. Rest of Asia-Pacific Telecom Service Assurance Market
- 9.4. Latin America Telecom Service Assurance Market
 - 9.4.1. Brazil Telecom Service Assurance Market
 - 9.4.2. Mexico Telecom Service Assurance Market
 - 9.4.3. Rest of Latin America Telecom Service Assurance Market
- 9.5. Middle East & Africa Telecom Service Assurance Market
 - 9.5.1. Saudi Arabia Telecom Service Assurance Market
 - 9.5.2. South Africa Telecom Service Assurance Market
 - 9.5.3. Rest of Middle East & Africa Telecom Service Assurance Market

CHAPTER 10. COMPETITIVE INTELLIGENCE

- 10.1. Key Company SWOT Analysis
 - 10.1.1. Accenture Plc
 - 10.1.2. Cisco Systems, Inc.
 - 10.1.3. NETSCOUT Systems, Inc.
- 10.2. Top Market Strategies
- 10.3. Company Profiles
 - 10.3.1. Accenture Plc
 - 10.3.1.1. Key Information
 - 10.3.1.2. Overview
 - 10.3.1.3. Financial (Subject to Data Availability)
 - 10.3.1.4. Product Summary
 - 10.3.1.5. Market Strategies

- 10.3.2. Cisco Systems, Inc.
- 10.3.3. NETSCOUT Systems, Inc.
- 10.3.4. Amdocs, Inc.
- 10.3.5. Tech Mahindra Limited
- 10.3.6. Oracle Corporation
- 10.3.7. Ericsson AB
- 10.3.8. IBM Corporation
- 10.3.9. Atos SE
- 10.3.10. Huawei Technologies Co., Ltd.
- 10.3.11. Infosys Limited
- 10.3.12. ZTE Corporation
- 10.3.13. NEC Corporation
- 10.3.14. SAP SE
- 10.3.15. Comarch SA

CHAPTER 11. RESEARCH PROCESS

- 11.1. Research Process
 - 11.1.1. Data Mining
 - 11.1.2. Analysis
 - 11.1.3. Market Estimation
 - 11.1.4. Validation
 - 11.1.5. Publishing
- 11.2. Research Attributes

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