

# Global Identity Analytics Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Identity Analytics market size will reach 26,202 Million USD in 2025 and is projected to reach 47,438 Million USD by 2032, with a CAGR of 8.85% (2025-2032). Notably, the China Identity Analytics market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

Identity analytics refers to the process of analyzing identity-related data to gain insights into patterns, behaviors, and risks associated with individuals or entities within an organization's digital ecosystem. This approach combines elements of identity management, data analytics, and risk assessment to detect anomalies, identify potential security threats, and ensure compliance with regulatory requirements. Identity analytics solutions leverage advanced algorithms and machine learning techniques to correlate and analyze vast amounts of data from various sources, including user activity logs, access permissions, authentication events, and contextual information. By detecting deviations from normal behavior patterns and identifying unauthorized access or suspicious activities, identity analytics helps organizations proactively mitigate security risks, prevent data breaches, and strengthen their overall cybersecurity posture. Additionally, it enables organizations to optimize access controls, streamline identity governance processes, and improve operational efficiency in managing digital identities.

The major global suppliers of Identity Analytics include Okta, IBM, Microsoft, VMware,

Broadcom (CA Technologies), CyberArk, Oracle, SailPoint Technologies, Ping Identity, AWS, Delinea, One Identity, OpenText, RSA Security, Asiainfo Security, IDMWORKS, Bravura Security, Bamboo Cloud, AXBSEC, Tencent, Alibaba Cloud, Neusoft, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Identity Analytics. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Identity Analytics market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Identity Analytics market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Identity Analytics industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of Identity Analytics Include:

Okta

IBM

Microsoft

VMware

Broadcom (CA Technologies)

CyberArk

Oracle

SailPoint Technologies

Ping Identity

AWS

Delinea

One Identity

OpenText

RSA Security

Asiainfo Security

IDMWORKS

Bravura Security

Bamboo Cloud

AXBSEC

Tencent

Alibaba Cloud

Neusoft

Identity Analytics Product Segment Include:

Cloud-based

On-premise

Identity Analytics Product Application Include:

Large Enterprises

SMEs

## **Chapter Scope**

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