

Global Enterprise Identity Authentication Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Enterprise Identity Authentication market size was valued at US\$ 12169 million in 2025 and is forecast to a readjusted size of US\$ 19387 million by 2032 with a CAGR of 6.9% during review period.

Enterprise Identity Authentication refers to a complete set of technologies and services used by enterprises in their IT, cloud, and business systems to verify the true identity of users, devices, or non-human entities (such as applications, APIs, and robots). Its core objective is to confirm "who you are" and provide a trusted identity foundation for subsequent access control, authorization, and auditing.

Gross Margin Level

The gross margin of enterprise identity authentication depends on the degree of software subscription and the level of human resource commitment in delivery. Mainstream IDaaS/Access Management vendors primarily operate on a subscription basis, and their gross margins are typically significantly higher than traditional integrated security projects. For example, Okta disclosed an overall gross margin of approximately 76% in its annual report, and later disclosed that its subscription gross margin had increased to nearly 80%. This reflects that once an identity authentication platform reaches scale, the marginal cost primarily comes from cloud resources, support, and continuous R&D, rather than the linearly increasing human resource commitment.

Industry Drivers

The growth of enterprise identity authentication is transitioning from "implementing MFA" to "identity becoming a zero-trust control plane." On the one hand, zero-trust practices emphasize verifying identity first, then conditional access based on multiple signals, pushing identity from the login stage to the core of access decision-making (conditional access/continuous assessment becoming standard). On the other hand, the advancement of regulatory and cross-border digital identity frameworks is prompting enterprises to adopt stronger authentication and verifiable credential systems (for example, the EU digital identity framework requires member states to provide a timeline for EUDI Wallets, driving upgrades to identity and authentication infrastructure). Meanwhile, anti-phishing password alternatives represented by Passkeys/FIDO are being implemented. Coupled with the risk control pressure brought by account takeover, deepfakes and automated attacks in the AI ??era, enterprises are accelerating their shift from "usable MFA" to "proof-of-strength authentication (AAL/risk grading)".

This report is a detailed and comprehensive analysis for global Enterprise Identity Authentication market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Enterprise Identity Authentication market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Enterprise Identity Authentication market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Enterprise Identity Authentication market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Enterprise Identity Authentication market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Enterprise Identity Authentication

To forecast future growth in each product and end-use market
To assess competitive factors affecting the marketplace

This report profiles key players in the global Enterprise Identity Authentication market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Microsoft, Okta, Auth0, ForgeRock, Ping Identity, IBM Security Verify, Thales, Cisco Duo, Broadcom, Oracle, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Enterprise Identity Authentication market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Biometric

Multi-Factor Fusion

Digital Certificate

Others

Market segment by Deployment Type

Cloud-based

On-premise

Market segment by Service Target

Large Enterprise

SMEs

Market segment by Application

Finance

Government and Public Utilities

Healthcare

Others

Market segment by players, this report covers

Microsoft

Okta

Auth0

ForgeRock

Ping Identity

IBM Security Verify

Thales

Cisco Duo

Broadcom

Oracle

SAP

Google

AWS

Salesforce

Akamai

CyberArk

BeyondTrust

Delinea

One Identity

RSA Security

Entrust

HID Global

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Enterprise Identity Authentication product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Enterprise Identity Authentication, with revenue, gross margin, and global market share of Enterprise Identity Authentication from 2021 to 2026.

Chapter 3, the Enterprise Identity Authentication competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Enterprise Identity Authentication market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Enterprise Identity Authentication.

Chapter 13, to describe Enterprise Identity Authentication research findings and conclusion.

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Classification of Enterprise Identity Authentication by Type

1.3.1 Overview: Global Enterprise Identity Authentication Market Size by Type: 2021 Versus 2025 Versus 2032

1.3.2 Global Enterprise Identity Authentication Consumption Value Market Share by Type in 2025

1.3.3 Biometric

1.3.4 Multi-Factor Fusion

1.3.5 Digital Certificate

1.3.6 Others

1.4 Classification of Enterprise Identity Authentication by Deployment Type

1.4.1 Overview: Global Enterprise Identity Authentication Market Size by Deployment Type: 2021 Versus 2025 Versus 2032

1.4.2 Global Enterprise Identity Authentication Consumption Value Market Share by Deployment Type in 2025

1.4.3 Cloud-based

1.4.4 On-premise

1.5 Classification of Enterprise Identity Authentication by Service Target

1.5.1 Overview: Global Enterprise Identity Authentication Market Size by Service Target: 2021 Versus 2025 Versus 2032

1.5.2 Global Enterprise Identity Authentication Consumption Value Market Share by Service Target in 2025

1.5.3 Large Enterprise

1.5.4 SMEs

1.6 Global Enterprise Identity Authentication Market by Application

1.6.1 Overview: Global Enterprise Identity Authentication Market Size by Application: 2021 Versus 2025 Versus 2032

1.6.2 Finance

1.6.3 Government and Public Utilities

1.6.4 Healthcare

1.6.5 Others

1.7 Global Enterprise Identity Authentication Market Size & Forecast

1.8 Global Enterprise Identity Authentication Market Size and Forecast by Region

1.8.1 Global Enterprise Identity Authentication Market Size by Region: 2021 VS 2025

VS 2032

1.8.2 Global Enterprise Identity Authentication Market Size by Region, (2021-2032)

1.8.3 North America Enterprise Identity Authentication Market Size and Prospect (2021-2032)

1.8.4 Europe Enterprise Identity Authentication Market Size and Prospect (2021-2032)

1.8.5 Asia-Pacific Enterprise Identity Authentication Market Size and Prospect (2021-2032)

1.8.6 South America Enterprise Identity Authentication Market Size and Prospect (2021-2032)

1.8.7 Middle East & Africa Enterprise Identity Authentication Market Size and Prospect (2021-2032)

2 COMPANY PROFILES

2.1 Microsoft

2.1.1 Microsoft Details

2.1.2 Microsoft Major Business

2.1.3 Microsoft Enterprise Identity Authentication Product and Solutions

2.1.4 Microsoft Enterprise Identity Authentication Revenue, Gross Margin and Market Share (2021-2026)

2.1.5 Microsoft Recent Developments and Future Plans

2.2 Okta

2.2.1 Okta Details

2.2.2 Okta Major Business

2.2.3 Okta Enterprise Identity Authentication Product and Solutions

2.2.4 Okta Enterprise Identity Authentication Revenue, Gross Margin and Market Share (2021-2026)

2.2.5 Okta Recent Developments and Future Plans

2.3 Auth0

2.3.1 Auth0 Details

2.3.2 Auth0 Major Business

2.3.3 Auth0 Enterprise Identity Authentication Product and Solutions

2.3.4 Auth0 Enterprise Identity Authentication Revenue, Gross Margin and Market Share (2021-2026)

2.3.5 Auth0 Recent Developments and Future Plans

2.4 ForgeRock

2.4.1 ForgeRock Details

2.4.2 ForgeRock Major Business

2.4.3 ForgeRock Enterprise Identity Authentication Product and Solutions

2.4.4 ForgeRock Enterprise Identity Authentication Revenue, Gross Margin and Market Share (2021-2026)

2.4.5 ForgeRock Recent Developments and Future Plans

2.5 Ping Identity

2.5.1 Ping Identity Details

2.5.2 Ping Identity Major Business

2.5.3 Ping Identity Enterprise Identity Authentication Product and Solutions

2.5.4 Ping Identity Enterprise Identity Authentication Revenue, Gross Margin and Market Share (2021-2026)

2.5.5 Ping Identity Recent Developments and Future Plans

2.6 IBM Security Verify

2.6.1 IBM Security Verify Details

2.6.2 IBM Security Verify Major Business

2.6.3 IBM Security Verify Enterprise Identity Authentication Product and Solutions

2.6.4 IBM Security Verify Enterprise Identity Authentication Revenue, Gross Margin and Market Share (2021-2026)

2.6.5 IBM Security Verify Recent Developments and Future Plans

2.7 Thales

2.7.1 Thales Details

2.7.2 Thales Major Business

2.7.3 Thales Enterprise Identity Authentication Product and Solutions

2.7.4 Thales Enterprise Identity Authentication Revenue, Gross Margin and Market Share (2021-2026)

2.7.5 Thales Recent Developments and Future Plans

2.8 Cisco Duo

2.8.1 Cisco Duo Details

2.8.2 Cisco Duo Major Business

2.8.3 Cisco Duo Enterprise Identity Authentication Product and Solutions

2.8.4 Cisco Duo Enterprise Identity Authentication Revenue, Gross Margin and Market Share (2021-2026)

2.8.5 Cisco Duo Recent Developments and Future Plans

2.9 Broadcom

2.9.1 Broadcom Details

2.9.2 Broadcom Major Business

2.9.3 Broadcom Enterprise Identity Authentication Product and Solutions

2.9.4 Broadcom Enterprise Identity Authentication Revenue, Gross Margin and Market Share (2021-2026)

2.9.5 Broadcom Recent Developments and Future Plans

2.10 Oracle

- 2.10.1 Oracle Details
- 2.10.2 Oracle Major Business
- 2.10.3 Oracle Enterprise Identity Authentication Product and Solutions
- 2.10.4 Oracle Enterprise Identity Authentication Revenue, Gross Margin and Market Share (2021-2026)
- 2.10.5 Oracle Recent Developments and Future Plans
- 2.11 SAP
 - 2.11.1 SAP Details
 - 2.11.2 SAP Major Business
 - 2.11.3 SAP Enterprise Identity Authentication Product and Solutions
 - 2.11.4 SAP Enterprise Identity Authentication Revenue, Gross Margin and Market Share (2021-2026)
 - 2.11.5 SAP Recent Developments and Future Plans
- 2.12 Google
 - 2.12.1 Google Details
 - 2.12.2 Google Major Business
 - 2.12.3 Google Enterprise Identity Authentication Product and Solutions
 - 2.12.4 Google Enterprise Identity Authentication Revenue, Gross Margin and Market Share (2021-2026)
 - 2.12.5 Google Recent Developments and Future Plans
- 2.13 AWS
 - 2.13.1 AWS Details
 - 2.13.2 AWS Major Business
 - 2.13.3 AWS Enterprise Identity Authentication Product and Solutions
 - 2.13.4 AWS Enterprise Identity Authentication Revenue, Gross Margin and Market Share (2021-2026)
 - 2.13.5 AWS Recent Developments and Future Plans
- 2.14 Salesforce
 - 2.14.1 Salesforce Details
 - 2.14.2 Salesforce Major Business
 - 2.14.3 Salesforce Enterprise Identity Authentication Product and Solutions
 - 2.14.4 Salesforce Enterprise Identity Authentication Revenue, Gross Margin and Market Share (2021-2026)
 - 2.14.5 Salesforce Recent Developments and Future Plans
- 2.15 Akamai
 - 2.15.1 Akamai Details
 - 2.15.2 Akamai Major Business
 - 2.15.3 Akamai Enterprise Identity Authentication Product and Solutions
 - 2.15.4 Akamai Enterprise Identity Authentication Revenue, Gross Margin and Market Share (2021-2026)

Share (2021-2026)

2.15.5 Akamai Recent Developments and Future Plans

2.16 CyberArk

2.16.1 CyberArk Details

2.16.2 CyberArk Major Business

2.16.3 CyberArk Enterprise Identity Authentication Product and Solutions

2.16.4 CyberArk Enterprise Identity Authentication Revenue, Gross Margin and Market

Share (2021-2026)

2.16.5 CyberArk Recent Developments and Future Plans

2.17 BeyondTrust

2.17.1 BeyondTrust Details

2.17.2 BeyondTrust Major Business

2.17.3 BeyondTrust Enterprise Identity Authentication Product and Solutions

2.17.4 BeyondTrust Enterprise Identity Authentication Revenue, Gross Margin and

Market Share (2021-2026)

2.17.5 BeyondTrust Recent Developments and Future Plans

2.18 Delinea

2.18.1 Delinea Details

2.18.2 Delinea Major Business

2.18.3 Delinea Enterprise Identity Authentication Product and Solutions

2.18.4 Delinea Enterprise Identity Authentication Revenue, Gross Margin and Market

Share (2021-2026)

2.18.5 Delinea Recent Developments and Future Plans

2.19 One Identity

2.19.1 One Identity Details

2.19.2 One Identity Major Business

2.19.3 One Identity Enterprise Identity Authentication Product and Solutions

2.19.4 One Identity Enterprise Identity Authentication Revenue, Gross Margin and

Market Share (2021-2026)

2.19.5 One Identity Recent Developments and Future Plans

2.20 RSA Security

2.20.1 RSA Security Details

2.20.2 RSA Security Major Business

2.20.3 RSA Security Enterprise Identity Authentication Product and Solutions

2.20.4 RSA Security Enterprise Identity Authentication Revenue, Gross Margin and

Market Share (2021-2026)

2.20.5 RSA Security Recent Developments and Future Plans

2.21 Entrust

2.21.1 Entrust Details

- 2.21.2 Entrust Major Business
- 2.21.3 Entrust Enterprise Identity Authentication Product and Solutions
- 2.21.4 Entrust Enterprise Identity Authentication Revenue, Gross Margin and Market Share (2021-2026)
- 2.21.5 Entrust Recent Developments and Future Plans
- 2.22 HID Global
 - 2.22.1 HID Global Details
 - 2.22.2 HID Global Major Business
 - 2.22.3 HID Global Enterprise Identity Authentication Product and Solutions
 - 2.22.4 HID Global Enterprise Identity Authentication Revenue, Gross Margin and Market Share (2021-2026)
 - 2.22.5 HID Global Recent Developments and Future Plans

3 MARKET COMPETITION, BY PLAYERS

- 3.1 Global Enterprise Identity Authentication Revenue and Share by Players (2021-2026)
- 3.2 Market Share Analysis (2025)
 - 3.2.1 Market Share of Enterprise Identity Authentication by Company Revenue
 - 3.2.2 Top 3 Enterprise Identity Authentication Players Market Share in 2025
 - 3.2.3 Top 6 Enterprise Identity Authentication Players Market Share in 2025
- 3.3 Enterprise Identity Authentication Market: Overall Company Footprint Analysis
 - 3.3.1 Enterprise Identity Authentication Market: Region Footprint
 - 3.3.2 Enterprise Identity Authentication Market: Company Product Type Footprint
 - 3.3.3 Enterprise Identity Authentication Market: Company Product Application Footprint
- 3.4 New Market Entrants and Barriers to Market Entry
- 3.5 Mergers, Acquisition, Agreements, and Collaborations

4 MARKET SIZE SEGMENT BY TYPE

- 4.1 Global Enterprise Identity Authentication Consumption Value and Market Share by Type (2021-2026)
- 4.2 Global Enterprise Identity Authentication Market Forecast by Type (2027-2032)

5 MARKET SIZE SEGMENT BY APPLICATION

- 5.1 Global Enterprise Identity Authentication Consumption Value Market Share by Application (2021-2026)

5.2 Global Enterprise Identity Authentication Market Forecast by Application (2027-2032)

6 NORTH AMERICA

6.1 North America Enterprise Identity Authentication Consumption Value by Type (2021-2032)

6.2 North America Enterprise Identity Authentication Market Size by Application (2021-2032)

6.3 North America Enterprise Identity Authentication Market Size by Country

6.3.1 North America Enterprise Identity Authentication Consumption Value by Country (2021-2032)

6.3.2 United States Enterprise Identity Authentication Market Size and Forecast (2021-2032)

6.3.3 Canada Enterprise Identity Authentication Market Size and Forecast (2021-2032)

6.3.4 Mexico Enterprise Identity Authentication Market Size and Forecast (2021-2032)

7 EUROPE

7.1 Europe Enterprise Identity Authentication Consumption Value by Type (2021-2032)

7.2 Europe Enterprise Identity Authentication Consumption Value by Application (2021-2032)

7.3 Europe Enterprise Identity Authentication Market Size by Country

7.3.1 Europe Enterprise Identity Authentication Consumption Value by Country (2021-2032)

7.3.2 Germany Enterprise Identity Authentication Market Size and Forecast (2021-2032)

7.3.3 France Enterprise Identity Authentication Market Size and Forecast (2021-2032)

7.3.4 United Kingdom Enterprise Identity Authentication Market Size and Forecast (2021-2032)

7.3.5 Russia Enterprise Identity Authentication Market Size and Forecast (2021-2032)

7.3.6 Italy Enterprise Identity Authentication Market Size and Forecast (2021-2032)

8 ASIA-PACIFIC

8.1 Asia-Pacific Enterprise Identity Authentication Consumption Value by Type (2021-2032)

8.2 Asia-Pacific Enterprise Identity Authentication Consumption Value by Application (2021-2032)

8.3 Asia-Pacific Enterprise Identity Authentication Market Size by Region

8.3.1 Asia-Pacific Enterprise Identity Authentication Consumption Value by Region (2021-2032)

8.3.2 China Enterprise Identity Authentication Market Size and Forecast (2021-2032)

8.3.3 Japan Enterprise Identity Authentication Market Size and Forecast (2021-2032)

8.3.4 South Korea Enterprise Identity Authentication Market Size and Forecast (2021-2032)

8.3.5 India Enterprise Identity Authentication Market Size and Forecast (2021-2032)

8.3.6 Southeast Asia Enterprise Identity Authentication Market Size and Forecast (2021-2032)

8.3.7 Australia Enterprise Identity Authentication Market Size and Forecast (2021-2032)

9 SOUTH AMERICA

9.1 South America Enterprise Identity Authentication Consumption Value by Type (2021-2032)

9.2 South America Enterprise Identity Authentication Consumption Value by Application (2021-2032)

9.3 South America Enterprise Identity Authentication Market Size by Country

9.3.1 South America Enterprise Identity Authentication Consumption Value by Country (2021-2032)

9.3.2 Brazil Enterprise Identity Authentication Market Size and Forecast (2021-2032)

9.3.3 Argentina Enterprise Identity Authentication Market Size and Forecast (2021-2032)

10 MIDDLE EAST & AFRICA

10.1 Middle East & Africa Enterprise Identity Authentication Consumption Value by Type (2021-2032)

10.2 Middle East & Africa Enterprise Identity Authentication Consumption Value by Application (2021-2032)

10.3 Middle East & Africa Enterprise Identity Authentication Market Size by Country

10.3.1 Middle East & Africa Enterprise Identity Authentication Consumption Value by Country (2021-2032)

10.3.2 Turkey Enterprise Identity Authentication Market Size and Forecast (2021-2032)

10.3.3 Saudi Arabia Enterprise Identity Authentication Market Size and Forecast (2021-2032)

10.3.4 UAE Enterprise Identity Authentication Market Size and Forecast (2021-2032)

11 MARKET DYNAMICS

- 11.1 Enterprise Identity Authentication Market Drivers
- 11.2 Enterprise Identity Authentication Market Restraints
- 11.3 Enterprise Identity Authentication Trends Analysis
- 11.4 Porters Five Forces Analysis
 - 11.4.1 Threat of New Entrants
 - 11.4.2 Bargaining Power of Suppliers
 - 11.4.3 Bargaining Power of Buyers
 - 11.4.4 Threat of Substitutes
 - 11.4.5 Competitive Rivalry

12 INDUSTRY CHAIN ANALYSIS

- 12.1 Enterprise Identity Authentication Industry Chain
- 12.2 Enterprise Identity Authentication Upstream Analysis
- 12.3 Enterprise Identity Authentication Midstream Analysis
- 12.4 Enterprise Identity Authentication Downstream Analysis

13 RESEARCH FINDINGS AND CONCLUSION

14 APPENDIX

- 14.1 Methodology
- 14.2 Research Process and Data Source
- 14.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Enterprise Identity Authentication Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Table 2. Global Enterprise Identity Authentication Consumption Value by Deployment Type, (USD Million), 2021 & 2025 & 2032

Table 3. Global Enterprise Identity Authentication Consumption Value by Service Target, (USD Million), 2021 & 2025 & 2032

Table 4. Global Enterprise Identity Authentication Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Table 5. Global Enterprise Identity Authentication Consumption Value by Region (2021-2026) & (USD Million)

Table 6. Global Enterprise Identity Authentication Consumption Value by Region (2027-2032) & (USD Million)

Table 7. Microsoft Company Information, Head Office, and Major Competitors

Table 8. Microsoft Major Business

Table 9. Microsoft Enterprise Identity Authentication Product and Solutions

Table 10. Microsoft Enterprise Identity Authentication Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 11. Microsoft Recent Developments and Future Plans

Table 12. Okta Company Information, Head Office, and Major Competitors

Table 13. Okta Major Business

Table 14. Okta Enterprise Identity Authentication Product and Solutions

Table 15. Okta Enterprise Identity Authentication Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 16. Okta Recent Developments and Future Plans

Table 17. Auth0 Company Information, Head Office, and Major Competitors

Table 18. Auth0 Major Business

Table 19. Auth0 Enterprise Identity Authentication Product and Solutions

Table 20. Auth0 Enterprise Identity Authentication Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 21. ForgeRock Company Information, Head Office, and Major Competitors

Table 22. ForgeRock Major Business

Table 23. ForgeRock Enterprise Identity Authentication Product and Solutions

Table 24. ForgeRock Enterprise Identity Authentication Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 25. ForgeRock Recent Developments and Future Plans

- Table 26. Ping Identity Company Information, Head Office, and Major Competitors
- Table 27. Ping Identity Major Business
- Table 28. Ping Identity Enterprise Identity Authentication Product and Solutions
- Table 29. Ping Identity Enterprise Identity Authentication Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 30. Ping Identity Recent Developments and Future Plans
- Table 31. IBM Security Verify Company Information, Head Office, and Major Competitors
- Table 32. IBM Security Verify Major Business
- Table 33. IBM Security Verify Enterprise Identity Authentication Product and Solutions
- Table 34. IBM Security Verify Enterprise Identity Authentication Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 35. IBM Security Verify Recent Developments and Future Plans
- Table 36. Thales Company Information, Head Office, and Major Competitors
- Table 37. Thales Major Business
- Table 38. Thales Enterprise Identity Authentication Product and Solutions
- Table 39. Thales Enterprise Identity Authentication Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 40. Thales Recent Developments and Future Plans
- Table 41. Cisco Duo Company Information, Head Office, and Major Competitors
- Table 42. Cisco Duo Major Business
- Table 43. Cisco Duo Enterprise Identity Authentication Product and Solutions
- Table 44. Cisco Duo Enterprise Identity Authentication Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 45. Cisco Duo Recent Developments and Future Plans
- Table 46. Broadcom Company Information, Head Office, and Major Competitors
- Table 47. Broadcom Major Business
- Table 48. Broadcom Enterprise Identity Authentication Product and Solutions
- Table 49. Broadcom Enterprise Identity Authentication Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 50. Broadcom Recent Developments and Future Plans
- Table 51. Oracle Company Information, Head Office, and Major Competitors
- Table 52. Oracle Major Business
- Table 53. Oracle Enterprise Identity Authentication Product and Solutions
- Table 54. Oracle Enterprise Identity Authentication Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 55. Oracle Recent Developments and Future Plans
- Table 56. SAP Company Information, Head Office, and Major Competitors
- Table 57. SAP Major Business

- Table 58. SAP Enterprise Identity Authentication Product and Solutions
- Table 59. SAP Enterprise Identity Authentication Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 60. SAP Recent Developments and Future Plans
- Table 61. Google Company Information, Head Office, and Major Competitors
- Table 62. Google Major Business
- Table 63. Google Enterprise Identity Authentication Product and Solutions
- Table 64. Google Enterprise Identity Authentication Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 65. Google Recent Developments and Future Plans
- Table 66. AWS Company Information, Head Office, and Major Competitors
- Table 67. AWS Major Business
- Table 68. AWS Enterprise Identity Authentication Product and Solutions
- Table 69. AWS Enterprise Identity Authentication Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 70. AWS Recent Developments and Future Plans
- Table 71. Salesforce Company Information, Head Office, and Major Competitors
- Table 72. Salesforce Major Business
- Table 73. Salesforce Enterprise Identity Authentication Product and Solutions
- Table 74. Salesforce Enterprise Identity Authentication Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 75. Salesforce Recent Developments and Future Plans
- Table 76. Akamai Company Information, Head Office, and Major Competitors
- Table 77. Akamai Major Business
- Table 78. Akamai Enterprise Identity Authentication Product and Solutions
- Table 79. Akamai Enterprise Identity Authentication Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 80. Akamai Recent Developments and Future Plans
- Table 81. CyberArk Company Information, Head Office, and Major Competitors
- Table 82. CyberArk Major Business
- Table 83. CyberArk Enterprise Identity Authentication Product and Solutions
- Table 84. CyberArk Enterprise Identity Authentication Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 85. CyberArk Recent Developments and Future Plans
- Table 86. BeyondTrust Company Information, Head Office, and Major Competitors
- Table 87. BeyondTrust Major Business
- Table 88. BeyondTrust Enterprise Identity Authentication Product and Solutions
- Table 89. BeyondTrust Enterprise Identity Authentication Revenue (USD Million), Gross Margin and Market Share (2021-2026)

- Table 90. BeyondTrust Recent Developments and Future Plans
- Table 91. Delinea Company Information, Head Office, and Major Competitors
- Table 92. Delinea Major Business
- Table 93. Delinea Enterprise Identity Authentication Product and Solutions
- Table 94. Delinea Enterprise Identity Authentication Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 95. Delinea Recent Developments and Future Plans
- Table 96. One Identity Company Information, Head Office, and Major Competitors
- Table 97. One Identity Major Business
- Table 98. One Identity Enterprise Identity Authentication Product and Solutions
- Table 99. One Identity Enterprise Identity Authentication Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 100. One Identity Recent Developments and Future Plans
- Table 101. RSA Security Company Information, Head Office, and Major Competitors
- Table 102. RSA Security Major Business
- Table 103. RSA Security Enterprise Identity Authentication Product and Solutions
- Table 104. RSA Security Enterprise Identity Authentication Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 105. RSA Security Recent Developments and Future Plans
- Table 106. Entrust Company Information, Head Office, and Major Competitors
- Table 107. Entrust Major Business
- Table 108. Entrust Enterprise Identity Authentication Product and Solutions
- Table 109. Entrust Enterprise Identity Authentication Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 110. Entrust Recent Developments and Future Plans
- Table 111. HID Global Company Information, Head Office, and Major Competitors
- Table 112. HID Global Major Business
- Table 113. HID Global Enterprise Identity Authentication Product and Solutions
- Table 114. HID Global Enterprise Identity Authentication Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 115. HID Global Recent Developments and Future Plans
- Table 116. Global Enterprise Identity Authentication Revenue (USD Million) by Players (2021-2026)
- Table 117. Global Enterprise Identity Authentication Revenue Share by Players (2021-2026)
- Table 118. Breakdown of Enterprise Identity Authentication by Company Type (Tier 1, Tier 2, and Tier 3)
- Table 119. Market Position of Players in Enterprise Identity Authentication, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025

Table 120. Head Office of Key Enterprise Identity Authentication Players

Table 121. Enterprise Identity Authentication Market: Company Product Type Footprint

Table 122. Enterprise Identity Authentication Market: Company Product Application Footprint

Table 123. Enterprise Identity Authentication New Market Entrants and Barriers to Market Entry

Table 124. Enterprise Identity Authentication Mergers, Acquisition, Agreements, and Collaborations

Table 125. Global Enterprise Identity Authentication Consumption Value (USD Million) by Type (2021-2026)

Table 126. Global Enterprise Identity Authentication Consumption Value Share by Type (2021-2026)

Table 127. Global Enterprise Identity Authentication Consumption Value Forecast by Type (2027-2032)

Table 128. Global Enterprise Identity Authentication Consumption Value by Application (2021-2026)

Table 129. Global Enterprise Identity Authentication Consumption Value Forecast by Application (2027-2032)

Table 130. North America Enterprise Identity Authentication Consumption Value by Type (2021-2026) & (USD Million)

Table 131. North America Enterprise Identity Authentication Consumption Value by Type (2027-2032) & (USD Million)

Table 132. North America Enterprise Identity Authentication Consumption Value by Application (2021-2026) & (USD Million)

Table 133. North America Enterprise Identity Authentication Consumption Value by Application (2027-2032) & (USD Million)

Table 134. North America Enterprise Identity Authentication Consumption Value by Country (2021-2026) & (USD Million)

Table 135. North America Enterprise Identity Authentication Consumption Value by Country (2027-2032) & (USD Million)

Table 136. Europe Enterprise Identity Authentication Consumption Value by Type (2021-2026) & (USD Million)

Table 137. Europe Enterprise Identity Authentication Consumption Value by Type (2027-2032) & (USD Million)

Table 138. Europe Enterprise Identity Authentication Consumption Value by Application (2021-2026) & (USD Million)

Table 139. Europe Enterprise Identity Authentication Consumption Value by Application (2027-2032) & (USD Million)

Table 140. Europe Enterprise Identity Authentication Consumption Value by Country

(2021-2026) & (USD Million)

Table 141. Europe Enterprise Identity Authentication Consumption Value by Country (2027-2032) & (USD Million)

Table 142. Asia-Pacific Enterprise Identity Authentication Consumption Value by Type (2021-2026) & (USD Million)

Table 143. Asia-Pacific Enterprise Identity Authentication Consumption Value by Type (2027-2032) & (USD Million)

Table 144. Asia-Pacific Enterprise Identity Authentication Consumption Value by Application (2021-2026) & (USD Million)

Table 145. Asia-Pacific Enterprise Identity Authentication Consumption Value by Application (2027-2032) & (USD Million)

Table 146. Asia-Pacific Enterprise Identity Authentication Consumption Value by Region (2021-2026) & (USD Million)

Table 147. Asia-Pacific Enterprise Identity Authentication Consumption Value by Region (2027-2032) & (USD Million)

Table 148. South America Enterprise Identity Authentication Consumption Value by Type (2021-2026) & (USD Million)

Table 149. South America Enterprise Identity Authentication Consumption Value by Type (2027-2032) & (USD Million)

Table 150. South America Enterprise Identity Authentication Consumption Value by Application (2021-2026) & (USD Million)

Table 151. South America Enterprise Identity Authentication Consumption Value by Application (2027-2032) & (USD Million)

Table 152. South America Enterprise Identity Authentication Consumption Value by Country (2021-2026) & (USD Million)

Table 153. South America Enterprise Identity Authentication Consumption Value by Country (2027-2032) & (USD Million)

Table 154. Middle East & Africa Enterprise Identity Authentication Consumption Value by Type (2021-2026) & (USD Million)

Table 155. Middle East & Africa Enterprise Identity Authentication Consumption Value by Type (2027-2032) & (USD Million)

Table 156. Middle East & Africa Enterprise Identity Authentication Consumption Value by Application (2021-2026) & (USD Million)

Table 157. Middle East & Africa Enterprise Identity Authentication Consumption Value by Application (2027-2032) & (USD Million)

Table 158. Middle East & Africa Enterprise Identity Authentication Consumption Value by Country (2021-2026) & (USD Million)

Table 159. Middle East & Africa Enterprise Identity Authentication Consumption Value by Country (2027-2032) & (USD Million)

Table 160. Global Key Players of Enterprise Identity Authentication Upstream (Raw Materials)

Table 161. Global Enterprise Identity Authentication Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Enterprise Identity Authentication Picture

Figure 2. Global Enterprise Identity Authentication Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 3. Global Enterprise Identity Authentication Consumption Value Market Share by Type in 2025

Figure 4. Biometric

Figure 5. Multi-Factor Fusion

Figure 6. Digital Certificate

Figure 7. Others

Figure 8. Global Enterprise Identity Authentication Consumption Value by Deployment Type, (USD Million), 2021 & 2025 & 2032

Figure 9. Global Enterprise Identity Authentication Consumption Value Market Share by Deployment Type in 2025

Figure 10. Cloud-based

Figure 11. On-premise

Figure 12. Global Enterprise Identity Authentication Consumption Value by Service Target, (USD Million), 2021 & 2025 & 2032

Figure 13. Global Enterprise Identity Authentication Consumption Value Market Share by Service Target in 2025

Figure 14. Large Enterprise

Figure 15. SMEs

Figure 16. Global Enterprise Identity Authentication Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 17. Enterprise Identity Authentication Consumption Value Market Share by Application in 2025

Figure 18. Finance Picture

Figure 19. Government and Public Utilities Picture

Figure 20. Healthcare Picture

Figure 21. Others Picture

Figure 22. Global Enterprise Identity Authentication Consumption Value, (USD Million): 2021 & 2025 & 2032

Figure 23. Global Enterprise Identity Authentication Consumption Value and Forecast (2021-2032) & (USD Million)

Figure 24. Global Market Enterprise Identity Authentication Consumption Value (USD Million) Comparison by Region (2021 VS 2025 VS 2032)

Figure 25. Global Enterprise Identity Authentication Consumption Value Market Share by Region (2021-2032)

Figure 26. Global Enterprise Identity Authentication Consumption Value Market Share by Region in 2025

Figure 27. North America Enterprise Identity Authentication Consumption Value (2021-2032) & (USD Million)

Figure 28. Europe Enterprise Identity Authentication Consumption Value (2021-2032) & (USD Million)

Figure 29. Asia-Pacific Enterprise Identity Authentication Consumption Value (2021-2032) & (USD Million)

Figure 30. South America Enterprise Identity Authentication Consumption Value (2021-2032) & (USD Million)

Figure 31. Middle East & Africa Enterprise Identity Authentication Consumption Value (2021-2032) & (USD Million)

Figure 32. Company Three Recent Developments and Future Plans

Figure 33. Global Enterprise Identity Authentication Revenue Share by Players in 2025

Figure 34. Enterprise Identity Authentication Market Share by Company Type (Tier 1, Tier 2, and Tier 3) in 2025

Figure 35. Market Share of Enterprise Identity Authentication by Player Revenue in 2025

Figure 36. Top 3 Enterprise Identity Authentication Players Market Share in 2025

Figure 37. Top 6 Enterprise Identity Authentication Players Market Share in 2025

Figure 38. Global Enterprise Identity Authentication Consumption Value Share by Type (2021-2026)

Figure 39. Global Enterprise Identity Authentication Market Share Forecast by Type (2027-2032)

Figure 40. Global Enterprise Identity Authentication Consumption Value Share by Application (2021-2026)

Figure 41. Global Enterprise Identity Authentication Market Share Forecast by Application (2027-2032)

Figure 42. North America Enterprise Identity Authentication Consumption Value Market Share by Type (2021-2032)

Figure 43. North America Enterprise Identity Authentication Consumption Value Market Share by Application (2021-2032)

Figure 44. North America Enterprise Identity Authentication Consumption Value Market Share by Country (2021-2032)

Figure 45. United States Enterprise Identity Authentication Consumption Value (2021-2032) & (USD Million)

Figure 46. Canada Enterprise Identity Authentication Consumption Value (2021-2032) &

(USD Million)

Figure 47. Mexico Enterprise Identity Authentication Consumption Value (2021-2032) & (USD Million)

Figure 48. Europe Enterprise Identity Authentication Consumption Value Market Share by Type (2021-2032)

Figure 49. Europe Enterprise Identity Authentication Consumption Value Market Share by Application (2021-2032)

Figure 50. Europe Enterprise Identity Authentication Consumption Value Market Share by Country (2021-2032)

Figure 51. Germany Enterprise Identity Authentication Consumption Value (2021-2032) & (USD Million)

Figure 52. France Enterprise Identity Authentication Consumption Value (2021-2032) & (USD Million)

Figure 53. United Kingdom Enterprise Identity Authentication Consumption Value (2021-2032) & (USD Million)

Figure 54. Russia Enterprise Identity Authentication Consumption Value (2021-2032) & (USD Million)

Figure 55. Italy Enterprise Identity Authentication Consumption Value (2021-2032) & (USD Million)

Figure 56. Asia-Pacific Enterprise Identity Authentication Consumption Value Market Share by Type (2021-2032)

Figure 57. Asia-Pacific Enterprise Identity Authentication Consumption Value Market Share by Application (2021-2032)

Figure 58. Asia-Pacific Enterprise Identity Authentication Consumption Value Market Share by Region (2021-2032)

Figure 59. China Enterprise Identity Authentication Consumption Value (2021-2032) & (USD Million)

Figure 60. Japan Enterprise Identity Authentication Consumption Value (2021-2032) & (USD Million)

Figure 61. South Korea Enterprise Identity Authentication Consumption Value (2021-2032) & (USD Million)

Figure 62. India Enterprise Identity Authentication Consumption Value (2021-2032) & (USD Million)

Figure 63. Southeast Asia Enterprise Identity Authentication Consumption Value (2021-2032) & (USD Million)

Figure 64. Australia Enterprise Identity Authentication Consumption Value (2021-2032) & (USD Million)

Figure 65. South America Enterprise Identity Authentication Consumption Value Market Share by Type (2021-2032)

Figure 66. South America Enterprise Identity Authentication Consumption Value Market Share by Application (2021-2032)

Figure 67. South America Enterprise Identity Authentication Consumption Value Market Share by Country (2021-2032)

Figure 68. Brazil Enterprise Identity Authentication Consumption Value (2021-2032) & (USD Million)

Figure 69. Argentina Enterprise Identity Authentication Consumption Value (2021-2032) & (USD Million)

Figure 70. Middle East & Africa Enterprise Identity Authentication Consumption Value Market Share by Type (2021-2032)

Figure 71. Middle East & Africa Enterprise Identity Authentication Consumption Value Market Share by Application (2021-2032)

Figure 72. Middle East & Africa Enterprise Identity Authentication Consumption Value Market Share by Country (2021-2032)

Figure 73. Turkey Enterprise Identity Authentication Consumption Value (2021-2032) & (USD Million)

Figure 74. Saudi Arabia Enterprise Identity Authentication Consumption Value (2021-2032) & (USD Million)

Figure 75. UAE Enterprise Identity Authentication Consumption Value (2021-2032) & (USD Million)

Figure 76. Enterprise Identity Authentication Market Drivers

Figure 77. Enterprise Identity Authentication Market Restraints

Figure 78. Enterprise Identity Authentication Market Trends

Figure 79. Porters Five Forces Analysis

Figure 80. Enterprise Identity Authentication Industrial Chain

Figure 81. Methodology

Figure 82. Research Process and Data Source

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