

Global Identity Analytics 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 Identity Analytics market size was valued at US\$ 24840 million in 2025 and is forecast to a readjusted size of US\$ 43780 million by 2032 with a CAGR of 8.5% during review period.

In this report, Identity Analytics mainly refers to identity and access management (IAM). Identity analytics helps companies to reduce risk and prove compliance based on identity-related data. Identity and access management (IAM) is a framework of business processes, policies and technologies that facilitates the management of electronic or digital identities. With an IAM framework in place, information technology (IT) managers can control user access to critical information within their organizations. Systems used for IAM include single sign-on systems, two-factor authentication, multi-factor authentication and privileged access management. These technologies also provide the ability to securely store identity and profile data as well as data governance functions to ensure that only data that is necessary and relevant is shared. IAM systems can be deployed on premises, provided by a third-party vendor through a cloud-based subscription model.

One reason IAM is an important part of cybersecurity is that it helps an organization's IT department strike the right balance between keeping important data and resources inaccessible to most but still accessible to some. IAM makes it possible to set controls that grant secure access to employees and devices while making it difficult or impossible for outsiders to get through.

Global key players of Identity Analytics include Okta, IBM, Microsoft and VMware, etc. The top four players hold a share over 30%. North America is the largest market, has a share about 44%. In terms of product type, Cloud-based is the largest segment,

occupied for a share of about 56%, and in terms of application, Large Enterprises has a share about 78 percent.

This report is a detailed and comprehensive analysis for global Identity Analytics 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 Identity Analytics market size and forecasts, in consumption value (\$ Million), 2021-2032

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

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

Global Identity Analytics 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 Identity Analytics

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 Identity Analytics 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 Okta, IBM, Microsoft, VMware, Broadcom (CA Technologies), CyberArk, Oracle, SailPoint Technologies, Ping Identity, AWS, etc.

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

Market segmentation

Identity Analytics 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

Cloud-based

On-premise

Market segment by Application

Large Enterprises

SMEs

Market segment by players, this report covers

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

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 Identity Analytics product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the Identity Analytics 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 Identity Analytics 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 Identity Analytics.

Chapter 13, to describe Identity Analytics research findings and conclusion.

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