

# Global Identity Assessment and Assurance Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G2A3900208D7EN.html>

Date: February 2026

Pages: 161

Price: US\$ 4,480.00 (Single User License)

ID: G2A3900208D7EN

## Abstracts

The global Identity Assessment and Assurance market size is expected to reach \$ 34607 million by 2032, rising at a market growth of 11.4% CAGR during the forecast period (2026-2032).

Identity Assessment and Assurance refers to the technology and service system that systematically verifies, evaluates, and endorses the authenticity, validity, and continued credibility of an individual's or organization's identity in digital or offline interactions. Its goal is to provide business systems with quantifiable and auditable levels of identity credibility assurance.

### Gross Profit Margin Levels

The gross profit margin for identity verification and assurance exhibits a structure of 'high for software/API platforms, relatively low for labor/data-intensive systems.' Vendors focusing on pure API/SaaS-based document and biometric verification typically achieve high gross profit margins (commonly in the **70%–85%** range) after scaling up. Their costs mainly consist of cloud computing power, model and data annotation/maintenance, and a small amount of manual review. Publicly disclosed data shows that representative vendors maintain non-GAAP gross profit margins of approximately 84%–85%, reflecting the 'software-based + scalable' attributes. On the other hand, if the solution heavily relies on human video verification (vKYC), offline branch collaboration, or large-scale third-party data purchases and credit/list searches, the gross profit margin will be lowered by labor and data sharing costs, resulting in a more 'service delivery-oriented' profit structure. Therefore, the industry will continue to evolve towards automation (AI verification) + orchestration (policy routing) + multi-signal fusion (device/behavioral/biometrics) to improve risk control effectiveness while

stabilizing gross profit.

## Industry Drivers

The core driver of growth in identity verification and assurance is the amplification of fraud and compliance risks as digital businesses move all 'account opening/login/transaction' remotely. On one hand, account theft, identity theft, deepfakes, and injection attacks render the traditional 'document + selfie' approach unsustainable, necessitating platforms to introduce stronger liveness/adversarial capabilities and continuous monitoring. On the other hand, the increasing demands from finance, encryption, cross-border payments, platform economies, and government online services for KYC/KYB, anti-money laundering, and auditable traceability are driving the implementation of 'measurable assurance levels' in identity systems (e.g., NIST's IAL/AAL/FAL framework and EU remote identity verification technical specifications constraining high-assurance processes). Simultaneously, user experience is also driving product design: companies aim to dynamically switch between 'low-risk, low-friction' and 'high-risk, high-assurance' identity orchestration, focusing costs on the most crucial aspects. Coupled with the advancement of various electronic identity and wallet (eID/ID wallet) ecosystems, identity verification is shifting from 'one-time checks' to 'reusable, trusted identities + continuous assurance,' thereby expanding the market ceiling and monetization scenarios.

This report studies the global Identity Assessment and Assurance demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Identity Assessment and Assurance, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Identity Assessment and Assurance that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Identity Assessment and Assurance total market, 2021-2032, (USD Million)

Global Identity Assessment and Assurance total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Identity Assessment and Assurance total market, key domestic companies, and share, (USD Million)

Global Identity Assessment and Assurance revenue by player, revenue and market share 2021-2026, (USD Million)

Global Identity Assessment and Assurance total market by Type, CAGR, 2021-2032, (USD Million)

Global Identity Assessment and Assurance total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Identity Assessment and Assurance 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 Entrust, Experian, GBG, IDEMIA, iDenfy, InfoCert, iProov, Jumio, LexisNexis Risk Solutions, Microsoft, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Identity Assessment and Assurance market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Identity Assessment and Assurance Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Identity Assessment and Assurance Market, Segmentation by Type:

Biometric Identification

Data Comparison

Others

Global Identity Assessment and Assurance Market, Segmentation by Authentication Method:

Single-Factor Assessment

Multi-Factor Assessment (Mfa)

Dynamic Risk Assessment

Others

Global Identity Assessment and Assurance Market, Segmentation by Deployment Method:

Cloud-based

On-premise

Global Identity Assessment and Assurance Market, Segmentation by Application:

Financial Industry

Healthcare Industry

Government and Public Service Industry

Others

Companies Profiled:

Entrust

Experian

GBG

IDEMIA

iDenfy

InfoCert

iProov

Jumio

LexisNexis Risk Solutions

Microsoft

Onfido

Ping Identity

SEON

Signicat

Socure

Subex

Thales

Trulioo

Veriff

1Kosmos

Daon

Transmit Security

Regula

### **Key Questions Answered**

1. How big is the global Identity Assessment and Assurance market?
2. What is the demand of the global Identity Assessment and Assurance market?
3. What is the year over year growth of the global Identity Assessment and Assurance market?
4. What is the total value of the global Identity Assessment and Assurance market?
5. Who are the Major Players in the global Identity Assessment and Assurance market?
6. What are the growth factors driving the market demand?

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