

Global MSP Partner Program 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 MSP Partner Program market size was valued at US\$ 414 million in 2025 and is forecast to a readjusted size of US\$ 792 million by 2032 with a CAGR of 7.7% during review period.

The MSP (Managed Service Provider) partner program is an ecosystem collaboration system jointly built by cloud service providers, technology vendors, and third-party service providers. It aims to provide customers with managed services covering the entire lifecycle, including cloud architecture, network security, and operations management, through technology empowerment, resource integration, and joint solutions. Its core lies in reducing enterprise IT complexity and improving operational efficiency through specialized division of labor. The industry's gross profit margin can reach 40%-60%.

Key market drivers include the following:

Demand for enterprise IT outsourcing drives the development of partner ecosystems

Market growth for MSP (Managed Service Provider) partner programs is primarily driven by rising enterprise demand for managed IT services and continuous operational capabilities. Small and medium-sized enterprises (SMEs) and large organizations with numerous branch offices often lack sufficient in-house teams for IT, security, and cloud operations; they rely on managed service providers for network management, cloud resource operations, endpoint management, data backup, security monitoring, and technical support. Through MSP partner programs, vendors can entrust partners with the local sales, deployment, and operation of their software, cloud platforms, and

security products, thereby expanding market coverage. Growing enterprise acceptance of one-stop, continuous, and pay-as-you-go services further enhances the value of the MSP ecosystem.

Increasing complexity of cloud services and cybersecurity deepens collaboration

Enterprise IT environments are expanding from on-premises data centers to public clouds, private clouds, SaaS, remote work setups, and multi-device environments, resulting in more complex operational targets and more dispersed security risks. MSP partners must possess capabilities in cloud migration, identity management, threat monitoring, compliance support, automated operations, and emergency response to help customers lower technical barriers. For vendors, simple product sales can no longer meet customers' ongoing management needs; leveraging MSP partners to provide managed services, subscription renewals, customer success initiatives, and value-added support helps improve customer retention and long-term revenue stability. Rising technical complexity is shifting the vendor-partner relationship from traditional channel distribution toward joint service delivery.

Subscription models and ecosystem enablement reinforce long-term growth

The shift toward software subscriptions and cloud-based services is driving MSP partner programs to transition from one-time license sales to long-term service operations. Vendors typically help partners enhance their service capabilities and profitability through training and certification, technical support, marketing resources, platform interfaces, automation tools, and tiered incentive programs. In turn, partners can foster stronger customer loyalty by offering tailored service packages and ongoing operational reports based on specific industry needs. Future competition among MSP partner programs will center on ecosystem reach, ease of product integration, automated operations platforms, partner profit margins, and customer lifecycle management capabilities.

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

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

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

Global MSP Partner Program 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 MSP Partner Program

- 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 MSP Partner Program 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 KnowBe4?US?, Proofpoint?US?, ESET?SK?, Kaspersky?RU?, Sophos?GB?, Mimecast?GB?, Cofense?US?, Barracuda Networks, Inc?US?, AwareGO?IS?, Phriendly Phishing?AU?, etc.

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

Market segmentation

MSP Partner Program 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

On-premises

Cloud-based

Market segment by Technology

Cloud MSP

Network MSP

Full-Stack MSP

Market segment by Functional Category

Infrastructure Management

Application Performance Management

Data Backup and Recovery

Disaster Recovery

Market segment by Application

SMEs

Large Enterprises

Market segment by players, this report covers

KnowBe4?US?

Proofpoint?US?

ESET?SK?

Kaspersky?RU?

Sophos?GB?

Mimecast?GB?

Cofense?US?

Barracuda Networks, Inc?US?

AwareGO?IS?

Phriendly Phishing?AU?

Infosec?US?

Right-Hand?SG?

NINJIO?US?

Accountable?US?

Hoxhunt?FI?

IRONSCALES?IL?

Fortinet?US?

Splashtop?US?

360?CN?

AsiaInfo Security?CN?

Qi An Xin?CN?

Azure?US?

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 MSP Partner Program product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the MSP Partner Program 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 MSP Partner Program 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 MSP Partner Program.

Chapter 13, to describe MSP Partner Program research findings and conclusion.

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