

Global MSP Partner Program Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G50F0D4B3AA3EN.html>

Date: July 2026

Pages: 151

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

ID: G50F0D4B3AA3EN

Abstracts

The global MSP Partner Program market size is expected to reach \$ 792 million by 2032, rising at a market growth of 7.7% CAGR during the forecast period (2026-2032).

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 studies the global MSP Partner Program demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for MSP Partner Program, 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 MSP Partner Program that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global MSP Partner Program total market, 2021-2032, (USD Million)

Global MSP Partner Program total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: MSP Partner Program total market, key domestic companies, and share, (USD Million)

Global MSP Partner Program revenue by player, revenue and market share 2021-2026, (USD Million)

Global MSP Partner Program total market by Type, CAGR, 2021-2032, (USD Million)

Global MSP Partner Program total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world MSP Partner Program 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 MSP Partner Program Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global MSP Partner Program Market, Segmentation by Type:

On-premises

Cloud-based

Global MSP Partner Program Market, Segmentation by Technology:

Cloud MSP

Network MSP

Full-Stack MSP

Global MSP Partner Program Market, Segmentation by Functional Category:

Infrastructure Management

Application Performance Management

Data Backup and Recovery

Disaster Recovery

Global MSP Partner Program Market, Segmentation by Application:

SMEs

Large Enterprises

Companies Profiled:

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?

AsialInfo Security?CN?

Qi An Xin?CN?

Azure?US?

Key Questions Answered

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

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