

# Global No Password Authentication Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global No Password Authentication market size is expected to reach \$ 37450 million by 2032, rising at a market growth of 11.9% CAGR during the forecast period (2026-2032).

No Password Authentication is an authentication method that does not rely on traditional static passwords. By replacing or completely eliminating the 'username + password' login mechanism, it achieves a more secure, less user-friction-intensive, and more phishing-resistant authentication experience.

### Gross Margin Level

No Password Authentication falls into the typical 'high software gross margin + tiered delivery service' sector: core capabilities are mostly delivered in SaaS/IAM platform form, with low unit marginal cost, and subscription software gross margins are often significantly higher than traditional hardware and one-off projects; however, in high-compliance scenarios such as large government and enterprise, and financial institutions, localized deployment, integration and transformation, identity verification/device management, and 24/7 support are often added, and service and channel revenue sharing will lower the overall gross margin. Considering common business structures in the industry, the overall gross margin typically falls within the 55%-85% range: 'pure software subscriptions/developer platforms' are closer to the upper limit, while 'integrated software and hardware/heavy delivery projects' are closer to the middle.

### Industry Drivers

The direct driving force for industry growth comes from three factors: First, the cost of phishing and credential attacks continues to rise, and enterprises are more inclined to adopt FIDO-based Passkeys to obtain stronger anti-phishing capabilities and better login success rates/experiences (the FIDO Alliance's definition of passkeys emphasizes replacing passwords with key pairs). Secondly, a key driving force from the ecosystem

side comes from the support and continued implementation of common passwordless standards by Apple, Google, and Microsoft, which lowers the threshold for cross-platform deployment and promotes the spread of the 'default passwordless' strategy. Thirdly, with the advancement of zero trust in enterprises and the normalization of remote/multi-cloud work, SSO, MFA, device trust, and risk strategies require strong authentication methods with lower friction to balance security and efficiency (for example, Duo, Entra, etc., have strengthened passkeys/passwordless capabilities at the product level).

This report studies the global No Password Authentication demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for No Password Authentication, 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 No Password Authentication that contribute to its increasing demand across many markets.

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

Global No Password Authentication total market, 2021-2032, (USD Million)

Global No Password Authentication total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: No Password Authentication total market, key domestic companies, and share, (USD Million)

Global No Password Authentication revenue by player, revenue and market share 2021-2026, (USD Million)

Global No Password Authentication total market by Type, CAGR, 2021-2032, (USD Million)

Global No Password Authentication total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global No Password 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, Ping Identity, Cisco, IBM Security Verify, Thales, Entrust, HID Global, Yubico, IDEMIA, 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 No Password Authentication 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 No Password Authentication Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global No Password Authentication Market, Segmentation by Type:

Biometric Authentication

Hardware Token Authentication

Others

Global No Password Authentication Market, Segmentation by Deployment Method:

Cloud-based

On-premise

Global No Password Authentication Market, Segmentation by Authentication Frequency:

Single Authentication

Periodic Authentication

Dynamically Triggered Authentication

Global No Password Authentication Market, Segmentation by Application:

Financial Services Industry

IT and Telecommunications Industry

Healthcare Industry

Other

**Companies Profiled:**

Microsoft

Okta

Ping Identity

Cisco

IBM Security Verify

Thales

Entrust

HID Global

Yubico

IDEMIA

CyberArk

RSA

One Identity

Beyond Identity

HYPR

Transmit Security

Secret Double Octopus

1Kosmos

Keyless

#### Key Questions Answered

1. How big is the global No Password Authentication market?
2. What is the demand of the global No Password Authentication market?
3. What is the year over year growth of the global No Password Authentication market?
4. What is the total value of the global No Password Authentication market?
5. Who are the Major Players in the global No Password Authentication market?
6. What are the growth factors driving the market demand?

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