

# **Application Hosting Market Size, Share, & Trends Analysis Report By Hosting (Managed Hosting, Cloud Hosting), By Service, By Application (Mobile-based, Web-based), By Organization Size, By End Use, And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

**This report can be delivered to the clients within 5 Business Days**

### **Market Size & Trends**

The global application hosting market size was estimated at USD 78.30 billion in 2024 and is projected to grow at a CAGR of 12.7% from 2025 to 2030. The market represents a dynamic and integral part of the broader IT services landscape, offering businesses the ability to run software applications on remote infrastructure managed by third-party providers.

This includes services across cloud, managed, and hybrid hosting environments, allowing organizations to reduce the complexity and cost of managing their own on-premises IT infrastructure.

Hosting providers deliver infrastructure, platform, and software-as-a-service (IaaS, PaaS, and SaaS) models, which can be tailored to support diverse business requirements.

The rising adoption of cloud computing is a major factor driving the market growth in the coming years. Cloud platforms provide businesses with a flexible, scalable, and cost-effective way to host applications without the need to maintain physical infrastructure. This is particularly advantageous for small and medium-sized enterprises (SMEs),

which often lack the resources to invest in on-premises data centers or manage complex IT environments. By leveraging cloud-based hosting, these organizations can access high-performance computing, storage, and security services on a pay-as-you-go basis, reducing upfront capital expenditures. Moreover, cloud solutions enable rapid deployment, seamless updates, and remote accessibility-critical factors for businesses looking to stay agile and competitive in fast-changing markets. The cloud also allows companies to scale resources up or down based on demand, ensuring optimal performance during peak usage while minimizing costs during low-traffic periods. This combination of affordability, convenience, and innovation is fueling widespread migration to cloud-hosted application environments.

Digital transformation initiatives are accelerating across industries, compelling businesses to modernize their application infrastructure. With customer engagement shifting to digital channels, enterprises are investing in hosted applications that can be easily updated, maintained, and scaled to meet fluctuating demand. Sectors such as retail, healthcare, banking, and government are embracing hosted platforms to deliver better digital services, improve agility, and reduce operational burdens.

Vendor lock-in is a significant challenge in the market, especially with large cloud providers. Businesses may become dependent on a specific provider's proprietary technologies, APIs, or configurations, making it difficult and costly to migrate applications elsewhere. Complex service agreements and integration dependencies further increase switching costs. This lack of interoperability can limit flexibility and hinder a company's ability to adapt its IT strategy or negotiate better terms. As a result, organizations may be locked into long-term relationships that restrict innovation, cost optimization, and strategic decision-making.

## Global Application Hosting Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the global application hosting marketreport based on hosting, service, application, organization size, end use, and region.

Hosting Outlook (Revenue, USD Billion, 2018 - 2030)

Managed Hosting

Cloud Hosting

Infrastructure as a Service

Platform as a Service

Software as a Service

Colocation Hosting

Service Outlook (Revenue, USD Billion, 2018 - 2030)

Application Monitoring

Application Programming Interface Management

Infrastructure Services

Database Administration

Backup and Recovery

Application Security

Application Outlook (Revenue, USD Billion, 2018 - 2030)

Mobile-based

Web-based

Organization Size Outlook (Revenue, USD Billion, 2018 - 2030)

SMEs

Large enterprises

End Use Outlook (Revenue, USD Billion, 2018 - 2030)

Government and Public Sector

Consumer Goods and Retail

Healthcare and Life Sciences

Banking, Financial Services, and Insurance (BFSI)

IT and Telecommunications

Manufacturing

Others

Regional Outlook (Revenue, USD Billion, 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Asia Pacific

China

India

Japan

South Korea

Australia

Latin America

Brazil

Middle East & Africa

U.A.E

Saudi Arabia

South Africa

### **Companies Mentioned**

Amazon Application Monitoring Services (AWS)

Microsoft Corporation

Google

IBM Corporation

Oracle Corporation

Alibaba Cloud

Salesforce

Rackspace Technology

DigitalOcean

GoDaddy

Liquid Application Monitoring

Akamai Technologies

NEC Corporation

Tencent Cloud

DXC Technology

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