

Customer Identity And Access Management Market Size, Share & Trends Analysis Report By Component, By Deployment, By Authentication Method, By Industry Vertical, By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Market Size & Trends

The global customer identity and access management market size was estimated at USD 8.12 billion in 2023 and is projected to grow at a CAGR of 17.4% from 2024 to 2030. This surge in demand can be attributed to the rising awareness of data protection laws, the growing digitalization of businesses, and the necessity for enhanced user experiences.

Security solutions are pivotal in managing and securing customer identities, providing businesses with the tools to streamline registration processes, authenticate users, and manage profiles while maintaining compliance with privacy regulations. As online transactions and digital interactions continue to rise, the importance of implementing robust solutions becomes ever more critical. Moreover, the advent of technologies such as artificial intelligence and machine learning is introducing advanced functionalities in solutions, Component more personalized and secure user experiences.

The market is fueled by the growing need to secure customer access to services and data amidst rising data protection awareness and digital business transformations. This burgeoning demand underscores the crucial role of solutions in managing and safeguarding customer identities. These solutions are essential for streamlining

registration, authenticating users, and managing profiles while adhering to privacy laws. The increasing trend of online transactions and digital interactions elevates the importance of deploying robust systems. In addition, the integration of cutting-edge technologies such as artificial intelligence and machine learning is enhancing functionalities, enabling more personalized and secure customer experiences. This growth trajectory is set to continue as industries across the board begin to appreciate the significant value it brings in building customer trust and loyalty, along with ensuring stringent data security.

Strategic partnerships enhance its capabilities and reach. These collaborations between customer identity and access management (CIAM) providers and technology firms are driven by the need to offer more comprehensive and advanced solutions that cater to the escalating demands for secure and seamless customer experiences. By joining forces, companies can leverage each other's strengths, such as integrating artificial intelligence and machine learning for improved personalization and security. Such partnerships are crucial for staying competitive, expanding market presence, and meeting the diverse needs of businesses across various industries, ultimately fostering stronger customer trust and loyalty.

Global Customer Identity And Access Management 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 customer identity and access management (CIAM) market report based on component, deployment, authentication method, industry vertical, and region:

Component Outlook (Revenue, USD Million, 2018 - 2030)

Solution

Identity Governance

Identity Analytics

Identity Administration and Authentication

Identity Proofing Services

Services

Professional Services

Managed Services

Deployment Outlook (Revenue, USD Million, 2018 - 2030)

On-premises

Cloud

Authentication Method Outlook (Revenue, USD Million, 2018 - 2030)

Single Sign-On (SSO)

Password less Authentication

Others

Industry Vertical Outlook (Revenue, USD Million, 2018 - 2030)

BFSI

Hospitality & Travel

Healthcare

Retail & E-Commerce

Education

Government & Public Sector

Others

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

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Asia Pacific

China

Japan

India

South Korea

Australia

Latin America

Brazil

Middle East and Africa (MEA)

UAE

Saudi Arabia

South Africa

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