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Enterprise Mobility Management Market Size, Share, & Trends Analysis Report By Solution (Software, Services), By Deployment (Cloud-based, On-premises), By Enterprise Size, By End Use, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Enterprise Mobility Management Market Growth & Trends

The global enterprise mobility management market size is estimated to reach USD 69.12 billion by 2030, expanding at a CAGR of 24.1% from 2025 to 2030, according to the recent reports of Grand View Research, Inc. The market growth can be attributed to the proliferation of mobile devices and the rising trend of work from policies led by the COVID-19 pandemic. Further, end-user companies shifting focus on remote working to improve employees' productivity is creating a favorable environment for the market. Enterprise mobility management (EMM) solutions enable end-user companies to update, control, or erase the data of mobile devices remotely, supporting the market growth.

Rapid development in network infrastructure, supportive government initiatives for digitization, and the increasing trend of Bring Your Own Device (BYOD) are some of the key factors attracting hackers & cybercriminals, resulting in data theft and data loss from mobile devices. The majority of end-user companies are adopting EMM solutions to protect their business-critical data from mobile devices, creating robust opportunities for the market. EMM solutions also offer various benefits to employees through their mobile devices, such as remote access to enterprise resources, a secure web browser, mobile threat defense, mobile content management, mobile device provisioning, and document

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editing.

The increasing demand for enterprise mobility management solutions across the globe is encouraging market players to invest in their R&D to expand their product portfolio, supporting the growth of the market for enterprise mobility management. Companies such as Sektor, HMD Global, and Zoho Corporation Pvt. Ltd. are adopting various business strategies to stay competitive in the market. For instance, in May 2021, the consumer electronics company, HMD Global launched an EMM solution, HMD Enable Pro, to assist organizations in enhancing the security of smartphones and setting up security policies. Further, in August 2021, mobile device company Sektor partnered with SOTI, an EMM firm, to strengthen its EMM portfolio and expand its business operations in Vietnam, Thailand, Malaysia, New Zealand, and Australia.

Enterprise Mobility Management Market Report Highlights

The services segment is anticipated to grow at the fastest CAGR from 2025 to 2030. Shifting end-user focus on adopting customized EMM solutions as per business needs and optimizing their operating costs is driving the growth of the services segment

The large enterprises segment dominated the market with a revenue share of over 52.0% in 2024 and the small and medium-sized enterprises (SMEs) segment is expected to register the fastest CAGR from 2025 to 2030

The IT & telecom segment held the largest market share of over 18.0% in 2024 in the enterprise mobility management industry and the retail segment is anticipated to register the fastest CAGR during the forecast period

The cloud-based segment dominated the market with a revenue share of over 56.0% in 2024. The significant growth can be attributed to the hassle-free deployment of cloud-based EMM solutions, low investment in physical infrastructure, and enhanced remote management. Market players' focus on developing diverse cloud-based EMM solutions is expected to fuel the growth of the cloud-based market in the forecast period

The small and medium-sized enterprises (SMEs) segment is expected to register the fastest CAGR from 2025 to 2030. The rising digital security concerns and availability of low-cost EMM solutions are propelling the growth of the EMM market in SMEs

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The retail segment is anticipated to register the fastest CAGR during the forecast period. Retailers are using mobile devices, such as Point-of-sale (POS) terminals and kiosks, to enhance the customers' shopping experience. To ensure the security and data privacy of all these mobile devices, retailers are investing in cyber security solutions, creating robust opportunities for the market in the retail sector

The Asia Pacific segment is anticipated to register a CAGR of 26.3% from 2025 to 2030. The growing public & private investment in digitalization and various countries' government emphasis on strengthening digital security across the country is accelerating the proliferation of the Asia Pacific market.

Companies Mentioned

Cisco Systems, Inc.
SAP SE
Broadcom, Inc.
AppTec GmbH
VMware, Inc.
Citrix Systems
Ivanti
IBM Corporation
Microsoft Corporation
Micro Focus
Zoho Corporation Pvt. Ltd.
Matrix42
Sophos
BlackBerry Limited
Esper

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