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Mobile Device Management Market Size, Share & Trends Analysis Report By Solution (Software, Services), By Device Type (Smartphones, Laptops), By Deployment, By Enterprise Size, By Operating System, By End-use, By Vertical, By Region, And Segment Forecasts, 2025 - 2030

https://marketpublishers.com/r/M83B027066D8EN.html
Date: May 2025
Pages: 120
Price: US$ 4,950.00 (Single User License)
ID: M83B027066D8EN

Abstracts

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

Mobile Device Management Market Growth & Trends

The global mobile device management market size is expected to reach USD 28.37 billion by 2030, registering a CAGR of 24.5% from 2025 to 2030, according to a new report by Grand View Research, Inc. The market is expected to witness growth due to the increasing adoption of mobile devices in the workplace and the need to secure and manage them. With the proliferation of smartphones, tablets, and other mobile devices, employees are increasingly using their personal devices for work purposes. This trend, commonly referred to as Bring Your Own Device (BYOD), has led to an increase in the number of mobile devices that need to be managed and secured within an organization. Mobile device management (MDM) solutions provide a centralized platform for managing & securing mobile devices, including the ability to enforce security policies, monitor device usage, and remotely wipe data in case of loss or theft.

As more organizations adopt BYOD policies or provide employees with company-owned mobile devices, the demand for MDM solutions is expected to continue to grow. Furthermore, the adoption of mobile devices has been further accelerated by the COVID-19 pandemic, as remote work has become the norm for many organizations. As

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employees work from home or other locations outside of the traditional office, the need for MDM solutions to manage and secure employee devices outside of the organization's network perimeter has increased. However, the mobile device landscape is highly fragmented, with a wide range of operating systems, device types, and versions in use. This fragmentation makes it difficult for MDM solutions to provide comprehensive management and security across all devices.

Thus, considering it a challenging factor in the market. MDM solutions need to support a wide range of operating systems, including iOS, Android, Windows, and macOS, as well as different device types, such as smartphones, tablets, laptops, and wearables. They also need to support different versions of these operating systems and devices, which can further complicate the management and security of these devices. To address this challenge, MDM vendors are increasingly focusing on providing cross-platform support for a wide range of operating systems and devices. They are also leveraging technologies, such as Application Programming Interfaces (APIs) and Software Development Kits (SDKs), to provide more seamless integration with different devices and operating systems.

Mobile Device Management Market Report Highlights

The software segment accounted for the largest revenue share of over 63.0% in 2024 in the mobile device management market. The services segment is anticipated to grow at the highest CAGR during the forecast period.

The smartphones segment dominated the market and accounted for a revenue share of over 54.0% in 2024 in the mobile device management market. The laptops segment is expected to register the highest CAGR from 2025 to 2030.

The large enterprises segment dominated the market and accounted for a revenue share of over 52.0% in 2024 in the mobile device management market. The small and medium enterprises (SMEs) segment is expected to register a CAGR of 15.2% from 2025 to 2030.

The cloud segment dominated the market and accounted for a revenue share of over 58.0% in 2024 in the mobile device management market. The on-premise segment is expected to register a significant CAGR from 2025 to 2030.

Android segment dominated the market and accounted for a revenue share of over 57.0% in 2024 in the mobile device management market. The iOS segment

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is expected to register the highest CAGR of 26.4% from 2025 to 2030.

The enterprises segment dominated the market and accounted for a revenue share of over 71.0% in 2024 in the mobile device management industry. The personal/home use segment is expected to register a CAGR of 23.5% from 2025 to 2030.

The IT and telecom segment accounted for the largest revenue share of over 20.0% in 2024 in the mobile device management industry. The retail segment is anticipated to register the highest CAGR during the forecast period.

Companies Mentioned

Broadcom, Inc.
Cisco Systems
Citrix Systems
IBM Corporation
Ivanti
Jamf
Kaspersky Labs
Micro Focus
Microsoft Corporation
SAP SE
SolarWinds Worldwide, LLC.
SOTI Inc.
VMware, Inc.
Zoho Corp. Pvt. Ltd.

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