

Software Licensing Management Market Size, Share & Trends Analysis Report By Licensing Type (Subscription-Based, User-Based, Usage-Based, Others), Deployment, Enterprise Size, End-Use, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Market Size & Trends

The global software licensing management market size was estimated at USD 3,296.4 million in 2024 and is expected to expand at a CAGR of 16.2% from 2025 to 2030. The future of software license management (SLM) offers significant growth opportunities driven by digital transformation, cloud adoption, and increasing regulatory demands.

As businesses increasingly shift to cloud-based infrastructures and Software as a Service (SaaS) models, there is a growing need for flexible, scalable SLM solutions that manage dynamic license environments. This shift allows vendors to develop intelligent, cloud-native software licensing management platforms that support real-time tracking and license optimization. Moreover, integrating artificial intelligence and automation into SLM systems enhances efficiency by enabling predictive analytics, automating compliance checks, and identifying underutilized software. This allows organizations to reduce costs and make data-driven decisions regarding software investments. Effective SLM involves comprehensive visibility into software assets, usage monitoring, vendor management, timely license renewals, and automated lifecycle management. These practices help organizations identify underutilized licenses, eliminate redundancies, and streamline software provisioning and deprovisioning processes. As highlighted by TechRadar, the shift towards subscription-based models further emphasizes the

importance of robust SLM in managing recurring costs and adapting to evolving software usage patterns. With tools like Zluri's SaaS management platform, businesses can gain real-time insights, enforce licensing policies, and integrate seamlessly with enterprise systems, ensuring efficient utilization of software licenses and supporting strategic decision-making.

Major players are significantly contributing to the market with key initiatives and developments for instance, in April 2025, Flexera unveiled its new Cloud License Management solution, designed to help organizations optimize cloud software costs by up to 25%. Built on Flexera's Technology Intelligence Platform, this tool offers unified visibility and actionable insights into cloud software spend, enabling ITAM and FinOps teams to manage licenses more effectively.

Global Software Licensing 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 2017 to 2030. For this study, Grand View Research has segmented the global software licensing management market report based on the licensing type, deployment, enterprise size, end use, and region.

Licensing Type Outlook (Revenue, USD Million; 2017 - 2030)

Subscription-Based

User-Based

Usage-Based

Others

Deployment Outlook (Revenue, USD Million; 2017 - 2030)

Cloud

On-Premises

Enterprise Size Outlook (Revenue, USD Million; 2017 - 2030)

Large Enterprises

Small & Medium Enterprises

End Use Outlook (Revenue, USD Million; 2017 - 2030)

IT & Telecom

BFSI

Healthcare

Manufacturing

Government & Public Sector

Retail & E-commerce

Education

Others

Regional Outlook (Revenue, USD Million; 2017 - 2030)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

China

India

Japan

Australia

South Korea

Latin America

Brazil

MEA

UAE

South Africa

KSA

Companies Mentioned

Agilis International / Agilis Management, Inc.

DXC Technology

Flexera Software

HP, Inc.

IBM Corporation

Microsoft Corporation

Oracle Corporation

Reprise Software

SafeNet, Inc. (now part of Thales)

ServiceNow

Snow Software

Thales Group (including Gemalto)
USU Software AG

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