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Managed Mobility Services (MMS) - A Global Market Overview

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Abstracts

Global Managed Mobility Services (MMS) Market Trends and Outlook

The global Managed Mobility Services (MMS) market is on a strong growth trajectory, projected to expand from US$21.6 billion in 2024 to over US$64.5 billion by 2030, registering a compound annual growth rate (CAGR) of 20% during the forecast period. This surge is fueled by the rapid proliferation of mobile endpoints across enterprises, the widespread adoption of hybrid and remote work models, and the growing need for secure, centralized, and scalable management of mobile devices, applications, and data. As organizations shift toward mobile-first and cloud-first strategies, MMS solutions are becoming essential for ensuring visibility, compliance, and cost efficiency in increasingly complex IT environments.

Key market drivers include the growing complexity of managing multivendor mobile ecosystems, the rise of BYOD (Bring Your Own Device) policies, and the need to enforce security and governance at scale. Enterprises are also seeking to reduce the burden on internal IT teams by outsourcing mobile lifecycle management, fueling demand for MMS platforms that offer end-to-end capabilities, from device provisioning to security, expense control, and support. The integration of AI, automation, and zero-trust frameworks into MMS solutions is further transforming the landscape, enabling more proactive management and dynamic policy enforcement. As mobile usage continues to reshape how businesses operate, the MMS market is set to play a pivotal role in enterprise digital transformation strategies through 2030.

Leading MMS vendors include IBM, Vodafone Business, AT&T, Capgemini, Infosys, HCLTech, Orange Business Services, DXC Technology, Wipro, Kyndryl, Verizon Business, Cognizant, and GEMA, among others.

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Managed Mobility Services (MMS) Regional Market Analysis

In 2024, North America led the global Managed Mobility Services (MMS) market with an estimated share of approximately 37% of global revenue. The region's dominance is attributed to early enterprise mobility adoption, a high concentration of large multinational corporations, and strong demand for BYOD, mobile security, and unified endpoint management solutions. Looking ahead, Asia-Pacific is set to record the fastest growth, registering a CAGR of 25.6% between 2024 and 2030. This rapid expansion is driven by escalating enterprise mobility adoption, large mobile workforce populations in China and India, and government-led digitalization initiatives. South America is the second fastest-growing region, fueled by increasing smartphone penetration, growing SME sector demand, and telecom modernization across Brazil, Argentina, and Chile.

Managed Mobility Services (MMS) Market Analysis by Function Type

In terms of function type, Mobile Device Management (MDM) emerged as the largest segment in 2024, generating an estimated 38% of global MMS revenue. The MDM segment continues to dominate due to its foundational role in enterprise mobility frameworks, supporting centralized control, policy enforcement, and lifecycle management of diverse mobile endpoints. The segment benefits from increasing demand for secure remote access, especially in hybrid work environments, and the proliferation of enterprise-issued and BYOD devices. Mobile Application Management (MAM) is set to be the fastest-growing function segment, expanding at a CAGR of 23.1% between 2024 and 2030. This surge is fueled by the explosion of enterprise mobile apps, the rise of mobile-first strategies, and the need for fine-grained app-level security and control across corporate and personal devices. Organizations are prioritizing app containerization, app wrapping, and dynamic policy updates to manage data without compromising user privacy.

Managed Mobility Services (MMS) Market Analysis by Deployment Type

In 2024, the Cloud-based deployment model dominated the global Managed Mobility Services (MMS) market, cornering a 56% share of total revenues. The strong momentum for cloud deployment is driven by the growing need for scalability, cost-effectiveness, remote accessibility, and faster onboarding across distributed enterprises. The cloud model is particularly appealing to SMEs and multinational organizations adopting hybrid work models and requiring centralized mobility management without extensive on-premise infrastructure. Looking ahead, the Cloud segment is expected to grow at a robust CAGR of 22.1% between 2024 and 2030, reaching US$40.2 billion by the end of the forecast period. The accelerating transition to cloud-first mobility strategies, boosted by advances in AI, automation, and zero-trust security, is reshaping vendor offerings and enterprise buying behavior globally.

Managed Mobility Services (MMS) Market Analysis by Company Type

As of 2024, Large Enterprises formed the dominant customer segment in the global Managed Mobility Services (MMS) market, accounting for nearly 68% of global revenues. This stronghold is due to their complex mobility needs, vast device ecosystems, and heightened emphasis on mobile security, compliance, and global endpoint management. Large organizations also typically engage in multi-vendor MMS outsourcing strategies, favoring comprehensive, scalable solutions across regions and subsidiaries. In contrast, Small and Medium Enterprises (SMEs) are poised to be the fastest-growing customer segment, expanding at a 22.8% CAGR between 2024 and 2030, and expected to reach US$23.9 billion by 2030. The accelerating growth among SMEs is fueled by their adoption of cloud-native mobility platforms, demand for affordable bundled services, and increasing reliance on mobile devices for core business functions. The rising availability of subscription-based MMS offerings tailored for SME scalability and cost sensitivity is further catalyzing uptake.

Managed Mobility Services (MMS) Market Analysis by Industry Sector

IT & Telecom led all industry sectors in MMS adoption in 2024, contributing an estimated 22.5% of total global revenues. This dominance stems from high device volumes, geographically distributed workforces, and the sector's early embrace of digital workplace strategies and advanced mobile security. Healthcare followed closely, driven by the rising integration of mobile health (mHealth) tools, remote patient care, and regulatory compliance needs. The Healthcare sector is projected to be the fastest-growing industry segment, expanding at a CAGR of 23% from 2024 to 2030. This rapid growth is fueled by increased telehealth adoption, patient data mobility, and the urgent need for HIPAA-compliant mobile solutions across hospitals, clinics, and insurers. Retail & Ecommerce is another high-growth segment, supported by rising demand for mobile point-of-sale (mPOS) systems, field sales mobility, and consumer-facing mobile apps.

Managed Mobility Services (MMS) Market Report Scope

This global report on Managed Mobility Services (MMS) market analyzes the global and regional market based on Function Type, Deployment Type, Company Type and

Industry Sector for the period 2021-2030 with forecasts from 2024 to 2030 in terms of value in US$. In addition to providing profiles of major companies operating in this space, the latest corporate and industrial developments have been covered to offer a clear panorama of how and where the market is progressing.

Key Metrics
Historical Period: 2021-2024
Base Year: 2024
Forecast Period: 2024-2030
Units: Value market in US$
Companies Mentioned: 30+

Managed Mobility Services (MMS) Market by Geographic Region

- North America (The United States, Canada and Mexico)
- Europe (Germany, the United Kingdom, France, Italy, the Netherlands, Spain, Russia, Switzerland and Rest of Europe)
- Asia-Pacific (China, Japan, India, Australia, Singapore, South Korea and Rest of Asia-Pacific)
- South America (Brazil, Argentina, Colombia, Chile, Peru and Rest of South America)
- Middle East & Africa (the United Arab Emirates, South Africa, Egypt, Saudi Arabia, Morocco, Kuwait, Qatar and Rest of Middle East & Africa)

Managed Mobility Services (MMS) Market by Function Type

- Mobile Device Management
- Mobile Application Management
- Mobile Security
- Other Function Types

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Managed Mobility Services (MMS) Market by Deployment Type

Cloud

On-Premises

Managed Mobility Services (MMS) Market by Company Type

Large Enterprises

SMEs

Managed Mobility Services (MMS) Market by Industry Sector

Banking, Financial Services, and Insurance (BFSI)

IT & Telecom

Manufacturing

Government

Healthcare

Retail & Ecommerce

Energy & Utilities

Transportation

Education

Other Industry Sectors

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Atos
Barrachd (Capita)
BT Global Services
Cancom
Capgemini
CDW
Cognizant
Computacenter
Deutsche Telekom (T-Systems)
DMI (Digital Management LLC)
DXC Technology
Fujitsu
GEMA (Global Enterprise Mobility Alliance)
HCLTech
IBM
Infosys
Insight Enterprises
Kyndryl
Mobliciti
NTT Ltd.
Orange Business Services
Presidio
SCC (Specialist Computer Centres)
Singtel Enterprise
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Tata Consultancy Services (TCS)
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Global Managed Mobility Services (MMS) Market Overview by Geographic Region

REGIONAL MARKET OVERVIEW

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PART D: ANNEXURE

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