

# **Cloud IAM Market Report by Service (User Provisioning, Single Sign-On, Access Management, Multi-Factor Authentication, Password Management, Directory Services, Governance and Compliance Management), Deployment Mode (Public, Hybrid, Private), Enterprise Size (Small and Medium-sized Enterprises, Large Enterprises), Industry Vertical (BFSI, IT and Telecommunication, Healthcare, Media and Entertainment, Retail, Education, and Others), and Region 2024-2032**

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## **Abstracts**

The global cloud IAM market size reached US\$ 5.9 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 27.3 Billion by 2032, exhibiting a growth rate (CAGR) of 18.1% during 2024-2032.

Cloud identity and access management (IAM) refers to a cloud-based service that controls the permission and access of users and cloud resources. It includes password and access management, single sign-on, user provisioning, directory services, audit governance, and compliance management. Cloud IAM is widely used by businesses and organizations to authenticate, authorize, and evaluate users according to set policies and roles. It improves security, protects data, reduces risk exposure, and prevents cyber-attacks. It is an easy-to-use framework that promotes user satisfaction, improves productivity, and minimizes capital expenditure. As a result, it finds extensive applications across retail, education, healthcare, telecommunication, media, and information technology (IT) industries.

## Cloud IAM Market Trends:

The rising incidences of cyber-attacks and the increasing regulatory compliance burdens are the key factors driving the market. Cloud IAM is a cost-effective, scalable, and flexible platform that provides multifactor authentication, provisioning, and de-provisioning of user access and assists in preventing revenue loss and reducing data breaches. Furthermore, the increasing demand for cloud IAM across enterprises to protect systems from unauthorized access and misuse, authenticate users, and track user activities is providing a considerable boost to the market. Additionally, the adoption of blockchain technology in cloud IAM to develop decentralized and secured methods of verification and storage of identity credentials to prevent fraud and identity theft is providing an impetus to the market growth. Moreover, the integration of machine learning (ML) and artificial intelligence (AI) to quickly analyze threats and malicious code and improve security is creating a positive outlook for the market. Other factors, including the emerging trends of bring-your-own-device (BYOD), choose-your-own-device (CYOD), and other mobility services; the proliferation of the Internet of Things (IoT)-enabled devices; rising adoption by several governments due to strict cyber-security policies; and extensive research and development (R&D) activities, are anticipated to drive the market.

## Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global cloud IAM market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on service, deployment mode, enterprise size and industry vertical.

## Breakup by Service:

User Provisioning

Single Sign-On

Access Management

Multi-Factor Authentication

Password Management

Directory Services

Governance and Compliance Management

Breakup by Deployment Mode:

Public

Hybrid

Private

Breakup by Enterprise Size:

Small and Medium-sized Enterprises

Large Enterprises

Breakup by Industry Vertical:

BFSI

IT and Telecommunication

Healthcare

Media and Entertainment

Retail

Education

Others

**Breakup by Region:**

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Dell Technologies Inc., Google LLC, International Business Machines Corporation, Microsoft Corporation, Okta Inc., OneLogin Inc., Oracle Corporation, Ping Identity Corporation, Sailpoint Technologies Holdings Inc. and Ubisecure Inc.

### Key Questions Answered in This Report

1. How big is the global cloud IAM market?
2. What is the expected growth rate of the global cloud IAM market during 2024-2032?
3. What are the key factors driving the global cloud IAM market?
4. What has been the impact of COVID-19 on the global cloud IAM market?
5. What is the breakup of the global cloud IAM market based on the service?
6. What is the breakup of the global cloud IAM market based on the deployment mode?
7. What is the breakup of the global cloud IAM market based on industry vertical?
8. What are the key regions in the global cloud IAM market?
9. Who are the key players/companies in the global cloud IAM market?

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