

# **DevOps Market Report by Type (Solutions, Services), Deployment Model (Public Cloud, Private Cloud, Hybrid Cloud), Organization Size (Large Enterprises, Medium-Sized Enterprises, Small-Sized Enterprises), Tools (Development Tools, Testing Tools, Operation Tools), Industry Vertical (Telecommunications and Information Technology Enabled Services (ITES), Banking, Financial Services, and Insurance (BFSI), Retail, Manufacturing, Healthcare, Government and Public Sector, and Others), and Region 2024-2032**

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## **Abstracts**

The global DevOps market size reached US\$ 10.9 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 63.4 Billion by 2032, exhibiting a growth rate (CAGR) of 21% during 2024-2032. The shifting preferences from traditional data centers to hybrid systems, the increasing focus on automating business processes across various industries, and the rising demand for serverless computing represent some of the key factors driving the market.

DevOps is a set of practices, principles, and cultural philosophies that aim to enhance collaboration and communication between software development (Dev) and IT operations (Ops) teams. The primary goal of DevOps is to streamline and automate the software delivery and deployment process, allowing organizations to develop, test, and release software more rapidly and reliably. It is a response to the challenges of traditional software development and deployment methods, where development and operations teams often worked in silos, leading to inefficiencies, delays, and a higher

risk of errors.

The market is experiencing substantial growth, primarily propelled by the shift from traditional data centers to hybrid systems. Hybrid systems combine on-premises infrastructure with cloud-based resources. This approach allows organizations to leverage the benefits of the cloud, such as scalability, cost-efficiency, and accessibility, while maintaining some level of control over their on-premises data. In addition, the need to deliver software applications and updates to users more rapidly is a significant driver. DevOps practices such as continuous integration and continuous delivery (CI/CD) enable organizations to reduce development cycles and release software faster. Besides, DevOps fosters better collaboration between development and operations teams, breaking down silos that traditionally existed between these groups. Improved teamwork leads to more efficient problem-solving and faster issue resolution, representing another major growth-inducing factor.

DevOps Market Trends/Drivers:

Shifting preferences from traditional data centers to hybrid systems

Hybrid systems combine on-premises infrastructure with cloud resources, providing organizations with greater flexibility and scalability. This hybrid approach allows for the seamless expansion of resources as needed, which aligns well with DevOps principles. In addition, DevOps promotes the automation of infrastructure provisioning and management. In a hybrid environment, this means that both on-premises and cloud infrastructure can be provisioned and managed using DevOps tools and practices. As organizations embrace hybrid systems, DevOps becomes a natural choice for automating and managing this diverse infrastructure effectively. Moreover, the hybrid nature of CI/CD pipelines highlights the importance of DevOps practices in managing complex, multi-environment deployments. DevOps helps ensure that code changes can be tested and delivered across various infrastructure components, maintaining consistency and reliability.

Increasing focus on automating business processes across various industries

Automating business processes streamlines workflows, reducing manual interventions and repetitive tasks. In the context of DevOps, this means automating various stages of the software development and deployment lifecycle, including code integration, testing, deployment, and infrastructure provisioning. Automation eliminates bottlenecks and accelerates the pace of development and delivery, resulting in faster time-to-market for software products and updates. Moreover, as businesses grow and their software

needs expand, automation allows for seamless scalability. DevOps provides the ability to scale infrastructure resources, applications, and services automatically to accommodate increasing workloads. This scalability is essential for handling spikes in user traffic or demand for software services.

### Rising demand for serverless computing

Serverless computing allows developers to focus solely on writing application code, without the need to manage servers or infrastructure. This aligns with one of the key principles of DevOps, which is to automate and streamline the development process. Moreover, serverless platforms enable rapid development and deployment of applications. Developers can quickly build, test, and deploy functions or microservices, reducing development cycles. This aligns with DevOps' emphasis on continuous integration and continuous delivery (CI/CD), where automation is used to speed up software delivery. Besides, serverless platforms automatically scale resources in response to demand. DevOps practices often involve infrastructure as code (IaC) and automation tools that allow for dynamic resource allocation, which complements the auto-scaling capabilities of serverless. As a result, the adoption of DevOps is increasing across the globe.

### DevOps Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global DevOps market report, along with forecasts at the global and regional levels from 2024-2032. Our report has categorized the market based on type, deployment model, organization size, tools and industry vertical.

### Breakup by Type:

Solutions

Services

Solutions represent the most common type

The report has provided a detailed breakup and analysis of the market based on the type. This includes solutions and services. According to the report, solutions represented the largest segment.

DevOps solutions encompass a wide range of practices, tools, and processes that work together to streamline the entire software development lifecycle. As a result,

organizations often opt for comprehensive DevOps solutions that can address multiple aspects of their DevOps needs. Besides, DevOps involves the integration of various tools for continuous integration, continuous delivery, automation, monitoring, and more. DevOps solutions often provide a unified platform or framework that integrates these tools seamlessly, making it easier for organizations to implement and manage their DevOps practices.

#### Breakup by Deployment Model:

Public Cloud

Private Cloud

Hybrid Cloud

Public cloud accounts for the majority of market share

A detailed breakup and analysis of the market based on the deployment model has also been provided in the report. This includes public cloud, private cloud, and hybrid cloud. According to the report, public cloud accounted for the largest market share.

Public cloud providers offer virtually unlimited scalability. This aligns well with DevOps principles, which emphasize the ability to scale infrastructure and resources on-demand to accommodate varying workloads. Organizations can easily add or reduce computing power, storage, and networking resources as needed, making it ideal for continuous integration and continuous delivery (CI/CD) pipelines and agile development practices. Moreover, public cloud platforms provide a wide range of services and tools that cater to the diverse needs of DevOps teams. From infrastructure as code (IaC) to container orchestration and serverless computing, the flexibility of the public cloud allows DevOps teams to select and configure the resources and services that best suit their requirements.

#### Breakup by Organization Size:

Large Enterprises

Medium-Sized Enterprises

Small-Sized Enterprises

A detailed breakup and analysis of the market based on the organization size has also been provided in the report. This includes large enterprises, medium-sized enterprises, and small-sized enterprises.

Large enterprises often have a strong focus on DevOps to streamline their processes, enhance collaboration between teams, and ensure the rapid and efficient delivery of software products. They are willing to invest in DevOps tools, platforms, and services to achieve these goals. Large enterprises also tend to have dedicated DevOps teams or specialists responsible for implementing and maintaining DevOps practices throughout the organization.

Medium-sized enterprises (SMEs) are organizations that fall between small businesses and large enterprises in terms of size and resources. They typically have a moderate number of employees and a less complex IT infrastructure compared to large enterprises. However, many medium-sized enterprises recognize the benefits of DevOps in terms of improving software development and deployment efficiency.

Small-sized enterprises (SMEs) are typically characterized by a relatively small workforce and a more limited IT infrastructure. They leverage DevOps to streamline their development processes, reduce manual tasks, and improve the quality and reliability of their software products. Small-sized enterprises opt for simplified and cost-effective DevOps solutions that align with their budget and requirements.

Breakup by Tools:

Development Tools

Testing Tools

Operation Tools

A detailed breakup and analysis of the market based on the tools has also been provided in the report. This includes development tools, testing tools, and operation tools.

Development tools in the DevOps ecosystem are designed to facilitate and streamline the software development phase. They help developers write, collaborate on, and manage code efficiently. Tools like GitHub, GitLab, and Bitbucket facilitate code review, code collaboration, and project management.

Testing tools are essential for quality assurance and ensuring that software is free from defects and issues. DevOps emphasizes automated testing to catch issues early in the development cycle. For instance, tools like Docker Compose and Kubernetes help test containerized applications for compatibility and performance.

Operation tools in DevOps are focused on the deployment, management, and monitoring of applications and infrastructure in production. These tools ensure that software runs smoothly in a live environment.

Breakup by Industry Vertical:

Telecommunications and Information Technology Enabled Services (ITES)

Banking, Financial Services, and Insurance (BFSI)

Retail

Manufacturing

Healthcare

Government and Public Sector

Others

Telecommunications and information technology enabled services (ITES) accounted for the largest market share

A detailed breakup and analysis of the market based on the industry vertical has also been provided in the report. This includes telecommunications and information technology enabled services (ITES), banking, financial services, and insurance (BFSI), retail, manufacturing, healthcare, government and public sector, and others. According to the report, telecommunications and information technology enabled services (ITES) accounted for the largest market share.

Telecommunications and ITES companies are at the forefront of digital transformation efforts. They are continually seeking ways to enhance their services, improve customer experiences, and stay competitive in a rapidly evolving landscape. DevOps practices align with these objectives by enabling faster software development, deployment, and updates, which are essential in delivering innovative digital services. Moreover, these industries operate complex IT infrastructures that include a wide range of applications, from customer-facing mobile apps to back-end systems. Managing and maintaining these diverse systems efficiently is a significant challenge. DevOps practices help streamline IT operations, reduce errors, and enhance the reliability of these systems.

Breakup by Region:

North America

Europe



Asia Pacific  
Middle East and Africa  
Latin America

North America exhibits a clear dominance in the market

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America, Europe, Asia Pacific, the Middle East and Africa, and Latin America. According to the report, North America accounted for the largest market share.

North America was an early adopter of DevOps practices and principles. Many pioneering technology companies and startups in the United States, especially in Silicon Valley, embraced DevOps to accelerate software development, improve collaboration between teams, and achieve faster time-to-market. This early adoption created a strong foundation for DevOps growth in the region. Besides, North America is home to a significant number of large enterprises and multinational corporations across various industries, including technology, finance, healthcare, and manufacturing. These organizations often have complex IT environments and face the challenges of managing extensive software applications and infrastructure. DevOps offers them solutions to streamline operations, reduce costs, and stay competitive in rapidly changing markets.

#### Competitive Landscape:

The competitive landscape of the market is characterized by the presence of multiple players that include established brands, emerging startups, and specialty manufacturers. Presently, leading companies are continuously expanding their product portfolios to offer a comprehensive range of tools and services. This includes offerings for continuous integration (CI), continuous delivery (CD), container orchestration, infrastructure as code (IaC), monitoring, and more. They are also acquiring and merging with complementary companies to enhance their capabilities. These acquisitions include technology companies specializing in areas such as security, monitoring, or containerization. Moreover, key players are providing training, documentation, and resources to help their customers maximize the value of their DevOps solutions. Superior customer support fosters loyalty and encourages customers to expand their usage.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

IBM Corporation  
Microsoft Corporation  
Oracle Corporation  
CA Technologies  
Google LLC  
Cisco Systems  
Amazon Web Services  
Cigniti Technologies Ltd.  
Hewlett Packard Enterprise Company  
EMC Corporation  
VersionOne, Inc.  
Micro Focus International PLC  
Puppet, Inc.  
Red Hat, Inc.  
GitLab, Inc.  
Progress Chef Software Corporation  
Docker Inc.  
Atlassian Corporation PLC

#### Recent Developments:

In February 2023, GitLab launched a number of small updates to its DevOps software suite to reduce friction and enhance user experience. GitLab's first machine-learning-powered feature enhances merge request approvals, while other noteworthy fixes and changes range from GitOps improvements to new features for dynamic application security testing (DAST).

In September 2022, Atlassian released improvements for its work-management and collaboration products, including Trello, Confluence, Atlas, and Jira Work Management.

In May 2021, Amazon Web Services introduced Amazon DevOps Guru that uses machine learning to make it simpler for developers to improve application availability by automatically identifying operational issues and recommending specific actions for remediation.

#### Key Questions Answered in This Report

1. What was the size of the global DevOps market in 2023?
2. What is the expected growth rate of the global DevOps market during 2024-2032?
3. What has been the impact of COVID-19 on the global DevOps market?
4. What are the key factors driving the global DevOps market?
5. What is the breakup of the global DevOps market based on the type?



6. What is the breakup of the global DevOps market based on the deployment model?
7. What is the breakup of the global DevOps market based on the industry vertical?
8. What are the key regions in the global DevOps market?
9. Who are the key players/companies in the global DevOps market?

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