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Identity Analytics Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global identity analytics market size reached US$ 1,137 Million in 2022. Looking forward, IMARC Group expects the market to reach US$ 3,134 Million by 2028, exhibiting a growth rate (CAGR) of 17.6% during 2023-2028.

Identity analytics is an intelligent identity and access management (IAM) system that detects identity-related threats across information technology (IT) systems. It aids in authenticating dormant users and shared high privileged access (HPA), thereby eliminating the chances of unusual activities and mediating terminated accounts issues. This, in turn, assists enterprises in improving security operations, reducing manual efforts, and providing smarter solutions for dynamically managing decisions. On account of these properties, identity analytics is being adopted in varying small and medium-sized enterprises (SMEs).

Identity Analytics Market Trends:
The widespread adoption of identity analytics across various industrial verticals, such as telecom, retail, hospitality and healthcare due to increasing instances of online fraudulent activities and cyberattacks, is currently driving the identity analytics market growth. In line with this, the sudden outbreak COVID-19 pandemic and the consequent deployment of work-from-home (WFH) and bring your own device (BYOD) models at workplaces has led to the risk of data vulnerability, which is acting as another growth-inducing factor. Additionally, rapid developments in connected technologies, such as the artificial intelligence (AI), Internet of Things (IoT), and cloud-based solutions, for adding another security layer to eliminate surface area attacks are contributing to the market growth. These tools also offer intuitive user experience on electronic devices and multi-factor authentication capabilities, which, in turn, is facilitating their adoption by several

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small- and medium-sized enterprises (SMEs). Another factor that is positively influencing the market growth is the frequent mergers and acquisitions (M&As) between companies to expand their existing portfolios, which is supporting the market growth. Apart from this, the extensive utilization of identity analytics in the banking, financial services, and insurance (BFSI) industry to reduce interruption during banking operations and provide seamless customer experience is creating a positive outlook for the market further.

Key Market Segmentation:
IMARC Group provides an analysis of the key trends in each sub-segment of the global identity analytics market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on analytics type, component, deployment, organization size and industry vertical.

Breakup by Analytics Type:

Descriptive Analytics
Diagnostic Analytics
Predictive Analytics
Prescriptive Analytics

Breakup by Component:

Software
Services

Breakup by Deployment:

On-premises
Cloud-based

Breakup by Organization Size:

Small and Medium-sized Enterprises
Large Enterprises

Breakup by Industry Vertical:

BFSI

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Telecom and IT
Government
Manufacturing
Retail
Healthcare
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 Anomalix Inc., Brainwave GRC, Confluxsys LLC, Evidian, Forgerock Inc., Gurucul Solutions Pvt Ltd., Hitachi ID Systems Inc, Nexis GmbH, Okta Inc., One Identity LLC (Quest Software Inc.), Oracle Corporation,

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Securonix Inc. and Verint Systems Inc.

Key Questions Answered in This Report

1. What was the size of the global identity analytics market in 2022?
2. What is the expected growth rate of the global identity analytics market during 2023-2028?
3. What are the key factors driving the global identity analytics market?
4. What has been the impact of COVID-19 on the global identity analytics market?
5. What is the breakup of the global identity analytics market based on the analytics type?
6. What is the breakup of the global identity analytics market based on the component?
7. What is the breakup of the global identity analytics market based on the deployment?
8. What is the breakup of the global identity analytics market based on the organization size?
9. What is the breakup of the global identity analytics market based on the industry vertical?
10. What are the key regions in the global identity analytics market?
11. Who are the key players/companies in the global identity analytics market?

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