

Identity Analytics Market Report by Analytics Type (Descriptive Analytics, Diagnostic Analytics, Predictive Analytics, Prescriptive Analytics), Component (Software, Services), Deployment (On-premises, Cloud-based), Organization Size (Small and Medium-sized Enterprises, Large Enterprises), Industry Vertical (BFSI, Telecom and IT, Government, Manufacturing, Retail, Healthcare, and Others), and Region 2024-2032

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Abstracts

The global identity analytics market size reached US\$ 1,325.8 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 5,117.5 Million by 2032, exhibiting a growth rate (CAGR) of 15.9% during 2024-2032.

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 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 2024-2032. 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

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., Gurukul Solutions Pvt Ltd., Hitachi ID Systems Inc, Nexis GmbH, Okta Inc., One Identity LLC (Quest Software Inc.), Oracle Corporation, Securonix Inc. and Verint Systems Inc.

Key Questions Answered in This Report

1. What was the size of the global identity analytics market in 2023?
2. What is the expected growth rate of the global identity analytics market during 2024-2032?
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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