

# **Managed Application Services Market Report by Service (Operational Services, Application Service Desk, Application Hosting, Application Security and Disaster Recovery, Application Infrastructure), Organization Size (Small and Medium-sized Enterprises (SMEs), Large Enterprises), Application (Web-Based Applications, Mobile Applications), Industry Vertical (BFSI, Telecom and IT, Government, Healthcare, Retail, Energy and Utilities, and Others), and Region 2024-2032**

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## **Abstracts**

The global managed application services market size reached US\$ 14.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 40.5 Billion by 2032, exhibiting a growth rate (CAGR) of 12.3% during 2024-2032.

Managed application services range from technical support to cloud migration that assists in keeping the application highly available and relevant for evolving business needs. They also aid in enhancing security, encouraging human resources savings, minimizing outage risks, reducing capital and operational costs, and monitoring, maintaining, and optimizing capacity and security. As a result, organizations from different industry verticals worldwide are integrating managed application services to run cloud deployment smoothly and deliver cost savings.

Managed Application Services Market Trends:

Due to the expansion of business globally and the increasing complexity of information

technology (IT) infrastructure, there is a considerable need for reliable application services for secure, fast, and optimal enterprise applications performance and maintaining competitive advantage. This represents one of the key factors encouraging enterprises around the world to adopt managed application services to reduce costs and optimize operations. In addition to this, as regulatory, data, and system requirements prohibit the use of off-site solutions, small and medium-sized enterprises (SMEs) are leveraging remote managed services that provide minimal administrative overhead with maximum uptime. Apart from this, managed application services are employed to meet the demand for implementation, optimization, maintenance, performance improvement, and quality initiatives of health firms. This can also be attributed to the rapid digitization of healthcare infrastructure and the escalating demand for telehealth and remote patient services. Furthermore, service providers are providing customizable solutions to support custom web applications that are critical for the everyday operations of organizations. This, in turn, is anticipated to drive the utilization of managed application services in the telecommunication, retail and e-commerce, and banking, financial services, and insurance (BFSI) sectors in the upcoming years.

#### Key Market Segmentation:

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

#### Breakup by Service:

- Operational Services
- Application Service Desk
- Application Hosting
- Application Security and Disaster Recovery
- Application Infrastructure

#### Breakup by Organization Size:

- Small and Medium-sized Enterprises (SMEs)
- Large Enterprises

#### Breakup by Application:

Web-Based Applications  
Mobile Applications

Breakup by Industry Vertical:

BFSI  
Telecom and IT  
Government  
Healthcare  
Retail  
Energy and Utilities  
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 BMC Software Inc., DXC Technology, Fujitsu Limited, HCL Technologies Limited (HCL Enterprise), International Business Machines Corporation, Lumen Technologies Inc., Mindtree Ltd. (Larsen & Toubro Ltd.), NaviSite Inc., Rackspace Technology Inc., Unisys Corporation, Virtustream (Dell Technologies Inc.) and Wipro Limited.

### Key Questions Answered in This Report:

How has the global managed application services market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global managed application services market?

What are the key regional markets?

What is the breakup of the market based on the service?

What is the breakup of the market based on the organization size?

What is the breakup of the market based on the application?

What is the breakup of the market based on the industry vertical?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global managed application services market and who are the key players?

What is the degree of competition in the industry?

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