

Mobile Device Management (MDM) Market Report by Type (Solutions, Services), Deployment Type (On-premises, Cloud-based), Organization Size (Large Enterprises, Small and Medium-Sized Enterprises), Vertical (BFSI, Manufacturing, Healthcare, Communication, and Others), and Region 2024-2032

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Abstracts

The global mobile device management (MDM) market size reached US\$ 10.8 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 77.2 Billion by 2032, exhibiting a growth rate (CAGR) of 23.7% during 2024-2032.

Mobile device management (MDM) refers to a software application that is designed to assist managers and administrators in controlling and securing mobile endpoints, such as laptops, smartphones and tablets across the organization. It is a crucial component of enterprise mobility management (EMM), which enables users to access official data, documents and applications on personal devices. MDM can perform various functions, including the maintenance of hardware and application inventory, provide a remote control for troubleshooting and the management of operating system (OS) configuration and mobile content. Owing to this, it finds extensive applications across various industries, including banking, financial services and insurance (BFSI), telecommunication, retail, healthcare, manufacturing and automotive.

The widespread adoption of cloud-based services, along with the increasing digitization across the globe, represent as the key factors driving the growth of the market. Cloud-based MDM solutions offer improved access to digital assets while enabling the information technology (IT) teams to manage and sync multi-OS platforms through a single console effectively. The prevailing trend of bring-your-own-devices (BYOD) is

also providing a boost to the market growth. This trend has enhanced the risks of data breaches and vulnerabilities to the company network, thereby increasing the focus of organizations on employing advanced systems, such as MDM, to secure their corporate data. Additionally, the growing demand for workflow automation and collaboration of different teams and departments across the organization is impacting the market growth positively. Other factors, including the integration of artificial intelligence (AI) with MDM solutions, along with extensive research and development (R&D) activities in the field of IT, are projected to drive the market in the coming years.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global mobile device management (MDM) market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on type, deployment type, organization size and vertical.

Breakup by Type:

- Solutions
- Services

Breakup by Deployment Type:

- On-premises
- Cloud-based

Breakup by Organization Size:

- Large Enterprises
- Small and Medium-Sized Enterprises

Breakup by Vertical:

- BFSI
- Manufacturing
- Healthcare
- Communication
- 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 with some of the key players being AirWatch (VMware), Blackberry, Cisco Systems Inc., Citrix Systems Inc., IBM Corporation, Microsoft Corporation, Mobile Iron Inc., SAP SE, Sophos Ltd., SOTI Inc., etc.

Key Questions Answered in This Report

1. What was the size of the global Mobile Device Management (MDM) market in 2023?
2. What is the expected growth rate of the global Mobile Device Management (MDM) market during 2024-2032?
3. What are the key factors driving the global Mobile Device Management (MDM)

market?

4. What has been the impact of COVID-19 on the global Mobile Device Management (MDM) market?
5. What is the breakup of the global Mobile Device Management (MDM) market based on the type?
6. What is the breakup of the global Mobile Device Management (MDM) market based on the deployment type?
7. What is the breakup of the global Mobile Device Management (MDM) market based on the organization size?
8. What is the breakup of the global Mobile Device Management (MDM) market based on the vertical?
9. What are the key regions in the global Mobile Device Management (MDM) market?
10. Who are the key players/companies in the global Mobile Device Management (MDM) market?

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