

Global Cloud-based Identity and Access Management (IAM) Solutions Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Cloud-based Identity and Access Management (IAM) Solutions market size is predicted to grow from US\$ 9959 million in 2025 to US\$ 29827 million in 2032; it is expected to grow at a CAGR of 16.9% from 2026 to 2032.

Cloud-based Identity and Access Management (IAM) Solutions are digital identity security and access control solutions delivered through cloud platforms, SaaS, or hybrid-cloud models. They help enterprises, government agencies, and organizations centrally manage authentication, authorization, auditing, and lifecycle operations for employees, customers, partners, devices, applications, cloud resources, APIs, service accounts, and non-human identities. These solutions typically integrate identity directories, account provisioning and deprovisioning, single sign-on, multi-factor authentication, identity federation, role and permission management, access approval workflows, privileged account management, customer identity management, cloud resource permission management, risk-based access, passwordless authentication, audit logging, and Zero Trust access. Compared with traditional on-premises IAM systems, cloud-based IAM solutions emphasize rapid deployment, elastic scalability, cross-cloud connectivity, continuous updates, and subscription-based delivery. They support public cloud, private cloud, multi-cloud, SaaS applications, mobile work, and remote collaboration environments. Their core value is to use identity as the unified control point, ensuring that the right human or machine identity can access authorized resources in the right context with the minimum necessary privileges, thereby supporting cloud transformation, data security compliance, and digital operations.

Cloud-based IAM Solutions combine software subscriptions, cloud security platforms, and professional services, with overall gross margins generally ranging from

approximately 55% to 80%. Standardized SaaS subscriptions, IDaaS, cloud-based single sign-on, multi-factor authentication, passwordless authentication, customer identity management, and cloud identity governance modules have relatively low marginal costs, allowing mature products to achieve gross margins of around 70% to 85%. Private-cloud deployment, hybrid-cloud integration, industry customization, legacy system migration, permission model redesign, data cleansing, and managed operations require more delivery resources, so their gross margins are typically around 35% to 60%. The upstream value chain includes cloud infrastructure, servers, databases, middleware, cryptographic algorithms, PKI/CA, FIDO authenticators, biometrics, hardware security modules, SMS and email channels, API gateways, security logs, endpoint plug-ins, and risk engines. Midstream participants include cloud IAM platform providers, IDaaS vendors, cloud security companies, identity governance vendors, privileged access management providers, Zero Trust security vendors, system integrators, and security operations service providers. Downstream customers include government, finance, telecom, energy, manufacturing, healthcare, education, internet platforms, retail, and multinational enterprise groups. As multi-cloud architecture, AI agents, the API economy, and data compliance requirements expand, the value chain is evolving from cloud login and permission management toward identity security governance and continuous access control platforms.

Market Development Opportunities & Main Driving Factors

The market opportunity for cloud-based IAM solutions is being driven by cloud migration, SaaS adoption, remote work, Zero Trust security, and data compliance. As enterprise systems expand from closed internal networks to public clouds, private clouds, multi-cloud environments, SaaS applications, and mobile endpoints, the number of identities across employees, customers, partners, contractors, devices, APIs, service accounts, automation scripts, and AI agents is growing rapidly. Traditional fragmented account management can no longer meet modern requirements for efficiency, security, and auditability. At the same time, industries such as finance, government, telecom, energy, healthcare, and manufacturing face rising requirements for access control, least privilege, real-name authentication, audit trails, and data security governance. This is pushing cloud IAM from an IT tool into an enterprise-level security foundation. For corporate leadership, these solutions can reduce risks from account compromise, excessive privileges, orphaned accounts, and privileged access abuse, while accelerating cloud application onboarding, improving employee collaboration, enhancing customer login experience, and creating a foundation for recurring subscription revenue and platform-based security operations.

Market Challenges, Risks, & Restraints

The main challenges in this market come from complex customer IT environments, unclear cloud security responsibility boundaries, and high migration costs. Large organizations often operate on-premises directories, legacy business systems, multiple cloud platforms, external partner accounts, shared accounts, and fragmented permission rules at the same time. Identity data cleansing, application onboarding, permission redesign, protocol adaptation, and workflow transformation all require strong technical capabilities and cross-department coordination. Cloud-based IAM solutions sit at the core of enterprise access flows. If authentication policies are misconfigured, API permissions are too broad, service accounts are poorly managed, privileged access controls are weak, or log monitoring is insufficient, the impact can spread across multiple systems and cloud environments. In addition, requirements for data localization, privacy protection, cryptographic compliance, sovereign cloud, regulatory auditing, and domestic ecosystem compatibility vary significantly across industries and regions. Vendors must balance standardized cloud services with localized delivery. Excessive customization can compress margins, while excessive standardization may slow adoption among highly regulated customers.

Downstream Demand Trends

Downstream demand is expanding from cloud-based unified login to full-identity, full-cloud-resource, and full-lifecycle governance. Large enterprises and multinational groups place greater emphasis on multi-cloud identity federation, unified directories, permission governance, automated account lifecycle management, and global compliance. Financial institutions, telecom operators, and government customers focus more on high-availability architecture, strong authentication, centralized auditing, domestic ecosystem compatibility, and least-privilege management. Internet, retail, and consumer service companies are more concerned with customer identity management, frictionless login, privacy consent, anti-fraud, and marketing conversion. Manufacturing, energy, and healthcare customers attach greater importance to third-party access, industrial system connectivity, sensitive data protection, and remote operations security. In the future, cloud-native workloads, API keys, service accounts, robotic processes, and AI agents will become important growth areas for cloud IAM, pushing the market from managing human accounts toward unified trust management across people, machines, applications, data, and AI agents. Vendors with cloud-native architecture, open connectors, intelligent risk control, identity governance, privileged access management, and Zero Trust integration capabilities will be better positioned to build long-term customer stickiness and platform-based revenue.

LPI (LP Information)' newest research report, the “Cloud-based Identity and Access Management (IAM) Solutions Industry Forecast” looks at past sales and reviews total world Cloud-based Identity and Access Management (IAM) Solutions sales in 2025, providing a comprehensive analysis by region and market sector of projected Cloud-based Identity and Access Management (IAM) Solutions sales for 2026 through 2032. With Cloud-based Identity and Access Management (IAM) Solutions sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Cloud-based Identity and Access Management (IAM) Solutions industry.

This Insight Report provides a comprehensive analysis of the global Cloud-based Identity and Access Management (IAM) Solutions landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Cloud-based Identity and Access Management (IAM) Solutions portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Cloud-based Identity and Access Management (IAM) Solutions market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Cloud-based Identity and Access Management (IAM) Solutions and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Cloud-based Identity and Access Management (IAM) Solutions.

This report presents a comprehensive overview, market shares, and growth opportunities of Cloud-based Identity and Access Management (IAM) Solutions market by product type, application, key players and key regions and countries.

Segmentation by Type:

Public Cloud IAM

Private Cloud IAM

Hybrid Cloud IAM

Multi-cloud IAM

Segmentation by Core Functional Modules:

Single Sign-On (SSO)

Multi-factor Authentication

Risk Based Authentication

Others

Segmentation by Identity Subject:

Employee IAM

Customer IAM

Non-Human Identity

Segmentation by Downstream Scenarios:

Enterprise SaaS Access IAM

Cloud Infrastructure IAM

Government & Regulated IAM

Consumer Platform IAM

Industrial and OT IAM

Segmentation by Application:

Large Enterprises

SMEs

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Microsoft

IBM

Entrust

OpenText

ManageEngine

Oracle

Google Cloud

AWS

Cisco Duo

Okta

RSA

Broadcom

Ping Identity

SailPoint

Saviynt

One Identity

Thales OneWelcome

JumpCloud

Omada

Huawei Cloud

Alibaba Cloud

Tencent

Baidu

CyberArk (Palo Alto Networks)

Authing

Delinea

BeyondTrust

Cloudflare

Avatier

FusionAuth

SecureAuth

Ubisecure

Tools4ever

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview

2.1.1 Global Cloud-based Identity and Access Management (IAM) Solutions Market Size (2021-2032)

2.1.2 Cloud-based Identity and Access Management (IAM) Solutions Market Size CAGR by Region (2021 VS 2025 VS 2032)

2.1.3 World Current & Future Analysis for Cloud-based Identity and Access Management (IAM) Solutions by Country/Region (2021, 2025 & 2032)

2.2 Cloud-based Identity and Access Management (IAM) Solutions Segment by Type

2.2.1 Public Cloud IAM

2.2.2 Private Cloud IAM

2.2.3 Hybrid Cloud IAM

2.2.4 Multi-cloud IAM

2.2.5 Cloud-based Identity and Access Management (IAM) Solutions Market Size by Type

2.2.5.1 Cloud-based Identity and Access Management (IAM) Solutions Market Size CAGR by Type (2021 VS 2025 VS 2032)

2.2.5.2 Global Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Type (2021-2026)

2.3 Cloud-based Identity and Access Management (IAM) Solutions Segment by Core Functional Modules

2.3.1 Single Sign-On (SSO)

2.3.2 Multi-factor Authentication

2.3.3 Risk Based Authentication

2.3.4 Others

2.3.5 Cloud-based Identity and Access Management (IAM) Solutions Market Size by Core Functional Modules

2.3.5.1 Cloud-based Identity and Access Management (IAM) Solutions Market Size CAGR by Core Functional Modules (2021 VS 2025 VS 2032)

2.3.5.2 Global Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Core Functional Modules (2021-2026)

2.4 Cloud-based Identity and Access Management (IAM) Solutions Segment by Identity Subject

2.4.1 Employee IAM

2.4.2 Customer IAM

2.4.3 Non-Human Identity

2.4.4 Cloud-based Identity and Access Management (IAM) Solutions Market Size by Identity Subject

2.4.4.1 Cloud-based Identity and Access Management (IAM) Solutions Market Size CAGR by Identity Subject (2021 VS 2025 VS 2032)

2.4.4.2 Global Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Identity Subject (2021-2026)

2.5 Cloud-based Identity and Access Management (IAM) Solutions Segment by Downstream Scenarios

2.5.1 Enterprise SaaS Access IAM

2.5.2 Cloud Infrastructure IAM

2.5.3 Government & Regulated IAM

2.5.4 Consumer Platform IAM

2.5.5 Industrial and OT IAM

2.5.6 Cloud-based Identity and Access Management (IAM) Solutions Market Size by Downstream Scenarios

2.5.6.1 Cloud-based Identity and Access Management (IAM) Solutions Market Size CAGR by Downstream Scenarios (2021 VS 2025 VS 2032)

2.5.6.2 Global Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Downstream Scenarios (2021-2026)

2.6 Cloud-based Identity and Access Management (IAM) Solutions Segment by Application

2.6.1 Large Enterprises

2.6.2 SMEs

2.6.3 Cloud-based Identity and Access Management (IAM) Solutions Market Size by Application

2.6.3.1 Cloud-based Identity and Access Management (IAM) Solutions Market Size CAGR by Application (2021 VS 2025 VS 2032)

2.6.3.2 Global Cloud-based Identity and Access Management (IAM) Solutions Market

Size Market Share by Application (2021-2026)

3 CLOUD-BASED IDENTITY AND ACCESS MANAGEMENT (IAM) SOLUTIONS MARKET SIZE BY PLAYER

3.1 Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Player

3.1.1 Global Cloud-based Identity and Access Management (IAM) Solutions Revenue by Player (2021-2026)

3.1.2 Global Cloud-based Identity and Access Management (IAM) Solutions Revenue Market Share by Player (2021-2026)

3.2 Global Cloud-based Identity and Access Management (IAM) Solutions Key Players Head office and Products Offered

3.3 Market Concentration Rate Analysis

3.3.1 Competition Landscape Analysis

3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

4 CLOUD-BASED IDENTITY AND ACCESS MANAGEMENT (IAM) SOLUTIONS BY REGION

4.1 Cloud-based Identity and Access Management (IAM) Solutions Market Size by Region (2021-2026)

4.2 Global Cloud-based Identity and Access Management (IAM) Solutions Annual Revenue by Country/Region (2021-2026)

4.3 Americas Cloud-based Identity and Access Management (IAM) Solutions Market Size Growth (2021-2026)

4.4 APAC Cloud-based Identity and Access Management (IAM) Solutions Market Size Growth (2021-2026)

4.5 Europe Cloud-based Identity and Access Management (IAM) Solutions Market Size Growth (2021-2026)

4.6 Middle East & Africa Cloud-based Identity and Access Management (IAM) Solutions Market Size Growth (2021-2026)

5 AMERICAS

5.1 Americas Cloud-based Identity and Access Management (IAM) Solutions Market Size by Country (2021-2026)

5.2 Americas Cloud-based Identity and Access Management (IAM) Solutions Market Size by Type (2021-2026)

5.3 Americas Cloud-based Identity and Access Management (IAM) Solutions Market Size by Application (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Cloud-based Identity and Access Management (IAM) Solutions Market Size by Region (2021-2026)

6.2 APAC Cloud-based Identity and Access Management (IAM) Solutions Market Size by Type (2021-2026)

6.3 APAC Cloud-based Identity and Access Management (IAM) Solutions Market Size by Application (2021-2026)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

7 EUROPE

7.1 Europe Cloud-based Identity and Access Management (IAM) Solutions Market Size by Country (2021-2026)

7.2 Europe Cloud-based Identity and Access Management (IAM) Solutions Market Size by Type (2021-2026)

7.3 Europe Cloud-based Identity and Access Management (IAM) Solutions Market Size by Application (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Cloud-based Identity and Access Management (IAM) Solutions by Region (2021-2026)

8.2 Middle East & Africa Cloud-based Identity and Access Management (IAM) Solutions Market Size by Type (2021-2026)

8.3 Middle East & Africa Cloud-based Identity and Access Management (IAM) Solutions Market Size by Application (2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 GLOBAL CLOUD-BASED IDENTITY AND ACCESS MANAGEMENT (IAM) SOLUTIONS MARKET FORECAST

10.1 Global Cloud-based Identity and Access Management (IAM) Solutions Forecast by Region (2027-2032)

10.1.1 Global Cloud-based Identity and Access Management (IAM) Solutions Forecast by Region (2027-2032)

10.1.2 Americas Cloud-based Identity and Access Management (IAM) Solutions Forecast

10.1.3 APAC Cloud-based Identity and Access Management (IAM) Solutions Forecast

10.1.4 Europe Cloud-based Identity and Access Management (IAM) Solutions Forecast

10.1.5 Middle East & Africa Cloud-based Identity and Access Management (IAM) Solutions Forecast

10.2 Americas Cloud-based Identity and Access Management (IAM) Solutions Forecast by Country (2027-2032)

10.2.1 United States Market Cloud-based Identity and Access Management (IAM) Solutions Forecast

10.2.2 Canada Market Cloud-based Identity and Access Management (IAM) Solutions Forecast

10.2.3 Mexico Market Cloud-based Identity and Access Management (IAM) Solutions Forecast

10.2.4 Brazil Market Cloud-based Identity and Access Management (IAM) Solutions Forecast

10.3 APAC Cloud-based Identity and Access Management (IAM) Solutions Forecast by Region (2027-2032)

10.3.1 China Cloud-based Identity and Access Management (IAM) Solutions Market Forecast

10.3.2 Japan Market Cloud-based Identity and Access Management (IAM) Solutions Forecast

10.3.3 Korea Market Cloud-based Identity and Access Management (IAM) Solutions Forecast

10.3.4 Southeast Asia Market Cloud-based Identity and Access Management (IAM) Solutions Forecast

10.3.5 India Market Cloud-based Identity and Access Management (IAM) Solutions Forecast

10.3.6 Australia Market Cloud-based Identity and Access Management (IAM) Solutions Forecast

10.4 Europe Cloud-based Identity and Access Management (IAM) Solutions Forecast by Country (2027-2032)

10.4.1 Germany Market Cloud-based Identity and Access Management (IAM) Solutions Forecast

10.4.2 France Market Cloud-based Identity and Access Management (IAM) Solutions Forecast

10.4.3 UK Market Cloud-based Identity and Access Management (IAM) Solutions Forecast

10.4.4 Italy Market Cloud-based Identity and Access Management (IAM) Solutions Forecast

10.4.5 Russia Market Cloud-based Identity and Access Management (IAM) Solutions Forecast

10.5 Middle East & Africa Cloud-based Identity and Access Management (IAM) Solutions Forecast by Region (2027-2032)

10.5.1 Egypt Market Cloud-based Identity and Access Management (IAM) Solutions Forecast

10.5.2 South Africa Market Cloud-based Identity and Access Management (IAM) Solutions Forecast

10.5.3 Israel Market Cloud-based Identity and Access Management (IAM) Solutions Forecast

10.5.4 Turkey Market Cloud-based Identity and Access Management (IAM) Solutions

Forecast

10.6 Global Cloud-based Identity and Access Management (IAM) Solutions Forecast by Type (2027-2032)

10.7 Global Cloud-based Identity and Access Management (IAM) Solutions Forecast by Application (2027-2032)

10.7.1 GCC Countries Market Cloud-based Identity and Access Management (IAM) Solutions Forecast

11 KEY PLAYERS ANALYSIS

11.1 Microsoft

11.1.1 Microsoft Company Information

11.1.2 Microsoft Cloud-based Identity and Access Management (IAM) Solutions Product Offered

11.1.3 Microsoft Cloud-based Identity and Access Management (IAM) Solutions Revenue, Gross Margin and Market Share (2021-2026)

11.1.4 Microsoft Main Business Overview

11.1.5 Microsoft Latest Developments

11.2 IBM

11.2.1 IBM Company Information

11.2.2 IBM Cloud-based Identity and Access Management (IAM) Solutions Product Offered

11.2.3 IBM Cloud-based Identity and Access Management (IAM) Solutions Revenue, Gross Margin and Market Share (2021-2026)

11.2.4 IBM Main Business Overview

11.2.5 IBM Latest Developments

11.3 Entrust

11.3.1 Entrust Company Information

11.3.2 Entrust Cloud-based Identity and Access Management (IAM) Solutions Product Offered

11.3.3 Entrust Cloud-based Identity and Access Management (IAM) Solutions Revenue, Gross Margin and Market Share (2021-2026)

11.3.4 Entrust Main Business Overview

11.3.5 Entrust Latest Developments

11.4 OpenText

11.4.1 OpenText Company Information

11.4.2 OpenText Cloud-based Identity and Access Management (IAM) Solutions Product Offered

11.4.3 OpenText Cloud-based Identity and Access Management (IAM) Solutions

Revenue, Gross Margin and Market Share (2021-2026)

11.4.4 OpenText Main Business Overview

11.4.5 OpenText Latest Developments

11.5 ManageEngine

11.5.1 ManageEngine Company Information

11.5.2 ManageEngine Cloud-based Identity and Access Management (IAM) Solutions

Product Offered

11.5.3 ManageEngine Cloud-based Identity and Access Management (IAM) Solutions

Revenue, Gross Margin and Market Share (2021-2026)

11.5.4 ManageEngine Main Business Overview

11.5.5 ManageEngine Latest Developments

11.6 Oracle

11.6.1 Oracle Company Information

11.6.2 Oracle Cloud-based Identity and Access Management (IAM) Solutions Product

Offered

11.6.3 Oracle Cloud-based Identity and Access Management (IAM) Solutions

Revenue, Gross Margin and Market Share (2021-2026)

11.6.4 Oracle Main Business Overview

11.6.5 Oracle Latest Developments

11.7 Google Cloud

11.7.1 Google Cloud Company Information

11.7.2 Google Cloud Cloud-based Identity and Access Management (IAM) Solutions

Product Offered

11.7.3 Google Cloud Cloud-based Identity and Access Management (IAM) Solutions

Revenue, Gross Margin and Market Share (2021-2026)

11.7.4 Google Cloud Main Business Overview

11.7.5 Google Cloud Latest Developments

11.8 AWS

11.8.1 AWS Company Information

11.8.2 AWS Cloud-based Identity and Access Management (IAM) Solutions Product

Offered

11.8.3 AWS Cloud-based Identity and Access Management (IAM) Solutions Revenue, Gross Margin and Market Share (2021-2026)

11.8.4 AWS Main Business Overview

11.8.5 AWS Latest Developments

11.9 Cisco Duo

11.9.1 Cisco Duo Company Information

11.9.2 Cisco Duo Cloud-based Identity and Access Management (IAM) Solutions

Product Offered

- 11.9.3 Cisco Duo Cloud-based Identity and Access Management (IAM) Solutions Revenue, Gross Margin and Market Share (2021-2026)
- 11.9.4 Cisco Duo Main Business Overview
- 11.9.5 Cisco Duo Latest Developments
- 11.10 Okta
 - 11.10.1 Okta Company Information
 - 11.10.2 Okta Cloud-based Identity and Access Management (IAM) Solutions Product Offered
 - 11.10.3 Okta Cloud-based Identity and Access Management (IAM) Solutions Revenue, Gross Margin and Market Share (2021-2026)
 - 11.10.4 Okta Main Business Overview
 - 11.10.5 Okta Latest Developments
- 11.11 RSA
 - 11.11.1 RSA Company Information
 - 11.11.2 RSA Cloud-based Identity and Access Management (IAM) Solutions Product Offered
 - 11.11.3 RSA Cloud-based Identity and Access Management (IAM) Solutions Revenue, Gross Margin and Market Share (2021-2026)
 - 11.11.4 RSA Main Business Overview
 - 11.11.5 RSA Latest Developments
- 11.12 Broadcom
 - 11.12.1 Broadcom Company Information
 - 11.12.2 Broadcom Cloud-based Identity and Access Management (IAM) Solutions Product Offered
 - 11.12.3 Broadcom Cloud-based Identity and Access Management (IAM) Solutions Revenue, Gross Margin and Market Share (2021-2026)
 - 11.12.4 Broadcom Main Business Overview
 - 11.12.5 Broadcom Latest Developments
- 11.13 Ping Identity
 - 11.13.1 Ping Identity Company Information
 - 11.13.2 Ping Identity Cloud-based Identity and Access Management (IAM) Solutions Product Offered
 - 11.13.3 Ping Identity Cloud-based Identity and Access Management (IAM) Solutions Revenue, Gross Margin and Market Share (2021-2026)
 - 11.13.4 Ping Identity Main Business Overview
 - 11.13.5 Ping Identity Latest Developments
- 11.14 SailPoint
 - 11.14.1 SailPoint Company Information
 - 11.14.2 SailPoint Cloud-based Identity and Access Management (IAM) Solutions

Product Offered

11.14.3 SailPoint Cloud-based Identity and Access Management (IAM) Solutions
Revenue, Gross Margin and Market Share (2021-2026)

11.14.4 SailPoint Main Business Overview

11.14.5 SailPoint Latest Developments

11.15 Saviynt

11.15.1 Saviynt Company Information

11.15.2 Saviynt Cloud-based Identity and Access Management (IAM) Solutions
Product Offered

11.15.3 Saviynt Cloud-based Identity and Access Management (IAM) Solutions
Revenue, Gross Margin and Market Share (2021-2026)

11.15.4 Saviynt Main Business Overview

11.15.5 Saviynt Latest Developments

11.16 One Identity

11.16.1 One Identity Company Information

11.16.2 One Identity Cloud-based Identity and Access Management (IAM) Solutions
Product Offered

11.16.3 One Identity Cloud-based Identity and Access Management (IAM) Solutions
Revenue, Gross Margin and Market Share (2021-2026)

11.16.4 One Identity Main Business Overview

11.16.5 One Identity Latest Developments

11.17 Thales OneWelcome

11.17.1 Thales OneWelcome Company Information

11.17.2 Thales OneWelcome Cloud-based Identity and Access Management (IAM)
Solutions Product Offered

11.17.3 Thales OneWelcome Cloud-based Identity and Access Management (IAM)
Solutions Revenue, Gross Margin and Market Share (2021-2026)

11.17.4 Thales OneWelcome Main Business Overview

11.17.5 Thales OneWelcome Latest Developments

11.18 JumpCloud

11.18.1 JumpCloud Company Information

11.18.2 JumpCloud Cloud-based Identity and Access Management (IAM) Solutions
Product Offered

11.18.3 JumpCloud Cloud-based Identity and Access Management (IAM) Solutions
Revenue, Gross Margin and Market Share (2021-2026)

11.18.4 JumpCloud Main Business Overview

11.18.5 JumpCloud Latest Developments

11.19 Omada

11.19.1 Omada Company Information

11.19.2 Omada Cloud-based Identity and Access Management (IAM) Solutions
Product Offered

11.19.3 Omada Cloud-based Identity and Access Management (IAM) Solutions
Revenue, Gross Margin and Market Share (2021-2026)

11.19.4 Omada Main Business Overview

11.19.5 Omada Latest Developments

11.20 Huawei Cloud

11.20.1 Huawei Cloud Company Information

11.20.2 Huawei Cloud Cloud-based Identity and Access Management (IAM) Solutions
Product Offered

11.20.3 Huawei Cloud Cloud-based Identity and Access Management (IAM) Solutions
Revenue, Gross Margin and Market Share (2021-2026)

11.20.4 Huawei Cloud Main Business Overview

11.20.5 Huawei Cloud Latest Developments

11.21 Alibaba Cloud

11.21.1 Alibaba Cloud Company Information

11.21.2 Alibaba Cloud Cloud-based Identity and Access Management (IAM) Solutions
Product Offered

11.21.3 Alibaba Cloud Cloud-based Identity and Access Management (IAM) Solutions
Revenue, Gross Margin and Market Share (2021-2026)

11.21.4 Alibaba Cloud Main Business Overview

11.21.5 Alibaba Cloud Latest Developments

11.22 Tencent

11.22.1 Tencent Company Information

11.22.2 Tencent Cloud-based Identity and Access Management (IAM) Solutions
Product Offered

11.22.3 Tencent Cloud-based Identity and Access Management (IAM) Solutions
Revenue, Gross Margin and Market Share (2021-2026)

11.22.4 Tencent Main Business Overview

11.22.5 Tencent Latest Developments

11.23 Baidu

11.23.1 Baidu Company Information

11.23.2 Baidu Cloud-based Identity and Access Management (IAM) Solutions Product
Offered

11.23.3 Baidu Cloud-based Identity and Access Management (IAM) Solutions
Revenue, Gross Margin and Market Share (2021-2026)

11.23.4 Baidu Main Business Overview

11.23.5 Baidu Latest Developments

11.24 CyberArk (Palo Alto Networks)

- 11.24.1 CyberArk (Palo Alto Networks) Company Information
- 11.24.2 CyberArk (Palo Alto Networks) Cloud-based Identity and Access Management (IAM) Solutions Product Offered
- 11.24.3 CyberArk (Palo Alto Networks) Cloud-based Identity and Access Management (IAM) Solutions Revenue, Gross Margin and Market Share (2021-2026)
- 11.24.4 CyberArk (Palo Alto Networks) Main Business Overview
- 11.24.5 CyberArk (Palo Alto Networks) Latest Developments
- 11.25 Authing
 - 11.25.1 Authing Company Information
 - 11.25.2 Authing Cloud-based Identity and Access Management (IAM) Solutions Product Offered
 - 11.25.3 Authing Cloud-based Identity and Access Management (IAM) Solutions Revenue, Gross Margin and Market Share (2021-2026)
 - 11.25.4 Authing Main Business Overview
 - 11.25.5 Authing Latest Developments
- 11.26 Delinea
 - 11.26.1 Delinea Company Information
 - 11.26.2 Delinea Cloud-based Identity and Access Management (IAM) Solutions Product Offered
 - 11.26.3 Delinea Cloud-based Identity and Access Management (IAM) Solutions Revenue, Gross Margin and Market Share (2021-2026)
 - 11.26.4 Delinea Main Business Overview
 - 11.26.5 Delinea Latest Developments
- 11.27 BeyondTrust
 - 11.27.1 BeyondTrust Company Information
 - 11.27.2 BeyondTrust Cloud-based Identity and Access Management (IAM) Solutions Product Offered
 - 11.27.3 BeyondTrust Cloud-based Identity and Access Management (IAM) Solutions Revenue, Gross Margin and Market Share (2021-2026)
 - 11.27.4 BeyondTrust Main Business Overview
 - 11.27.5 BeyondTrust Latest Developments
- 11.28 Cloudflare
 - 11.28.1 Cloudflare Company Information
 - 11.28.2 Cloudflare Cloud-based Identity and Access Management (IAM) Solutions Product Offered
 - 11.28.3 Cloudflare Cloud-based Identity and Access Management (IAM) Solutions Revenue, Gross Margin and Market Share (2021-2026)
 - 11.28.4 Cloudflare Main Business Overview
 - 11.28.5 Cloudflare Latest Developments

11.29 Avatier

11.29.1 Avatier Company Information

11.29.2 Avatier Cloud-based Identity and Access Management (IAM) Solutions

Product Offered

11.29.3 Avatier Cloud-based Identity and Access Management (IAM) Solutions

Revenue, Gross Margin and Market Share (2021-2026)

11.29.4 Avatier Main Business Overview

11.29.5 Avatier Latest Developments

11.30 FusionAuth

11.30.1 FusionAuth Company Information

11.30.2 FusionAuth Cloud-based Identity and Access Management (IAM) Solutions

Product Offered

11.30.3 FusionAuth Cloud-based Identity and Access Management (IAM) Solutions

Revenue, Gross Margin and Market Share (2021-2026)

11.30.4 FusionAuth Main Business Overview

11.30.5 FusionAuth Latest Developments

11.31 SecureAuth

11.31.1 SecureAuth Company Information

11.31.2 SecureAuth Cloud-based Identity and Access Management (IAM) Solutions

Product Offered

11.31.3 SecureAuth Cloud-based Identity and Access Management (IAM) Solutions

Revenue, Gross Margin and Market Share (2021-2026)

11.31.4 SecureAuth Main Business Overview

11.31.5 SecureAuth Latest Developments

11.32 Ubisecure

11.32.1 Ubisecure Company Information

11.32.2 Ubisecure Cloud-based Identity and Access Management (IAM) Solutions

Product Offered

11.32.3 Ubisecure Cloud-based Identity and Access Management (IAM) Solutions

Revenue, Gross Margin and Market Share (2021-2026)

11.32.4 Ubisecure Main Business Overview

11.32.5 Ubisecure Latest Developments

11.33 Tools4ever

11.33.1 Tools4ever Company Information

11.33.2 Tools4ever Cloud-based Identity and Access Management (IAM) Solutions

Product Offered

11.33.3 Tools4ever Cloud-based Identity and Access Management (IAM) Solutions

Revenue, Gross Margin and Market Share (2021-2026)

11.33.4 Tools4ever Main Business Overview

11.33.5 Tools4ever Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Cloud-based Identity and Access Management (IAM) Solutions Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)

Table 2. Cloud-based Identity and Access Management (IAM) Solutions Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Public Cloud IAM

Table 4. Major Players of Private Cloud IAM

Table 5. Major Players of Hybrid Cloud IAM

Table 6. Major Players of Multi-cloud IAM

Table 7. Cloud-based Identity and Access Management (IAM) Solutions Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)

Table 8. Global Cloud-based Identity and Access Management (IAM) Solutions Market Size by Type (2021-2026) & (\$ millions)

Table 9. Global Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Type (2021-2026)

Table 10. Major Players of Single Sign-On (SSO)

Table 11. Major Players of Multi-factor Authentication

Table 12. Major Players of Risk Based Authentication

Table 13. Major Players of Others

Table 14. Cloud-based Identity and Access Management (IAM) Solutions Market Size CAGR by Core Functional Modules (2021 VS 2025 VS 2032) & (\$ millions)

Table 15. Global Cloud-based Identity and Access Management (IAM) Solutions Market Size by Core Functional Modules (2021-2026) & (\$ millions)

Table 16. Global Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Core Functional Modules (2021-2026)

Table 17. Major Players of Employee IAM

Table 18. Major Players of Customer IAM

Table 19. Major Players of Non-Human Identity

Table 20. Cloud-based Identity and Access Management (IAM) Solutions Market Size CAGR by Identity Subject (2021 VS 2025 VS 2032) & (\$ millions)

Table 21. Global Cloud-based Identity and Access Management (IAM) Solutions Market Size by Identity Subject (2021-2026) & (\$ millions)

Table 22. Global Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Identity Subject (2021-2026)

Table 23. Major Players of Enterprise SaaS Access IAM

Table 24. Major Players of Cloud Infrastructure IAM

Table 25. Major Players of Government & Regulated IAM
Table 26. Major Players of Consumer Platform IAM
Table 27. Major Players of Industrial and OT IAM
Table 28. Cloud-based Identity and Access Management (IAM) Solutions Market Size CAGR by Downstream Scenarios (2021 VS 2025 VS 2032) & (\$ millions)
Table 29. Global Cloud-based Identity and Access Management (IAM) Solutions Market Size by Downstream Scenarios (2021-2026) & (\$ millions)
Table 30. Global Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Downstream Scenarios (2021-2026)
Table 31. Cloud-based Identity and Access Management (IAM) Solutions Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)
Table 32. Global Cloud-based Identity and Access Management (IAM) Solutions Market Size by Application (2021-2026) & (\$ millions)
Table 33. Global Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Application (2021-2026)
Table 34. Global Cloud-based Identity and Access Management (IAM) Solutions Revenue by Player (2021-2026) & (\$ millions)
Table 35. Global Cloud-based Identity and Access Management (IAM) Solutions Revenue Market Share by Player (2021-2026)
Table 36. Cloud-based Identity and Access Management (IAM) Solutions Key Players Head office and Products Offered
Table 37. Cloud-based Identity and Access Management (IAM) Solutions Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
Table 38. New Products and Potential Entrants
Table 39. Mergers & Acquisitions, Expansion
Table 40. Global Cloud-based Identity and Access Management (IAM) Solutions Market Size by Region (2021-2026) & (\$ millions)
Table 41. Global Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Region (2021-2026)
Table 42. Global Cloud-based Identity and Access Management (IAM) Solutions Revenue by Country/Region (2021-2026) & (\$ millions)
Table 43. Global Cloud-based Identity and Access Management (IAM) Solutions Revenue Market Share by Country/Region (2021-2026)
Table 44. Americas Cloud-based Identity and Access Management (IAM) Solutions Market Size by Country (2021-2026) & (\$ millions)
Table 45. Americas Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Country (2021-2026)
Table 46. Americas Cloud-based Identity and Access Management (IAM) Solutions Market Size by Type (2021-2026) & (\$ millions)

Table 47. Americas Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Type (2021-2026)

Table 48. Americas Cloud-based Identity and Access Management (IAM) Solutions Market Size by Application (2021-2026) & (\$ millions)

Table 49. Americas Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Application (2021-2026)

Table 50. APAC Cloud-based Identity and Access Management (IAM) Solutions Market Size by Region (2021-2026) & (\$ millions)

Table 51. APAC Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Region (2021-2026)

Table 52. APAC Cloud-based Identity and Access Management (IAM) Solutions Market Size by Type (2021-2026) & (\$ millions)

Table 53. APAC Cloud-based Identity and Access Management (IAM) Solutions Market Size by Application (2021-2026) & (\$ millions)

Table 54. Europe Cloud-based Identity and Access Management (IAM) Solutions Market Size by Country (2021-2026) & (\$ millions)

Table 55. Europe Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Country (2021-2026)

Table 56. Europe Cloud-based Identity and Access Management (IAM) Solutions Market Size by Type (2021-2026) & (\$ millions)

Table 57. Europe Cloud-based Identity and Access Management (IAM) Solutions Market Size by Application (2021-2026) & (\$ millions)

Table 58. Middle East & Africa Cloud-based Identity and Access Management (IAM) Solutions Market Size by Region (2021-2026) & (\$ millions)

Table 59. Middle East & Africa Cloud-based Identity and Access Management (IAM) Solutions Market Size by Type (2021-2026) & (\$ millions)

Table 60. Middle East & Africa Cloud-based Identity and Access Management (IAM) Solutions Market Size by Application (2021-2026) & (\$ millions)

Table 61. Key Market Drivers & Growth Opportunities of Cloud-based Identity and Access Management (IAM) Solutions

Table 62. Key Market Challenges & Risks of Cloud-based Identity and Access Management (IAM) Solutions

Table 63. Key Industry Trends of Cloud-based Identity and Access Management (IAM) Solutions

Table 64. Global Cloud-based Identity and Access Management (IAM) Solutions Market Size Forecast by Region (2027-2032) & (\$ millions)

Table 65. Global Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share Forecast by Region (2027-2032)

Table 66. Global Cloud-based Identity and Access Management (IAM) Solutions Market

Size Forecast by Type (2027-2032) & (\$ millions)

Table 67. Global Cloud-based Identity and Access Management (IAM) Solutions Market Size Forecast by Application (2027-2032) & (\$ millions)

Table 68. Microsoft Details, Company Type, Cloud-based Identity and Access Management (IAM) Solutions Area Served and Its Competitors

Table 69. Microsoft Cloud-based Identity and Access Management (IAM) Solutions Product Offered

Table 70. Microsoft Cloud-based Identity and Access Management (IAM) Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 71. Microsoft Main Business

Table 72. Microsoft Latest Developments

Table 73. IBM Details, Company Type, Cloud-based Identity and Access Management (IAM) Solutions Area Served and Its Competitors

Table 74. IBM Cloud-based Identity and Access Management (IAM) Solutions Product Offered

Table 75. IBM Cloud-based Identity and Access Management (IAM) Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 76. IBM Main Business

Table 77. IBM Latest Developments

Table 78. Entrust Details, Company Type, Cloud-based Identity and Access Management (IAM) Solutions Area Served and Its Competitors

Table 79. Entrust Cloud-based Identity and Access Management (IAM) Solutions Product Offered

Table 80. Entrust Cloud-based Identity and Access Management (IAM) Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 81. Entrust Main Business

Table 82. Entrust Latest Developments

Table 83. OpenText Details, Company Type, Cloud-based Identity and Access Management (IAM) Solutions Area Served and Its Competitors

Table 84. OpenText Cloud-based Identity and Access Management (IAM) Solutions Product Offered

Table 85. OpenText Cloud-based Identity and Access Management (IAM) Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 86. OpenText Main Business

Table 87. OpenText Latest Developments

Table 88. ManageEngine Details, Company Type, Cloud-based Identity and Access Management (IAM) Solutions Area Served and Its Competitors

Table 89. ManageEngine Cloud-based Identity and Access Management (IAM) Solutions Product Offered

Table 90. ManageEngine Cloud-based Identity and Access Management (IAM) Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 91. ManageEngine Main Business

Table 92. ManageEngine Latest Developments

Table 93. Oracle Details, Company Type, Cloud-based Identity and Access Management (IAM) Solutions Area Served and Its Competitors

Table 94. Oracle Cloud-based Identity and Access Management (IAM) Solutions Product Offered

Table 95. Oracle Cloud-based Identity and Access Management (IAM) Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 96. Oracle Main Business

Table 97. Oracle Latest Developments

Table 98. Google Cloud Details, Company Type, Cloud-based Identity and Access Management (IAM) Solutions Area Served and Its Competitors

Table 99. Google Cloud Cloud-based Identity and Access Management (IAM) Solutions Product Offered

Table 100. Google Cloud Cloud-based Identity and Access Management (IAM) Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 101. Google Cloud Main Business

Table 102. Google Cloud Latest Developments

Table 103. AWS Details, Company Type, Cloud-based Identity and Access Management (IAM) Solutions Area Served and Its Competitors

Table 104. AWS Cloud-based Identity and Access Management (IAM) Solutions Product Offered

Table 105. AWS Cloud-based Identity and Access Management (IAM) Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 106. AWS Main Business

Table 107. AWS Latest Developments

Table 108. Cisco Duo Details, Company Type, Cloud-based Identity and Access Management (IAM) Solutions Area Served and Its Competitors

Table 109. Cisco Duo Cloud-based Identity and Access Management (IAM) Solutions Product Offered

Table 110. Cisco Duo Cloud-based Identity and Access Management (IAM) Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 111. Cisco Duo Main Business

Table 112. Cisco Duo Latest Developments

Table 113. Okta Details, Company Type, Cloud-based Identity and Access Management (IAM) Solutions Area Served and Its Competitors

Table 114. Okta Cloud-based Identity and Access Management (IAM) Solutions Product

Offered

Table 115. Okta Cloud-based Identity and Access Management (IAM) Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 116. Okta Main Business

Table 117. Okta Latest Developments

Table 118. RSA Details, Company Type, Cloud-based Identity and Access Management (IAM) Solutions Area Served and Its Competitors

Table 119. RSA Cloud-based Identity and Access Management (IAM) Solutions Product Offered

Table 120. RSA Cloud-based Identity and Access Management (IAM) Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 121. RSA Main Business

Table 122. RSA Latest Developments

Table 123. Broadcom Details, Company Type, Cloud-based Identity and Access Management (IAM) Solutions Area Served and Its Competitors

Table 124. Broadcom Cloud-based Identity and Access Management (IAM) Solutions Product Offered

Table 125. Broadcom Cloud-based Identity and Access Management (IAM) Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 126. Broadcom Main Business

Table 127. Broadcom Latest Developments

Table 128. Ping Identity Details, Company Type, Cloud-based Identity and Access Management (IAM) Solutions Area Served and Its Competitors

Table 129. Ping Identity Cloud-based Identity and Access Management (IAM) Solutions Product Offered

Table 130. Ping Identity Cloud-based Identity and Access Management (IAM) Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 131. Ping Identity Main Business

Table 132. Ping Identity Latest Developments

Table 133. SailPoint Details, Company Type, Cloud-based Identity and Access Management (IAM) Solutions Area Served and Its Competitors

Table 134. SailPoint Cloud-based Identity and Access Management (IAM) Solutions Product Offered

Table 135. SailPoint Cloud-based Identity and Access Management (IAM) Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 136. SailPoint Main Business

Table 137. SailPoint Latest Developments

Table 138. Saviynt Details, Company Type, Cloud-based Identity and Access Management (IAM) Solutions Area Served and Its Competitors

Table 139. Saviynt Cloud-based Identity and Access Management (IAM) Solutions
Product Offered

Table 140. Saviynt Cloud-based Identity and Access Management (IAM) Solutions
Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 141. Saviynt Main Business

Table 142. Saviynt Latest Developments

Table 143. One Identity Details, Company Type, Cloud-based Identity and Access
Management (IAM) Solutions Area Served and Its Competitors

Table 144. One Identity Cloud-based Identity and Access Management (IAM) Solutions
Product Offered

Table 145. One Identity Cloud-based Identity and Access Management (IAM) Solutions
Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 146. One Identity Main Business

Table 147. One Identity Latest Developments

Table 148. Thales OneWelcome Details, Company Type, Cloud-based Identity and
Access Management (IAM) Solutions Area Served and Its Competitors

Table 149. Thales OneWelcome Cloud-based Identity and Access Management (IAM)
Solutions Product Offered

Table 150. Thales OneWelcome Cloud-based Identity and Access Management (IAM)
Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 151. Thales OneWelcome Main Business

Table 152. Thales OneWelcome Latest Developments

Table 153. JumpCloud Details, Company Type, Cloud-based Identity and Access
Management (IAM) Solutions Area Served and Its Competitors

Table 154. JumpCloud Cloud-based Identity and Access Management (IAM) Solutions
Product Offered

Table 155. JumpCloud Cloud-based Identity and Access Management (IAM) Solutions
Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 156. JumpCloud Main Business

Table 157. JumpCloud Latest Developments

Table 158. Omada Details, Company Type, Cloud-based Identity and Access
Management (IAM) Solutions Area Served and Its Competitors

Table 159. Omada Cloud-based Identity and Access Management (IAM) Solutions
Product Offered

Table 160. Omada Cloud-based Identity and Access Management (IAM) Solutions
Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 161. Omada Main Business

Table 162. Omada Latest Developments

Table 163. Huawei Cloud Details, Company Type, Cloud-based Identity and Access

Management (IAM) Solutions Area Served and Its Competitors

Table 164. Huawei Cloud Cloud-based Identity and Access Management (IAM) Solutions Product Offered

Table 165. Huawei Cloud Cloud-based Identity and Access Management (IAM) Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 166. Huawei Cloud Main Business

Table 167. Huawei Cloud Latest Developments

Table 168. Alibaba Cloud Details, Company Type, Cloud-based Identity and Access Management (IAM) Solutions Area Served and Its Competitors

Table 169. Alibaba Cloud Cloud-based Identity and Access Management (IAM) Solutions Product Offered

Table 170. Alibaba Cloud Cloud-based Identity and Access Management (IAM) Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 171. Alibaba Cloud Main Business

Table 172. Alibaba Cloud Latest Developments

Table 173. Tencent Details, Company Type, Cloud-based Identity and Access Management (IAM) Solutions Area Served and Its Competitors

Table 174. Tencent Cloud-based Identity and Access Management (IAM) Solutions Product Offered

Table 175. Tencent Cloud-based Identity and Access Management (IAM) Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 176. Tencent Main Business

Table 177. Tencent Latest Developments

Table 178. Baidu Details, Company Type, Cloud-based Identity and Access Management (IAM) Solutions Area Served and Its Competitors

Table 179. Baidu Cloud-based Identity and Access Management (IAM) Solutions Product Offered

Table 180. Baidu Cloud-based Identity and Access Management (IAM) Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 181. Baidu Main Business

Table 182. Baidu Latest Developments

Table 183. CyberArk (Palo Alto Networks) Details, Company Type, Cloud-based Identity and Access Management (IAM) Solutions Area Served and Its Competitors

Table 184. CyberArk (Palo Alto Networks) Cloud-based Identity and Access Management (IAM) Solutions Product Offered

Table 185. CyberArk (Palo Alto Networks) Cloud-based Identity and Access Management (IAM) Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 186. CyberArk (Palo Alto Networks) Main Business

Table 187. CyberArk (Palo Alto Networks) Latest Developments
Table 188. Authing Details, Company Type, Cloud-based Identity and Access Management (IAM) Solutions Area Served and Its Competitors
Table 189. Authing Cloud-based Identity and Access Management (IAM) Solutions Product Offered
Table 190. Authing Cloud-based Identity and Access Management (IAM) Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 191. Authing Main Business
Table 192. Authing Latest Developments
Table 193. Delinea Details, Company Type, Cloud-based Identity and Access Management (IAM) Solutions Area Served and Its Competitors
Table 194. Delinea Cloud-based Identity and Access Management (IAM) Solutions Product Offered
Table 195. Delinea Cloud-based Identity and Access Management (IAM) Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 196. Delinea Main Business
Table 197. Delinea Latest Developments
Table 198. BeyondTrust Details, Company Type, Cloud-based Identity and Access Management (IAM) Solutions Area Served and Its Competitors
Table 199. BeyondTrust Cloud-based Identity and Access Management (IAM) Solutions Product Offered
Table 200. BeyondTrust Cloud-based Identity and Access Management (IAM) Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 201. BeyondTrust Main Business
Table 202. BeyondTrust Latest Developments
Table 203. Cloudflare Details, Company Type, Cloud-based Identity and Access Management (IAM) Solutions Area Served and Its Competitors
Table 204. Cloudflare Cloud-based Identity and Access Management (IAM) Solutions Product Offered
Table 205. Cloudflare Cloud-based Identity and Access Management (IAM) Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 206. Cloudflare Main Business
Table 207. Cloudflare Latest Developments
Table 208. Avatier Details, Company Type, Cloud-based Identity and Access Management (IAM) Solutions Area Served and Its Competitors
Table 209. Avatier Cloud-based Identity and Access Management (IAM) Solutions Product Offered
Table 210. Avatier Cloud-based Identity and Access Management (IAM) Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 211. Avatier Main Business

Table 212. Avatier Latest Developments

Table 213. FusionAuth Details, Company Type, Cloud-based Identity and Access Management (IAM) Solutions Area Served and Its Competitors

Table 214. FusionAuth Cloud-based Identity and Access Management (IAM) Solutions Product Offered

Table 215. FusionAuth Cloud-based Identity and Access Management (IAM) Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 216. FusionAuth Main Business

Table 217. FusionAuth Latest Developments

Table 218. SecureAuth Details, Company Type, Cloud-based Identity and Access Management (IAM) Solutions Area Served and Its Competitors

Table 219. SecureAuth Cloud-based Identity and Access Management (IAM) Solutions Product Offered

Table 220. SecureAuth Cloud-based Identity and Access Management (IAM) Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 221. SecureAuth Main Business

Table 222. SecureAuth Latest Developments

Table 223. Ubisecure Details, Company Type, Cloud-based Identity and Access Management (IAM) Solutions Area Served and Its Competitors

Table 224. Ubisecure Cloud-based Identity and Access Management (IAM) Solutions Product Offered

Table 225. Ubisecure Cloud-based Identity and Access Management (IAM) Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 226. Ubisecure Main Business

Table 227. Ubisecure Latest Developments

Table 228. Tools4ever Details, Company Type, Cloud-based Identity and Access Management (IAM) Solutions Area Served and Its Competitors

Table 229. Tools4ever Cloud-based Identity and Access Management (IAM) Solutions Product Offered

Table 230. Tools4ever Cloud-based Identity and Access Management (IAM) Solutions Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 231. Tools4ever Main Business

Table 232. Tools4ever Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. Cloud-based Identity and Access Management (IAM) Solutions Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Cloud-based Identity and Access Management (IAM) Solutions Market Size Growth Rate (2021-2032) (\$ millions)

Figure 6. Cloud-based Identity and Access Management (IAM) Solutions Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Figure 7. Cloud-based Identity and Access Management (IAM) Solutions Sales Market Share by Country/Region (2025)

Figure 8. Cloud-based Identity and Access Management (IAM) Solutions Sales Market Share by Country/Region (2021, 2025 & 2032)

Figure 9. Global Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Type in 2025

Figure 10. Global Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Core Functional Modules in 2025

Figure 11. Global Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Identity Subject in 2025

Figure 12. Global Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Downstream Scenarios in 2025

Figure 13. Cloud-based Identity and Access Management (IAM) Solutions in Large Enterprises

Figure 14. Global Cloud-based Identity and Access Management (IAM) Solutions Market: Large Enterprises (2021-2026) & (\$ millions)

Figure 15. Cloud-based Identity and Access Management (IAM) Solutions in SMEs

Figure 16. Global Cloud-based Identity and Access Management (IAM) Solutions Market: SMEs (2021-2026) & (\$ millions)

Figure 17. Global Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Application in 2025

Figure 18. Global Cloud-based Identity and Access Management (IAM) Solutions Revenue Market Share by Player in 2025

Figure 19. Global Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Region (2021-2026)

Figure 20. Americas Cloud-based Identity and Access Management (IAM) Solutions

Market Size 2021-2026 (\$ millions)

Figure 21. APAC Cloud-based Identity and Access Management (IAM) Solutions Market Size 2021-2026 (\$ millions)

Figure 22. Europe Cloud-based Identity and Access Management (IAM) Solutions Market Size 2021-2026 (\$ millions)

Figure 23. Middle East & Africa Cloud-based Identity and Access Management (IAM) Solutions Market Size 2021-2026 (\$ millions)

Figure 24. Americas Cloud-based Identity and Access Management (IAM) Solutions Value Market Share by Country in 2025

Figure 25. United States Cloud-based Identity and Access Management (IAM) Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 26. Canada Cloud-based Identity and Access Management (IAM) Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 27. Mexico Cloud-based Identity and Access Management (IAM) Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 28. Brazil Cloud-based Identity and Access Management (IAM) Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 29. APAC Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Region in 2025

Figure 30. APAC Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Type (2021-2026)

Figure 31. APAC Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Application (2021-2026)

Figure 32. China Cloud-based Identity and Access Management (IAM) Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 33. Japan Cloud-based Identity and Access Management (IAM) Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 34. South Korea Cloud-based Identity and Access Management (IAM) Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 35. Southeast Asia Cloud-based Identity and Access Management (IAM) Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 36. India Cloud-based Identity and Access Management (IAM) Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 37. Australia Cloud-based Identity and Access Management (IAM) Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 38. Europe Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Country in 2025

Figure 39. Europe Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Type (2021-2026)

Figure 40. Europe Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Application (2021-2026)

Figure 41. Germany Cloud-based Identity and Access Management (IAM) Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 42. France Cloud-based Identity and Access Management (IAM) Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 43. UK Cloud-based Identity and Access Management (IAM) Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 44. Italy Cloud-based Identity and Access Management (IAM) Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 45. Russia Cloud-based Identity and Access Management (IAM) Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 46. Middle East & Africa Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Region (2021-2026)

Figure 47. Middle East & Africa Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Type (2021-2026)

Figure 48. Middle East & Africa Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share by Application (2021-2026)

Figure 49. Egypt Cloud-based Identity and Access Management (IAM) Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 50. South Africa Cloud-based Identity and Access Management (IAM) Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 51. Israel Cloud-based Identity and Access Management (IAM) Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 52. Turkey Cloud-based Identity and Access Management (IAM) Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 53. GCC Countries Cloud-based Identity and Access Management (IAM) Solutions Market Size Growth 2021-2026 (\$ millions)

Figure 54. Americas Cloud-based Identity and Access Management (IAM) Solutions Market Size 2027-2032 (\$ millions)

Figure 55. APAC Cloud-based Identity and Access Management (IAM) Solutions Market Size 2027-2032 (\$ millions)

Figure 56. Europe Cloud-based Identity and Access Management (IAM) Solutions Market Size 2027-2032 (\$ millions)

Figure 57. Middle East & Africa Cloud-based Identity and Access Management (IAM) Solutions Market Size 2027-2032 (\$ millions)

Figure 58. United States Cloud-based Identity and Access Management (IAM) Solutions Market Size 2027-2032 (\$ millions)

Figure 59. Canada Cloud-based Identity and Access Management (IAM) Solutions

Market Size 2027-2032 (\$ millions)

Figure 60. Mexico Cloud-based Identity and Access Management (IAM) Solutions

Market Size 2027-2032 (\$ millions)

Figure 61. Brazil Cloud-based Identity and Access Management (IAM) Solutions Market Size 2027-2032 (\$ millions)

Figure 62. China Cloud-based Identity and Access Management (IAM) Solutions Market Size 2027-2032 (\$ millions)

Figure 63. Japan Cloud-based Identity and Access Management (IAM) Solutions Market Size 2027-2032 (\$ millions)

Figure 64. Korea Cloud-based Identity and Access Management (IAM) Solutions Market Size 2027-2032 (\$ millions)

Figure 65. Southeast Asia Cloud-based Identity and Access Management (IAM) Solutions Market Size 2027-2032 (\$ millions)

Figure 66. India Cloud-based Identity and Access Management (IAM) Solutions Market Size 2027-2032 (\$ millions)

Figure 67. Australia Cloud-based Identity and Access Management (IAM) Solutions Market Size 2027-2032 (\$ millions)

Figure 68. Germany Cloud-based Identity and Access Management (IAM) Solutions Market Size 2027-2032 (\$ millions)

Figure 69. France Cloud-based Identity and Access Management (IAM) Solutions Market Size 2027-2032 (\$ millions)

Figure 70. UK Cloud-based Identity and Access Management (IAM) Solutions Market Size 2027-2032 (\$ millions)

Figure 71. Italy Cloud-based Identity and Access Management (IAM) Solutions Market Size 2027-2032 (\$ millions)

Figure 72. Russia Cloud-based Identity and Access Management (IAM) Solutions Market Size 2027-2032 (\$ millions)

Figure 73. Egypt Cloud-based Identity and Access Management (IAM) Solutions Market Size 2027-2032 (\$ millions)

Figure 74. South Africa Cloud-based Identity and Access Management (IAM) Solutions Market Size 2027-2032 (\$ millions)

Figure 75. Israel Cloud-based Identity and Access Management (IAM) Solutions Market Size 2027-2032 (\$ millions)

Figure 76. Turkey Cloud-based Identity and Access Management (IAM) Solutions Market Size 2027-2032 (\$ millions)

Figure 77. Global Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share Forecast by Type (2027-2032)

Figure 78. Global Cloud-based Identity and Access Management (IAM) Solutions Market Size Market Share Forecast by Application (2027-2032)

Figure 79. GCC Countries Cloud-based Identity and Access Management (IAM) Solutions Market Size 2027-2032 (\$ millions)

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