

# Global Customer Identity and Access Management Software Market Growth (Status and Outlook) 2024-2030

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## Abstracts

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According to our LPI (LP Information) latest study, the global Customer Identity and Access Management Software market size was valued at US\$ 660.3 million in 2023. With growing demand in downstream market, the Customer Identity and Access Management Software is forecast to a readjusted size of US\$ 1259.9 million by 2030 with a CAGR of 9.7% during review period.

The research report highlights the growth potential of the global Customer Identity and Access Management Software market. Customer Identity and Access Management Software are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Customer Identity and Access Management Software. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Customer Identity and Access Management Software market.

Customer Identity and Access Management (CIAM) Software is a type of identity and access management (IAM) technology that helps organizations to manage customer identities, providing security and an enhanced experience. The primary purpose of Customer Identity and Access Management is to help organizations deliver a great experience to customers and to protect their user data. CIAM software allows businesses to manage customer identities, preferences, and profile information at scale. These solutions also enable customers to self-register for services, log in and

authenticate, and manage their own user profiles, including consent and other preferences. CIAM software shares similarities with, but differs from, identity and access management (IAM) software. IAM software is used for internal corporate use—such as managing the identities of internal employees or contractors—while CIAM is for customer-focused identity management.

The industry trend of CIAM software is driven by the increasing demand for secure, convenient, and personalized customer experiences across various channels and devices. Some of the key trends that are shaping the CIAM market are:

**Connect anywhere computing:** The transition to more remote, connected anywhere computing is placing greater demands on access management deployments. Access management platforms must become increasingly sophisticated to differentiate between valid users and malicious bots or fraudsters without annoying legitimate users. Organizations need to weave support for multiple options for user and device access as well as multiple generations of digital assets into a flexible modern identity infrastructure (identity fabric).

**Improving user experience:** With the number and importance of digital interactions increasing, the bar continues to rise on providing a great total user experience. Gartner estimates that by 2024, organizations that do so will outperform competitors by 25% in satisfaction metrics for both customer and employee experience. Organizations should create a cohesive strategy for all external users (consumers, business customers and partners) by aligning IAM priorities with both business and IT priorities, delivering an omnichannel experience, and unifying customer profile data.

**Integrating advanced technologies:** The integration of advanced technologies such as Blockchain and artificial intelligence into IAM solutions is expected to boost the growth of the market in the coming years. Blockchain can provide decentralized identity management that enhances security, privacy, and interoperability of customer data. Artificial intelligence can enable adaptive access control that leverages machine learning and behavioral analytics to dynamically adjust authentication requirements based on risk levels.

#### Key Features:

The report on Customer Identity and Access Management Software market reflects various aspects and provide valuable insights into the industry.

**Market Size and Growth:** The research report provide an overview of the current size and growth of the Customer Identity and Access Management Software market. It may include historical data, market segmentation by Type (e.g., Cloud Based, Web Based), and regional breakdowns.

**Market Drivers and Challenges:** The report can identify and analyse the factors driving the growth of the Customer Identity and Access Management Software market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

**Competitive Landscape:** The research report provides analysis of the competitive landscape within the Customer Identity and Access Management Software market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

**Technological Developments:** The research report can delve into the latest technological developments in the Customer Identity and Access Management Software industry. This include advancements in Customer Identity and Access Management Software technology, Customer Identity and Access Management Software new entrants, Customer Identity and Access Management Software new investment, and other innovations that are shaping the future of Customer Identity and Access Management Software.

**Downstream Procumbent Preference:** The report can shed light on customer procumbent behaviour and adoption trends in the Customer Identity and Access Management Software market. It includes factors influencing customer ' purchasing decisions, preferences for Customer Identity and Access Management Software product.

**Government Policies and Incentives:** The research report analyse the impact of government policies and incentives on the Customer Identity and Access Management Software market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Customer Identity and Access Management Software market. The report also evaluates the effectiveness of these policies in driving market growth.

**Environmental Impact and Sustainability:** The research report assess the environmental impact and sustainability aspects of the Customer Identity and Access Management

Software market.

**Market Forecasts and Future Outlook:** Based on the analysis conducted, the research report provide market forecasts and outlook for the Customer Identity and Access Management Software industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

**Recommendations and Opportunities:** The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Customer Identity and Access Management Software market.

**Market Segmentation:**

Customer Identity and Access Management Software market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

**Segmentation by type**

Cloud Based

Web Based

**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.

Okta

Azure Active Directory

Ping Identity

OneLogin

Idaptive

Salesforce

Rippling

CA Identity Suite

Auth0

Avatier

Bitium

AWS

IBM

BeyondTrust

Janrain

HashiCorp

Silverfort

ForgeRock

IdentityNow

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