

# Global Enterprise Identity Authentication Market Growth (Status and Outlook) 2026-2032

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## Abstracts

The global Enterprise Identity Authentication market size is predicted to grow from US\$ 11569 million in 2025 to US\$ 18879 million in 2032; it is expected to grow at a CAGR of 7.3% from 2026 to 2032.

Enterprise Identity Authentication refers to a complete set of technologies and services used by enterprises in their IT, cloud, and business systems to verify the true identity of users, devices, or non-human entities (such as applications, APIs, and robots). Its core objective is to confirm 'who you are' and provide a trusted identity foundation for subsequent access control, authorization, and auditing.

### Gross Margin Level

The gross margin of enterprise identity authentication depends on the degree of software subscription and the level of human resource commitment in delivery. Mainstream IDaaS/Access Management vendors primarily operate on a subscription basis, and their gross margins are typically significantly higher than traditional integrated security projects. For example, Okta disclosed an overall gross margin of approximately 76% in its annual report, and later disclosed that its subscription gross margin had increased to nearly 80%. This reflects that once an identity authentication platform reaches scale, the marginal cost primarily comes from cloud resources, support, and continuous R&D, rather than the linearly increasing human resource commitment.

### Industry Drivers

The growth of enterprise identity authentication is transitioning from 'implementing MFA' to 'identity becoming a zero-trust control plane.' On the one hand, zero-trust practices

emphasize verifying identity first, then conditional access based on multiple signals, pushing identity from the login stage to the core of access decision-making (conditional access/continuous assessment becoming standard). On the other hand, the advancement of regulatory and cross-border digital identity frameworks is prompting enterprises to adopt stronger authentication and verifiable credential systems (for example, the EU digital identity framework requires member states to provide a timeline for EUDI Wallets, driving upgrades to identity and authentication infrastructure). Meanwhile, anti-phishing password alternatives represented by Passkeys/FIDO are being implemented. Coupled with the risk control pressure brought by account takeover, deepfakes and automated attacks in the AI ??era, enterprises are accelerating their shift from 'usable MFA' to 'proof-of-strength authentication (AAL/risk grading)'.

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

This Insight Report provides a comprehensive analysis of the global Enterprise Identity Authentication 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 Enterprise Identity Authentication portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Enterprise Identity Authentication market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Enterprise Identity Authentication 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 Enterprise Identity Authentication.

This report presents a comprehensive overview, market shares, and growth opportunities of Enterprise Identity Authentication market by product type, application, key players and key regions and countries.

Segmentation by Type:

Biometric

Multi-Factor Fusion

Digital Certificate

Others

Segmentation by Deployment Type:

Cloud-based

On-premise

Segmentation by Service Target:

Large Enterprise

SMEs

Segmentation by Application:

Finance

Government and Public Utilities

Healthcare

Others

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

Okta

Auth0

ForgeRock

Ping Identity

IBM Security Verify

Thales

Cisco Duo

Broadcom

Oracle

SAP

Google

AWS

Salesforce

Akamai

CyberArk

BeyondTrust

Delinea

One Identity

RSA Security

Entrust

HID Global

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