

Global SDR as a Service Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/GF3E61499C2AEN.html>

Date: June 2026

Pages: 138

Price: US\$ 3,660.00 (Single User License)

ID: GF3E61499C2AEN

Abstracts

The global SDR as a Service market size is predicted to grow from US\$ 1008 million in 2025 to US\$ 1346 million in 2032; it is expected to grow at a CAGR of 4.3% from 2026 to 2032.

SDR as a Service refers to outsourcing the process of lead generation and initial customer outreach to an external team or provider. This service typically involves trained SDRs who focus on identifying potential sales prospects, qualifying leads, and setting appointments for a client's sales team.

Typically, SDRs work within a company's sales and marketing department to identify and engage with potential customers, conduct outbound prospecting activities, and schedule appointments or demos for the sales team. Their main objective is to generate qualified leads and opportunities for the sales team to pursue.

By leveraging SDR as a Service, businesses can scale their lead generation efforts quickly, reduce overhead costs, and ensure a steady pipeline of high-quality prospects without having to hire and manage in-house sales development staff.

United States market for SDR as a Service is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for SDR as a Service is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for SDR as a Service is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key SDR as a Service players cover MemoryBlue, EBQ, CIENCE, UnboundB2B, Operatix, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for SDR as a Service 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 SDR as a Service.

This report presents a comprehensive overview, market shares, and growth opportunities of SDR as a Service market by product type, application, key players and key regions and countries.

Segmentation by Type:

Pay-Per-Lead/Appointment

Monthly Retainer

Performance-Based

Hybrid/Custom Pricing

Segmentation by Application:

SMEs

Large Enterprises

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.

MemoryBlue

EBQ

CIENCE

UnboundB2B

Operatix

Belkins

Leadium

Martal Group

DemandScience

SalesRoads

EngageTech

SalesHive

SalesNash

Callbox

MarketJoy

demandDrive

Five Rings Marketing

AltiSales

LevelUp Leads

Lunas Consulting

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