

Global Value-Added Reseller (VAR) Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Value-Added Reseller (VAR) market size is predicted to grow from US\$ 15593 million in 2025 to US\$ 24236 million in 2032; it is expected to grow at a CAGR of 6.5% from 2026 to 2032.

A Value-Added Reseller (VAR) is a company that purchases hardware, software, or technology products from manufacturers and then enhances them with additional services, customization, integration, support, or complementary components before selling the final solution to end customers. Rather than simply reselling products, VARs create extra value by configuring systems, bundling multiple technologies, providing consulting, installing and maintaining solutions, and offering ongoing technical support tailored to specific industries or business needs. VARs commonly operate in sectors such as IT infrastructure, cybersecurity, cloud services, industrial automation, and enterprise software, acting as an intermediary that bridges vendors and customers while reducing complexity and improving deployment outcomes.

United States market for Value-Added Reseller (VAR) 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 Value-Added Reseller (VAR) 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 Value-Added Reseller (VAR) is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Value-Added Reseller (VAR) players cover CDW Corporation, SHI International, Insight Enterprises, World Wide Technology, Zones, etc. In terms of

revenue, the global two largest companies occupied for a share nearly % in 2025.

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

This Insight Report provides a comprehensive analysis of the global Value-Added Reseller (VAR) 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 Value-Added Reseller (VAR) portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Value-Added Reseller (VAR) market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Value-Added Reseller (VAR) 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 Value-Added Reseller (VAR).

This report presents a comprehensive overview, market shares, and growth opportunities of Value-Added Reseller (VAR) market by product type, application, key players and key regions and countries.

Segmentation by Type:

Customization VAR

Bundling VAR

Support-centric VAR

Solution-innovation VAR

Segmentation by Organization Size:

Small & Medium Businesses (SMB)

Mid-Market Enterprises

Large Enterprises

Segmentation by Application:

BFSI

Healthcare & Life Sciences

Retail & Consumer Goods

Manufacturing

IT & Telecommunications

Government & Public Sector

Energy & Utilities

Media & Entertainment

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.

CDW Corporation

SHI International

Insight Enterprises

World Wide Technology

Zones

Softchoice

Computacenter

Softcat

Bytes Technology Group

Specialist Computer Centres

SoftwareOne

Crayon Group

Atea

Bechtle

Cancom

Data#3

ePlus

Presidio

AVI-SPL

PC Connection

ITsavvy

NWN Carousel

Trace3

Converge Technology Solutions

Accenture

NTT DATA

DXC Technology

Fujitsu Technology Solutions

Softtek

Capgemini

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