

IDaaS Market by Component (Provisioning, Single Sign-on, Advance Authentication, Audit, Compliance, and Governance, Directory Services, Password Management), Deployment type, Verticals and Region - Global Forecast to 2028

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Abstracts

The global IDaaS market size is projected to grow from USD 7.0 billion in 2023 to USD 21.4 billion by 2028 at a Compound Annual Growth Rate (CAGR) of 25.0% during the forecast period. The IDaaS market is propelled by key factors shaping its growth trajectory. These include government regulations, the need for compliance, and the rise in identity and authentication fraud. Furthermore, ownership and privacy challenges may hinder market growth.

“By vertical, BFSI holds the largest market size.”

The BFSI vertical focuses on understanding digital consumer behavior, preferences, and choices through customer-centric business applications. Financial institutions have to protect sensitive customer data and digital identities from unauthorized access. The number of digital transformations is increasing, resulting in increased fraud and identity theft incidents. The IDaaS solutions offer comprehensive insights about customers of BFSI organizations, which help deliver a unified experience. These solutions also help the BFSI vertical deliver robust security, secure identities, and manage regulatory compliances. Due to these benefits, IDaaS solutions are gaining more popularity in the BFSI vertical. These solutions are contributing to improving the customer's trust in digital identities.

“By deployment mode, the Provisioning segment holds the largest market size.”

With Single Sign-on (SSO), users only need to log in once to access various computer platforms or apps available on an organization's premises or in the cloud. SSO helps to remove the need for users to memorize several sets of credentials for each system and application. Once users enter their login information into the network, they are automatically logged in and authorized each time a system or application is opened. Users save a great deal of time through the procedure, which authenticates them for every application to which they are eligible.

SSO's capabilities have been increased with the integration of cutting-edge technology. With the help of technologies like AI, SSO systems can continuously monitor user behavior, ensuring that only authorized users can access secured resources. In the case of questionable activity, the system can automatically remove access and request that the user should re-authenticate.

“By region, North America holds the largest market size.”

North America is a technologically advanced region with strong economies like the US and Canada. The region houses several large enterprises and rapidly growing SMEs, where carrying out IDaaS solutions is critical to ensure the safety of the organizational network, IT assets, and information. Banking and financial institutions in the region, such as Morgan Stanley, Carbanak, Experian, and Scottrade, lost the data of 50 million users combined. While medical facilities have witnessed the highest rate of cyberattacks in the last five years, other regional enterprises have started implementing various technologies, such as AI and ML, for automating IDaaS solutions. The rise in cyberattacks aimed at gaining access to private consumer data, changing workforce needs, and the adoption of bring your device (BYOD) and mobile practices, pushing North American businesses to adopt IDaaS solutions

Breakdown of primaries

The break-up of the primaries is as follows:

By Company Type: Tier 1 – 25%, Tier 2 – 40%, and Tier 3 – 35%

By Designation: Director- 35%, C-level Executives– 30%, Other levels– 35%

By Region: North America – 15%, Europe – 25%, Asia Pacific – 30%, Middle East & Africa – 10%, Latin America – 20%

Major vendors in the global IDaaS market include Okta (US), Microsoft (US), Thales (France), Ping Identity (US), IBM (US), Atos (France), Oracle (US), Salesforce (US), Google (US), CyberArk (US). The study includes an in-depth competitive analysis of the key players in the IDaaS market, their company profiles, recent developments, and key market strategies.

Research Coverage

The report segments the IDaaS market and forecasts its size by Component (Provisioning, Single Sign-on, Advanced Authentication, Audit, Compliance, and Governance, Directory Services, Password Management), by Deployment type (Public Cloud, Private Cloud, Hybrid Cloud), by Vertical (BFSI, IT and ITeS, Energy and Utilities, Government, Manufacturing, Healthcare, Telecommunication, Other Verticals), and region (North America, Europe, Asia Pacific, Middle East & Africa, and Latin America).

The study also includes an in-depth competitive analysis of the market's key players, their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

Key Benefits of Buying the Report

The report will help the market leaders/new entrants in the market with information on the closest approximations of the revenue numbers for the overall IDaaS market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. The report also helps stakeholders understand the market pulse and provides information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Government initiatives and regulations supporting digital identity transformation, Government regulations and the need for compliance drive the adoption of IDaaS, Rise in identity and authentication frauds), restraints (Reluctance of organizations to adopt cloud-based security, Lack of information security of consumer data), opportunities (Rising trend of cost shift and complexity reduction, Integration of AI, ML, and blockchain technologies to enhance digital identities, Adopting advanced authentication techniques across

verticals) and challenges (Outsourcing of critical applications, Ownership and privacy challenge)

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the IDaaS market.

Market Development: Comprehensive information about lucrative markets – the report analyses the IDaaS market across varied regions.

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the IDaaS market.

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players like Okta (US), Microsoft (US), Thales (France), Ping Identity (US), IBM (US), Atos (France), Oracle (US), Salesforce (US), Google (US), CyberArk (US) and among others in the IDaaS market strategies.

Contents

1 INTRODUCTION

- 1.1 STUDY OBJECTIVES
- 1.2 MARKET DEFINITION
 - 1.2.1 INCLUSIONS & EXCLUSIONS
- 1.3 STUDY SCOPE
 - 1.3.1 MARKET SEGMENTATION
 - 1.3.2 REGIONS COVERED
- 1.4 YEARS CONSIDERED
- 1.5 CURRENCY CONSIDERED
- TABLE 1 USD EXCHANGE RATES, 2018–2022
- 1.6 STAKEHOLDERS
- 1.7 RECESSION IMPACT
- 1.8 SUMMARY OF CHANGES

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - FIGURE 1 IDENTITY AS A SERVICE MARKET: RESEARCH DESIGN
 - 2.1.1 SECONDARY DATA
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Breakdown of primary profiles
 - FIGURE 2 BREAKDOWN OF PRIMARY INTERVIEWS: BY COMPANY TYPE, DESIGNATION, AND REGION
 - 2.1.2.2 Key insights from industry experts
- 2.2 DATA TRIANGULATION AND MARKET BREAKUP
 - FIGURE 3 DATA TRIANGULATION
- 2.3 MARKET SIZE ESTIMATION
 - FIGURE 4 IDENTITY AS A SERVICE MARKET ESTIMATION: RESEARCH FLOW
 - 2.3.1 REVENUE ESTIMATES
 - 2.3.2 SUPPLY-SIDE ANALYSIS
 - FIGURE 5 MARKET SIZE ESTIMATION METHODOLOGY — APPROACH 1, SUPPLY-SIDE ANALYSIS: REVENUE FROM SERVICES OF IDENTITY AS A SERVICE VENDORS
 - FIGURE 6 MARKET SIZE ESTIMATION METHODOLOGY — APPROACH 2, SUPPLY-SIDE ANALYSIS
 - FIGURE 7 MARKET SIZE ESTIMATION METHODOLOGY — APPROACH 3, BOTTOM-

UP (SUPPLY SIDE): COLLECTIVE REVENUE FROM SERVICES OF IDENTITY AS A SERVICE VENDORS

2.3.3 DEMAND-SIDE ANALYSIS

FIGURE 8 MARKET SIZE ESTIMATION METHODOLOGY — APPROACH 1, TOP-DOWN (DEMAND SIDE)

2.4 MARKET FORECAST

TABLE 2 FACTOR ANALYSIS

2.5 RECESSION IMPACT

2.6 RESEARCH ASSUMPTIONS

2.7 LIMITATIONS & RISK ASSESSMENT

3 EXECUTIVE SUMMARY

TABLE 3 IDENTITY AS A SERVICE MARKET SIZE AND GROWTH RATE, 2017–2022 (USD MILLION, Y-O-Y %)

TABLE 4 IDENTITY AS A SERVICE MARKET SIZE AND GROWTH RATE, 2023–2028 (USD MILLION, Y-O-Y %)

FIGURE 9 IDENTITY AS A SERVICE MARKET: SEGMENTS WITH HIGH GROWTH RATE

FIGURE 10 NORTH AMERICA TO ACCOUNT FOR LARGEST SHARE IN 2023

4 PREMIUM INSIGHTS

4.1 OPPORTUNITIES FOR PLAYERS IN IDENTITY AS A SERVICE MARKET

FIGURE 11 GROWING INSTANCES OF DATA BREACHES AND STRINGENT REGULATIONS TO DRIVE MARKET

4.2 IDENTITY AS A SERVICE MARKET, BY COMPONENT

FIGURE 12 PROVISIONING SEGMENT TO ACCOUNT FOR LARGEST MARKET BY 2028

4.3 IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE

FIGURE 13 PUBLIC CLOUD SEGMENT TO ACCOUNT FOR LARGEST MARKET DURING FORECAST PERIOD

4.4 IDENTITY AS A SERVICE MARKET, BY KEY VERTICAL AND REGION

FIGURE 14 BFSI SEGMENT AND NORTH AMERICA TO ACCOUNT FOR SIGNIFICANT SHARE IN 2023

4.5 MARKET INVESTMENT SCENARIO

FIGURE 15 ASIA PACIFIC TO EMERGE AS LUCRATIVE MARKET FOR INVESTMENTS IN NEXT 5 YEARS

5 MARKET OVERVIEW AND INDUSTRY TRENDS

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 16 IDENTITY AS A SERVICE MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

5.2.1 DRIVERS

5.2.1.1 Government initiatives and regulations to support digital identity transformation

5.2.1.2 Need for effective compliance management

5.2.1.3 Rise in identity and authentication threats

5.2.2 RESTRAINTS

5.2.2.1 Reluctance of organizations in adopting cloud-based security

5.2.2.2 Lack of data security

5.2.3 OPPORTUNITIES

5.2.3.1 Rising focus of organizations on enhancing user experience

5.2.3.2 Integration of AI, ML, and blockchain technologies to enhance digital identities

5.2.3.3 Adoption of advance authentication techniques across verticals

5.2.4 CHALLENGES

5.2.4.1 Compliance and control challenges

5.2.4.2 Ownership and privacy issues

5.3 CASE STUDY ANALYSIS

5.3.1 EHEALTH DEPLOYED PING IDENTITY'S OFFERINGS TO ENHANCE ONLINE CUSTOMER EXPERIENCE

5.3.2 BLAIZE ADOPTED MATCHPOINT'S SOLUTIONS TO ENABLE EXTERNAL USER ACCESS AND CENTRALIZED IDENTITY MANAGEMENT

5.3.3 THALES GROUP HELPED MAJOR TELECOM OPERATOR WITH DIGITAL IDENTITY SETUP

5.4 VALUE CHAIN ANALYSIS

FIGURE 17 VALUE CHAIN ANALYSIS

5.5 ECOSYSTEM

TABLE 5 ROLE OF PLAYERS IN MARKET ECOSYSTEM

FIGURE 18 ECOSYSTEM MAP

5.6 PORTER'S FIVE FORCES ANALYSIS

TABLE 6 IMPACT OF PORTER'S FIVE FORCES ON IDENTITY AS A SERVICE MARKET

FIGURE 19 PORTER'S FIVE FORCES ANALYSIS

5.6.1 THREAT OF NEW ENTRANTS

5.6.2 THREAT OF SUBSTITUTES

5.6.3 BARGAINING POWER OF SUPPLIERS

5.6.4 BARGAINING POWER OF BUYERS

5.6.5 INTENSITY OF COMPETITIVE RIVALRY

5.7 PRICING ANALYSIS

5.7.1 AVERAGE SELLING PRICE TRENDS OF KEY PLAYERS, BY COMPONENT

FIGURE 20 AVERAGE SELLING PRICE TRENDS OF KEY PLAYERS, BY COMPONENT

TABLE 7 AVERAGE SELLING PRICE TRENDS OF KEY PLAYERS, BY COMPONENT

5.7.2 INDICATIVE PRICING ANALYSIS, BY COMPONENT

TABLE 8 IBM: INDICATIVE PRICING ANALYSIS

TABLE 9 OKTA: INDICATIVE PRICING ANALYSIS

5.8 TECHNOLOGY ANALYSIS

5.8.1 ZERO TRUST

5.8.2 BLOCKCHAIN

5.9 PATENT ANALYSIS

FIGURE 21 LIST OF MAJOR PATENTS GRANTED, 2013–2023

FIGURE 22 REGIONAL ANALYSIS OF PATENTS GRANTED

TABLE 10 LIST OF PATENTS GRANTED, 2021–2023

5.10 TRENDS AND DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES

FIGURE 23 TRENDS AND DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES

5.11 REGULATORY LANDSCAPE

5.11.1 GENERAL DATA PROTECTION REGULATION

5.11.2 SARBANES-OXLEY ACT (SOX)

5.11.3 SOC2

5.11.4 ELECTRONIC IDENTIFICATION, AUTHENTICATION, AND TRUST SERVICES

5.11.5 KNOW YOUR CUSTOMER

5.11.6 ANTI-MONEY LAUNDERING

5.11.7 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 11 NORTH AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 12 EUROPE: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 13 ASIA PACIFIC: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 14 MIDDLE EAST & AFRICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 15 LATIN AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT

AGENCIES, AND OTHER ORGANIZATIONS

5.12 KEY STAKEHOLDERS & BUYING CRITERIA

5.12.1 KEY STAKEHOLDERS IN BUYING PROCESS

FIGURE 24 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE VERTICALS

TABLE 16 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE VERTICALS

5.12.2 BUYING CRITERIA

FIGURE 25 KEY BUYING CRITERIA FOR TOP THREE VERTICALS

TABLE 17 KEY BUYING CRITERIA FOR TOP THREE VERTICALS

5.13 KEY CONFERENCES & EVENTS

TABLE 18 LIST OF KEY CONFERENCES & EVENTS, 2023–2024

5.14 TECHNOLOGY ROADMAP

TABLE 19 TECHNOLOGY ROADMAP

5.15 IDENTITY AS A SERVICE MARKET: BUSINESS MODEL ANALYSIS

TABLE 20 IDENTITY AS A SERVICE MARKET: BUSINESS MODELS

5.16 EVOLUTION OF IDENTITY AS A SERVICE MARKET

6 IDENTITY AS A SERVICE MARKET, BY COMPONENT

6.1 INTRODUCTION

FIGURE 26 SINGLE SIGN-ON SEGMENT TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 21 IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2017–2022 (USD MILLION)

TABLE 22 IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2023–2028 (USD MILLION)

6.2 PROVISIONING

6.2.1 IDENTITY PROVISIONING CONTROLS USERS' ACCOUNTS AND ENSURES THEY HAVE ADEQUATE ACCESS TO AVAILABLE RESOURCE INITIATIVES

6.2.2 PROVISIONING: IDENTITY AS A SERVICE MARKET DRIVERS

TABLE 23 PROVISIONING: IDENTITY AS A SERVICE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 24 PROVISIONING: IDENTITY AS A SERVICE MARKET, BY REGION, 2023–2028 (USD MILLION)

6.3 SINGLE SIGN-ON

6.3.1 EASE OF PASSWORDLESS AUTHENTICATION TO BOOST MARKET FOR SINGLE SIGN-ON IMPLEMENTATION

6.3.2 SINGLE SIGN-ON: IDENTITY AS A SERVICE MARKET DRIVERS

TABLE 25 SINGLE SIGN-ON: IDENTITY AS A SERVICE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 26 SINGLE SIGN-ON: IDENTITY AS A SERVICE MARKET, BY REGION, 2023–2028 (USD MILLION)

6.4 ADVANCE AUTHENTICATION

6.4.1 MULTIPLE VALIDATION CHECKS AND GROWING NEED FOR RISK-BASED VALIDATION TO BOOST GROWTH

6.4.2 ADVANCE AUTHENTICATION: IDENTITY AS A SERVICE MARKET DRIVERS

TABLE 27 ADVANCE AUTHENTICATION: IDENTITY AS A SERVICE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 28 ADVANCE AUTHENTICATION: IDENTITY AS A SERVICE MARKET, BY REGION, 2023–2028 (USD MILLION)

6.5 AUDIT, COMPLIANCE, AND GOVERNANCE

6.5.1 STRICT REGULATORY COMPLIANCE MANDATING COMPANIES TO DOCUMENT AND AUDIT INTERNAL CONTROLS TO DRIVE MARKET

6.5.2 AUDIT, COMPLIANCE, AND GOVERNANCE: IDENTITY AS A SERVICE MARKET DRIVERS

TABLE 29 AUDIT, COMPLIANCE, AND GOVERNANCE: IDENTITY AS A SERVICE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 30 AUDIT, COMPLIANCE, AND GOVERNANCE: IDENTITY AS A SERVICE MARKET, BY REGION, 2023–2028 (USD MILLION)

6.6 DIRECTORY SERVICES

6.6.1 DIRECTORY SERVICES OFFER CENTRALIZED REPOSITORY FOR MANAGING USER IDENTITIES, ENHANCING SECURITY AND OPERATIONAL EFFICIENCY

6.6.2 DIRECTORY SERVICES: IDENTITY AS A SERVICE MARKET DRIVERS

TABLE 31 DIRECTORY SERVICES: IDENTITY AS A SERVICE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 32 DIRECTORY SERVICES: IDENTITY AS A SERVICE MARKET, BY REGION, 2023–2028 (USD MILLION)

6.7 PASSWORD MANAGEMENT

6.7.1 PASSWORD MANAGEMENT TO HELP ORGANIZATIONS ACHIEVE AND DEMONSTRATE STRICT COMPLIANCE

6.7.2 PASSWORD MANAGEMENT: IDENTITY AS A SERVICE MARKET DRIVERS

TABLE 33 PASSWORD MANAGEMENT: IDENTITY AS A SERVICE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 34 PASSWORD MANAGEMENT: IDENTITY AS A SERVICE MARKET, BY REGION, 2023–2028 (USD MILLION)

7 IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE

7.1 INTRODUCTION

FIGURE 27 PRIVATE CLOUD SEGMENT TO GROW AT HIGHEST RATE DURING FORECAST PERIOD

TABLE 35 IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT MODE, 2017–2022 (USD MILLION)

TABLE 36 IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT MODE, 2023–2028 (USD MILLION)

7.2 PUBLIC CLOUD

7.2.1 LOW COSTS AND HIGH SCALABILITY ASSOCIATED WITH PUBLIC CLOUD TO DRIVE ITS ADOPTION

7.2.2 PUBLIC CLOUD: IDENTITY AS A SERVICE MARKET DRIVERS

TABLE 37 PUBLIC CLOUD: IDENTITY AS A SERVICE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 38 PUBLIC CLOUD: IDENTITY AS A SERVICE MARKET, BY REGION, 2023–2028 (USD MILLION)

7.3 PRIVATE CLOUD

7.3.1 GROWING DEMAND FOR CUSTOMIZED CLOUD ENVIRONMENTS FOR MEETING BUSINESS NEEDS TO SPUR MARKET

7.3.2 PRIVATE CLOUD: IDENTITY AS A SERVICE MARKET DRIVERS

TABLE 39 PRIVATE CLOUD: IDENTITY AS A SERVICE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 40 PRIVATE CLOUD: IDENTITY AS A SERVICE MARKET, BY REGION, 2023–2028 (USD MILLION)

7.4 HYBRID CLOUD

7.4.1 NEED FOR ENHANCED SECURITY AND BETTER APPLICATION PERFORMANCE TO BOOST POPULARITY OF HYBRID MODEL

7.4.2 HYBRID CLOUD: IDENTITY AS A SERVICE MARKET DRIVERS

TABLE 41 HYBRID CLOUD: IDENTITY AS A SERVICE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 42 HYBRID CLOUD: IDENTITY AS A SERVICE MARKET, BY REGION, 2023–2028 (USD MILLION)

8 IDENTITY AS A SERVICE MARKET, BY VERTICAL

8.1 INTRODUCTION

FIGURE 28 BFSI SEGMENT TO ACCOUNT FOR LARGEST MARKET DURING FORECAST PERIOD

TABLE 43 IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 44 IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

8.2 BANKING, FINANCIAL SERVICES, AND INSURANCE

8.2.1 RAPID DIGITIZATION AND USE OF CUTTING-EDGE TECHNOLOGIES TO DRIVE NEED FOR IDAAS SOLUTIONS

8.2.2 BANKING, FINANCIAL SERVICES, AND INSURANCE: IDENTITY AS A SERVICE MARKET DRIVERS

TABLE 45 BANKING, FINANCIAL SERVICES, AND INSURANCE: IDENTITY AS A SERVICE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 46 BANKING, FINANCIAL SERVICES, AND INSURANCE: IDENTITY AS A SERVICE MARKET, BY REGION, 2023–2028 (USD MILLION)

8.3 INFORMATION TECHNOLOGY (IT) & INFORMATION TECHNOLOGY-ENABLED SERVICES (ITES)

8.3.1 RAPID DEPLOYMENT OF NEW TECHNOLOGICAL SOLUTIONS TO DRIVE NEED FOR IDAAS SERVICES

8.3.2 IT & ITES: IDENTITY AS A SERVICE MARKET DRIVERS

TABLE 47 IT & ITES: IDENTITY AS A SERVICE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 48 IT & ITES: IDENTITY AS A SERVICE MARKET, BY REGION, 2023–2028 (USD MILLION)

8.4 ENERGY & UTILITIES

8.4.1 GROWING TECHNOLOGICAL ADVANCEMENTS TO REDUCE INFRASTRUCTURE COSTS TO ENCOURAGE USE OF IDAAS SOLUTIONS

8.4.2 ENERGY & UTILITIES: IDENTITY AS A SERVICE MARKET DRIVERS

TABLE 49 ENERGY & UTILITIES: IDENTITY AS A SERVICE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 50 ENERGY & UTILITIES: IDENTITY AS A SERVICE MARKET, BY REGION, 2023–2028 (USD MILLION)

8.5 GOVERNMENT

8.5.1 NEED FOR PROCESSING LARGE UNSTRUCTURED DATA AND STORAGE TO ACCELERATE ADOPTION OF IDAAS TECHNOLOGY

8.5.2 GOVERNMENT: IDENTITY AS A SERVICE MARKET DRIVERS

TABLE 51 GOVERNMENT: IDENTITY AS A SERVICE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 52 GOVERNMENT: IDENTITY AS A SERVICE MARKET, BY REGION, 2023–2028 (USD MILLION)

8.6 MANUFACTURING

8.6.1 MIGRATION OF APPLICATIONS TO CLOUD ENVIRONMENT TO COMPEL MANUFACTURERS TO ADOPT SMART MANUFACTURING TECHNOLOGIES

8.6.2 MANUFACTURING: IDENTITY AS A SERVICE MARKET DRIVERS

TABLE 53 MANUFACTURING: IDENTITY AS A SERVICE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 54 MANUFACTURING: IDENTITY AS A SERVICE MARKET, BY REGION, 2023–2028 (USD MILLION)

8.7 HEALTHCARE

8.7.1 STRINGENT REGULATIONS SUCH AS HIPAA AND PCI DSS DRIVE NEED FOR IDAAS SOLUTIONS IN HEALTHCARE SECTOR

8.7.2 HEALTHCARE: IDENTITY AS A SERVICE MARKET DRIVERS

TABLE 55 HEALTHCARE: IDENTITY AS A SERVICE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 56 HEALTHCARE: IDENTITY AS A SERVICE MARKET, BY REGION, 2023–2028 (USD MILLION)

8.8 TELECOMMUNICATION

8.8.1 INCREASING INSTANCES OF IDENTITY FRAUD AND PHISHING CALLS TO BOOST NEED FOR IDAAS SOLUTIONS IN TELECOM SECTOR

8.8.2 TELECOMMUNICATION: IDENTITY AS A SERVICE MARKET DRIVERS

TABLE 57 TELECOMMUNICATION: IDENTITY AS A SERVICE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 58 TELECOMMUNICATION: IDENTITY AS A SERVICE MARKET, BY REGION, 2023–2028 (USD MILLION)

8.9 OTHER VERTICALS

TABLE 59 OTHER VERTICALS: IDENTITY AS A SERVICE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 60 OTHER VERTICALS: IDENTITY AS A SERVICE MARKET, BY REGION, 2023–2028 (USD MILLION)

9 IDENTITY AS A SERVICE MARKET, BY REGION

9.1 INTRODUCTION

FIGURE 29 ASIA PACIFIC TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 61 IDENTITY AS A SERVICE MARKET, BY REGION, 2017–2022 (USD MILLION)

TABLE 62 IDENTITY AS A SERVICE MARKET, BY REGION, 2023–2028 (USD MILLION)

9.2 NORTH AMERICA

9.2.1 NORTH AMERICA: MARKET DRIVERS

9.2.2 NORTH AMERICA: RECESSION IMPACT

9.2.3 NORTH AMERICA: REGULATORY LANDSCAPE

FIGURE 30 NORTH AMERICA: MARKET SNAPSHOT

TABLE 63 NORTH AMERICA: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2017–2022 (USD MILLION)

TABLE 64 NORTH AMERICA: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2023–2028 (USD MILLION)

TABLE 65 NORTH AMERICA: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2017–2022 (USD MILLION)

TABLE 66 NORTH AMERICA: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2023–2028 (USD MILLION)

TABLE 67 NORTH AMERICA: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 68 NORTH AMERICA: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 69 NORTH AMERICA: IDENTITY AS A SERVICE MARKET, BY COUNTRY, 2017–2022 (USD MILLION)

TABLE 70 NORTH AMERICA: IDENTITY AS A SERVICE MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

9.2.4 US

9.2.4.1 High level of technology awareness and presence of identity solution and service vendors to drive growth

TABLE 71 US: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2017–2022 (USD MILLION)

TABLE 72 US: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2023–2028 (USD MILLION)

TABLE 73 US: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2017–2022 (USD MILLION)

TABLE 74 US: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2023–2028 (USD MILLION)

TABLE 75 US: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 76 US: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

9.2.5 CANADA

9.2.5.1 Digital identity initiatives by government to spur market

TABLE 77 CANADA: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2017–2022 (USD MILLION)

TABLE 78 CANADA: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2023–2028 (USD MILLION)

TABLE 79 CANADA: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2017–2022 (USD MILLION)

TABLE 80 CANADA: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2023–2028 (USD MILLION)

TABLE 81 CANADA: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 82 CANADA: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

9.3 EUROPE

9.3.1 EUROPE: MARKET DRIVERS

9.3.2 EUROPE: RECESSION IMPACT

9.3.3 EUROPE: REGULATORY LANDSCAPE

TABLE 83 EUROPE: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2017–2022 (USD MILLION)

TABLE 84 EUROPE: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2023–2028 (USD MILLION)

TABLE 85 EUROPE: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2017–2022 (USD MILLION)

TABLE 86 EUROPE: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2023–2028 (USD MILLION)

TABLE 87 EUROPE: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 88 EUROPE: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 89 EUROPE: IDENTITY AS A SERVICE MARKET, BY COUNTRY, 2017–2022 (USD MILLION)

TABLE 90 EUROPE: IDENTITY AS A SERVICE MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

9.3.4 UK

9.3.4.1 Rising instances of identity theft and fraud to boost market expansion

TABLE 91 UK: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2017–2022 (USD MILLION)

TABLE 92 UK: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2023–2028 (USD MILLION)

TABLE 93 UK: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2017–2022 (USD MILLION)

TABLE 94 UK: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE,

2023–2028 (USD MILLION)

TABLE 95 UK: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 96 UK: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

9.3.5 GERMANY

9.3.5.1 Rising focus of government to protect country against threats to encourage adoption of IDaaS solutions

TABLE 97 GERMANY: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2017–2022 (USD MILLION)

TABLE 98 GERMANY: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2023–2028 (USD MILLION)

TABLE 99 GERMANY: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2017–2022 (USD MILLION)

TABLE 100 GERMANY: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2023–2028 (USD MILLION)

TABLE 101 GERMANY: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 102 GERMANY: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

9.3.6 FRANCE

9.3.6.1 Increased reliance of organizations and people on digital platforms and services to drive need for IDaaS solutions

TABLE 103 FRANCE: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2017–2022 (USD MILLION)

TABLE 104 FRANCE: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2023–2028 (USD MILLION)

TABLE 105 FRANCE: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2017–2022 (USD MILLION)

TABLE 106 FRANCE: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2023–2028 (USD MILLION)

TABLE 107 FRANCE: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 108 FRANCE: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

9.3.7 ITALY

9.3.7.1 Expansion of digital identity landscape characterized by need for secure and efficient online identification processes to propel market

TABLE 109 ITALY: IDENTITY AS A SERVICE MARKET, BY COMPONENT,

2017–2022 (USD MILLION)

TABLE 110 ITALY: IDENTITY AS A SERVICE MARKET, BY COMPONENT,
2023–2028 (USD MILLION)

TABLE 111 ITALY: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE,
2017–2022 (USD MILLION)

TABLE 112 ITALY: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE,
2023–2028 (USD MILLION)

TABLE 113 ITALY: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2017–2022
(USD MILLION)

TABLE 114 ITALY: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2023–2028
(USD MILLION)

9.3.8 REST OF EUROPE

TABLE 115 REST OF EUROPE: IDENTITY AS A SERVICE MARKET, BY
COMPONENT, 2017–2022 (USD MILLION)

TABLE 116 REST OF EUROPE: IDENTITY AS A SERVICE MARKET, BY
COMPONENT, 2023–2028 (USD MILLION)

TABLE 117 REST OF EUROPE: IDENTITY AS A SERVICE MARKET, BY
DEPLOYMENT TYPE, 2017–2022 (USD MILLION)

TABLE 118 REST OF EUROPE: IDENTITY AS A SERVICE MARKET, BY
DEPLOYMENT TYPE, 2023–2028 (USD MILLION)

TABLE 119 REST OF EUROPE: IDENTITY AS A SERVICE MARKET, BY VERTICAL,
2017–2022 (USD MILLION)

TABLE 120 REST OF EUROPE: IDENTITY AS A SERVICE MARKET, BY VERTICAL,
2023–2028 (USD MILLION)

9.4 ASIA PACIFIC

9.4.1 ASIA PACIFIC: MARKET DRIVERS

9.4.2 ASIA PACIFIC: RECESSION IMPACT

9.4.3 ASIA PACIFIC: REGULATORY LANDSCAPE

FIGURE 31 ASIA PACIFIC: MARKET SNAPSHOT

TABLE 121 ASIA PACIFIC: IDENTITY AS A SERVICE MARKET, BY COMPONENT,
2017–2022 (USD MILLION)

TABLE 122 ASIA PACIFIC: IDENTITY AS A SERVICE MARKET, BY COMPONENT,
2023–2028 (USD MILLION)

TABLE 123 ASIA PACIFIC: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT
TYPE, 2017–2022 (USD MILLION)

TABLE 124 ASIA PACIFIC: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT
TYPE, 2023–2028 (USD MILLION)

TABLE 125 ASIA PACIFIC: IDENTITY AS A SERVICE MARKET, BY VERTICAL,
2017–2022 (USD MILLION)

TABLE 126 ASIA PACIFIC: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 127 ASIA PACIFIC: IDENTITY AS A SERVICE MARKET, BY COUNTRY, 2017–2022 (USD MILLION)

TABLE 128 ASIA PACIFIC: IDENTITY AS A SERVICE MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

9.4.4 CHINA

9.4.4.1 Surge in cyberattacks to drive need for IDaaS solutions and services

TABLE 129 CHINA: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2017–2022 (USD MILLION)

TABLE 130 CHINA: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2023–2028 (USD MILLION)

TABLE 131 CHINA: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2017–2022 (USD MILLION)

TABLE 132 CHINA: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2023–2028 (USD MILLION)

TABLE 133 CHINA: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 134 CHINA: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

9.4.5 JAPAN

9.4.5.1 Rising vulnerability due to increased dependency on connected devices to boost need for IDaaS solutions

TABLE 135 JAPAN: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2017–2022 (USD MILLION)

TABLE 136 JAPAN: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2023–2028 (USD MILLION)

TABLE 137 JAPAN: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2017–2022 (USD MILLION)

TABLE 138 JAPAN: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2023–2028 (USD MILLION)

TABLE 139 JAPAN: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 140 JAPAN: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

9.4.6 INDIA

9.4.6.1 Initiatives like 'Digital India' to lead to adoption of IDaaS solutions

TABLE 141 INDIA: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2017–2022 (USD MILLION)

TABLE 142 INDIA: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2023–2028 (USD MILLION)

TABLE 143 INDIA: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2017–2022 (USD MILLION)

TABLE 144 INDIA: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2023–2028 (USD MILLION)

TABLE 145 INDIA: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 146 INDIA: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

9.4.7 AUSTRALIA

9.4.7.1 Need for strict rules and standards in country's digital identity system to drive adoption of IDaaS solutions

TABLE 147 AUSTRALIA: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2017–2022 (USD MILLION)

TABLE 148 AUSTRALIA: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2023–2028 (USD MILLION)

TABLE 149 AUSTRALIA: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2017–2022 (USD MILLION)

TABLE 150 AUSTRALIA: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2023–2028 (USD MILLION)

TABLE 151 AUSTRALIA: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 152 AUSTRALIA: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

9.4.8 REST OF ASIA PACIFIC

TABLE 153 REST OF ASIA PACIFIC: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2017–2022 (USD MILLION)

TABLE 154 REST OF ASIA PACIFIC: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2023–2028 (USD MILLION)

TABLE 155 REST OF ASIA PACIFIC: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2017–2022 (USD MILLION)

TABLE 156 REST OF ASIA PACIFIC: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2023–2028 (USD MILLION)

TABLE 157 REST OF ASIA PACIFIC: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 158 REST OF ASIA PACIFIC: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

9.5 MIDDLE EAST & AFRICA

9.5.1 MIDDLE EAST & AFRICA: MARKET DRIVERS

9.5.2 MIDDLE EAST & AFRICA: RECESSION IMPACT

9.5.3 MIDDLE EAST & AFRICA: REGULATORY LANDSCAPE

TABLE 159 MIDDLE EAST & AFRICA: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2017–2022 (USD MILLION)

TABLE 160 MIDDLE EAST & AFRICA: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2023–2028 (USD MILLION)

TABLE 161 MIDDLE EAST & AFRICA: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2017–2022 (USD MILLION)

TABLE 162 MIDDLE EAST & AFRICA: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2023–2028 (USD MILLION)

TABLE 163 MIDDLE EAST & AFRICA: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 164 MIDDLE EAST & AFRICA: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 165 MIDDLE EAST & AFRICA: IDENTITY AS A SERVICE MARKET, BY COUNTRY, 2017–2022 (USD MILLION)

TABLE 166 MIDDLE EAST & AFRICA: IDENTITY AS A SERVICE MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

9.5.4 MIDDLE EAST

9.5.4.1 Rapid digital transformation and diverse economy to spur market growth

TABLE 167 MIDDLE EAST: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2017–2022 (USD MILLION)

TABLE 168 MIDDLE EAST: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2023–2028 (USD MILLION)

TABLE 169 MIDDLE EAST: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2017–2022 (USD MILLION)

TABLE 170 MIDDLE EAST: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2023–2028 (USD MILLION)

TABLE 171 MIDDLE EAST: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 172 MIDDLE EAST: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 173 MIDDLE EAST: IDENTITY AS A SERVICE MARKET, BY COUNTRY, 2017–2022 (USD MILLION)

TABLE 174 MIDDLE EAST: IDENTITY AS A SERVICE MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

9.5.4.2 UAE

TABLE 175 UAE: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2017–2022

(USD MILLION)

TABLE 176 UAE: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2023–2028

(USD MILLION)

TABLE 177 UAE: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2017–2022 (USD MILLION)

TABLE 178 UAE: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2023–2028 (USD MILLION)

TABLE 179 UAE: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 180 UAE: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

9.5.4.3 KSA

TABLE 181 KSA: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2017–2022 (USD MILLION)

TABLE 182 KSA: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2023–2028 (USD MILLION)

TABLE 183 KSA: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2017–2022 (USD MILLION)

TABLE 184 KSA: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2023–2028 (USD MILLION)

TABLE 185 KSA: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 186 KSA: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

9.5.4.4 Rest of Middle East

TABLE 187 REST OF MIDDLE EAST: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2017–2022 (USD MILLION)

TABLE 188 REST OF MIDDLE EAST: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2023–2028 (USD MILLION)

TABLE 189 REST OF MIDDLE EAST: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2017–2022 (USD MILLION)

TABLE 190 REST OF MIDDLE EAST: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2023–2028 (USD MILLION)

TABLE 191 REST OF MIDDLE EAST: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 192 REST OF MIDDLE EAST: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

9.5.5 AFRICA

9.5.5.1 Rapid increase in instances of identity fraud to propel market growth

TABLE 193 AFRICA: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2017–2022 (USD MILLION)

TABLE 194 AFRICA: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2023–2028 (USD MILLION)

TABLE 195 AFRICA: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2017–2022 (USD MILLION)

TABLE 196 AFRICA: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2023–2028 (USD MILLION)

TABLE 197 AFRICA: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 198 AFRICA: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

9.6 LATIN AMERICA

9.6.1 LATIN AMERICA: MARKET DRIVERS

9.6.2 LATIN AMERICA: RECESSION IMPACT

9.6.3 LATIN AMERICA: REGULATORY LANDSCAPE

TABLE 199 LATIN AMERICA: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2017–2022 (USD MILLION)

TABLE 200 LATIN AMERICA: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2023–2028 (USD MILLION)

TABLE 201 LATIN AMERICA: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2017–2022 (USD MILLION)

TABLE 202 LATIN AMERICA: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2023–2028 (USD MILLION)

TABLE 203 LATIN AMERICA: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 204 LATIN AMERICA: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

TABLE 205 LATIN AMERICA: IDENTITY AS A SERVICE MARKET, BY COUNTRY, 2017–2022 (USD MILLION)

TABLE 206 LATIN AMERICA: IDENTITY AS A SERVICE MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

9.6.4 BRAZIL

9.6.4.1 Rapid adoption of technology across sectors to encourage popularity of IDaaS solutions and services

TABLE 207 BRAZIL: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2017–2022 (USD MILLION)

TABLE 208 BRAZIL: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2023–2028 (USD MILLION)

TABLE 209 BRAZIL: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2017–2022 (USD MILLION)

TABLE 210 BRAZIL: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2023–2028 (USD MILLION)

TABLE 211 BRAZIL: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 212 BRAZIL: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

9.6.5 MEXICO

9.6.5.1 Increasing data breaches to compel organizations and government to depend on IDaaS solutions

TABLE 213 MEXICO: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2017–2022 (USD MILLION)

TABLE 214 MEXICO: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2023–2028 (USD MILLION)

TABLE 215 MEXICO: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2017–2022 (USD MILLION)

TABLE 216 MEXICO: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2023–2028 (USD MILLION)

TABLE 217 MEXICO: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 218 MEXICO: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

9.6.6 REST OF LATIN AMERICA

TABLE 219 REST OF LATIN AMERICA: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2017–2022 (USD MILLION)

TABLE 220 REST OF LATIN AMERICA: IDENTITY AS A SERVICE MARKET, BY COMPONENT, 2023–2028 (USD MILLION)

TABLE 221 REST OF LATIN AMERICA: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2017–2022 (USD MILLION)

TABLE 222 REST OF LATIN AMERICA: IDENTITY AS A SERVICE MARKET, BY DEPLOYMENT TYPE, 2023–2028 (USD MILLION)

TABLE 223 REST OF LATIN AMERICA: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2017–2022 (USD MILLION)

TABLE 224 REST OF LATIN AMERICA: IDENTITY AS A SERVICE MARKET, BY VERTICAL, 2023–2028 (USD MILLION)

10.1 INTRODUCTION

10.2 KEY PLAYERS STRATEGIES/RIGHT TO WIN

10.3 REVENUE ANALYSIS

FIGURE 32 TOP 5 PLAYERS HAVE DOMINATED THE MARKET IN LAST 5 YEARS

10.4 MARKET SHARE ANALYSIS

FIGURE 33 SHARE OF LEADING COMPANIES IN IDENTITY AS A SERVICE MARKET

TABLE 225 IDENTITY AS A SERVICE MARKET: DEGREE OF COMPETITION

10.5 COMPANY EVALUATION MATRIX

10.5.1 STARS

10.5.2 EMERGING LEADERS

10.5.3 PERVASIVE PLAYERS

10.5.4 PARTICIPANTS

FIGURE 34 IDENTITY AS A SERVICE MARKET: COMPANY EVALUATION MATRIX, 2022

10.5.5 COMPANY FOOTPRINT

FIGURE 35 PRODUCT FOOTPRINT

TABLE 226 VERTICAL FOOTPRINT

TABLE 227 REGION FOOTPRINT

TABLE 228 COMPANY FOOTPRINT

10.6 START-UP/SME EVALUATION MATRIX

10.6.1 PROGRESSIVE COMPANIES

10.6.2 RESPONSIVE COMPANIES

10.6.3 DYNAMIC COMPANIES

10.6.4 STARTING BLOCKS

FIGURE 36 IDENTITY AS A SERVICE MARKET: START-UP/SME EVALUATION MATRIX, 2022

10.6.5 COMPETITIVE BENCHMARKING

TABLE 229 IDENTITY AS A SERVICE MARKET: DETAILED LIST OF KEY START-UPS/SMES

TABLE 230 COMPETITIVE BENCHMARKING OF KEY START-UPS/SMES: VERTICAL FOOTPRINT

TABLE 231 COMPETITIVE BENCHMARKING OF KEY START-UPS/SMES: REGIONAL FOOTPRINT

10.7 COMPETITIVE SCENARIO AND TRENDS

10.7.1 PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 232 IDENTITY AS A SERVICE MARKET: PRODUCT LAUNCHES & ENHANCEMENTS, 2021–2023

10.7.2 DEALS

TABLE 233 IDENTITY AS A SERVICE MARKET: DEALS, 2021—2023

11 COMPANY PROFILES

11.1 KEY PLAYERS

(Business Overview, Products/Solutions/Services offered, Recent Developments, MnM View)*

11.1.1 OKTA

TABLE 234 OKTA: COMPANY OVERVIEW

FIGURE 37 OKTA: COMPANY SNAPSHOT

TABLE 235 OKTA: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 236 OKTA: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 237 OKTA: DEALS

11.1.2 MICROSOFT

TABLE 238 MICROSOFT: COMPANY OVERVIEW

FIGURE 38 MICROSOFT: COMPANY SNAPSHOT

TABLE 239 MICROSOFT: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 240 MICROSOFT: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 241 MICROSOFT: DEALS

11.1.3 THALES GROUP

TABLE 242 THALES GROUP: COMPANY OVERVIEW

FIGURE 39 THALES GROUP: COMPANY SNAPSHOT

TABLE 243 THALES GROUP: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 244 THALES GROUP: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 245 THALES GROUP: DEALS

11.1.4 PING IDENTITY

TABLE 246 PING IDENTITY: COMPANY OVERVIEW

TABLE 247 PING IDENTITY: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 248 PING IDENTITY: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 249 PING IDENTITY: DEALS

11.1.5 IBM

TABLE 250 IBM: COMPANY OVERVIEW

FIGURE 40 IBM: COMPANY SNAPSHOT

TABLE 251 IBM: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 252 IBM: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 253 IBM: DEALS

11.1.6 ATOS

TABLE 254 ATOS: BUSINESS OVERVIEW

FIGURE 41 ATOS: COMPANY SNAPSHOT

TABLE 255 ATOS: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 256 ATOS: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 257 ATOS: DEALS

11.1.7 ORACLE

TABLE 258 ORACLE: COMPANY OVERVIEW

FIGURE 42 ORACLE: COMPANY SNAPSHOT

TABLE 259 ORACLE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 260 ORACLE: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 261 ORACLE: DEALS

11.1.8 SALESFORCE

TABLE 262 SALESFORCE: COMPANY OVERVIEW

FIGURE 43 SALESFORCE: COMPANY SNAPSHOT

TABLE 263 SALESFORCE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 264 SALESFORCE: DEALS

11.1.9 GOOGLE

TABLE 265 GOOGLE: COMPANY OVERVIEW

TABLE 266 GOOGLE: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 267 GOOGLE: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 268 GOOGLE: DEALS

11.1.10 CYBERARK

TABLE 269 CYBERARK: COMPANY OVERVIEW

FIGURE 44 CYBERARK: COMPANY SNAPSHOT

TABLE 270 CYBERARK: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 271 CYBERARK: PRODUCT LAUNCHES & ENHANCEMENTS

TABLE 272 CYBERARK: DEALS

*Details on Business Overview, Products/Solutions/Services offered, Recent Developments, MnM View might not be captured in case of unlisted companies.

11.2 START-UPS/SMES

11.2.1 OPENTEXT

11.2.2 SAILPOINT

11.2.3 VMWARE

11.2.4 HCLTECH

11.2.5 ENTRUST

11.2.6 SECUREAUTH

11.2.7 SIMEIO

11.2.8 ILANTUS TECHNOLOGIES

11.2.9 LOGINRADIUS

11.2.10 JUMPCLOUD

11.2.11 IDNOW

11.2.12 ONE IDENTITY

11.2.13 1KOSMOS

11.2.14 IDENFY

11.2.15 SHAREID

12 ADJACENT MARKETS

12.1 INTRODUCTION

TABLE 273 ADJACENT MARKETS AND FORECASTS

12.2 LIMITATIONS

12.3 DIGITAL IDENTITY SOLUTIONS MARKET

TABLE 274 DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2017–2022
(USD MILLION)

TABLE 275 DIGITAL IDENTITY SOLUTIONS MARKET, BY OFFERING, 2023–2028
(USD MILLION)

TABLE 276 SERVICES: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION,
2017–2022 (USD MILLION)

TABLE 277 SERVICES: DIGITAL IDENTITY SOLUTIONS MARKET, BY REGION,
2023–2028 (USD MILLION)

12.4 MULTI-FACTOR AUTHENTICATION MARKET

TABLE 278 MULTI-FACTOR AUTHENTICATION MARKET, BY COMPONENT,
2017–2022 (USD MILLION)

TABLE 279 MULTI-FACTOR AUTHENTICATION MARKET, BY COMPONENT,
2023–2028 (USD MILLION)

TABLE 280 SERVICES: MULTI-FACTOR AUTHENTICATION MARKET, BY REGION,
2017–2022 (USD MILLION)

TABLE 281 SERVICES: MULTI-FACTOR AUTHENTICATION MARKET, BY REGION,
2023–2028 (USD MILLION)

13 APPENDIX

13.1 DISCUSSION GUIDE

13.2 KNOWLEDGESTORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL

13.3 CUSTOMIZATION OPTIONS

13.4 RELATED REPORTS

13.5 AUTHOR DETAILS

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