

Device-As-A-Service Market Outlook 2025-2034: Market Share, and Growth Analysis By Device Type (Desktops, Laptops, Notebooks, Tablets, Smartphones And Peripherals), By Offering (Hardware, Software, Service), By Enterprise Size, By Industry Vertical

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Abstracts

The Device-As-A-Service Market is valued at USD 185.4 billion in 2025 and is projected to grow at a CAGR of 28.3% to reach USD 1744 billion by 2034. The Device-As-A-Service (DaaS) Market is a business model where organizations lease hardware devices, such as laptops, desktops, tablets, and smartphones, along with associated software, services (like maintenance, support, and lifecycle management), for a recurring fee. This model shifts the capital expenditure of purchasing devices to an operational expense, offering benefits like predictable budgeting, simplified IT management, and the ability to easily scale device fleets up or down as needed. The market is driven by the increasing complexity of IT environments, the need for cost-effective device management, and the growing trend towards subscription-based services. The Device-As-A-Service Market experienced significant growth, driven by the widespread adoption of remote and hybrid work models. Organizations sought DaaS solutions to efficiently provision, manage, and secure devices for their distributed workforce. A key trend was the increasing integration of security services and software into DaaS offerings, addressing the growing concerns around endpoint security. Sustainability also became a more prominent factor, with DaaS providers emphasizing device lifecycle management and responsible disposal. The market saw a rise in customized DaaS packages tailored to specific industry needs and employee roles. The ease of scalability and the predictable cost structure continued to be major attractions for businesses. The Device-As-A-Service Market is expected to maintain a strong

growth trajectory, driven by the long-term shift towards flexible work arrangements and the ongoing need for simplified IT management. Future trends may include greater integration of AI for proactive device maintenance and support. The market may also see the expansion of DaaS offerings to include a wider range of devices, such as IoT devices and specialized industry-specific hardware. Sustainability and circular economy principles are expected to become even more central to DaaS models, with a focus on device refurbishment and responsible recycling. The ability of DaaS providers to offer comprehensive, secure, and flexible solutions that adapt to evolving business needs will be crucial for continued market success.

Key Insights Device-As-A-Service Market

Increasing integration of comprehensive security services and software into Device-as-a-Service (DaaS) offerings to address growing concerns about endpoint security in distributed work environments.

Growing emphasis on sustainability and responsible device lifecycle management within DaaS models, including device refurbishment and environmentally sound disposal practices.

Development of more customized DaaS packages tailored to the specific needs of different industries and the varying roles of employees within organizations.

Expansion of DaaS offerings to include a wider range of hardware beyond traditional laptops and desktops, such as tablets, smartphones, and potentially IoT devices.

Potential integration of artificial intelligence (AI) for proactive device maintenance, automated support, and predictive analytics to optimize device performance and user experience.

Increasing complexity of IT environments and the growing burden of managing diverse device fleets for organizations.

Desire for predictable IT budgeting by shifting capital expenditure on device procurement to a recurring operational expense.

Need for simplified IT management and reduced administrative overhead associated with device deployment, maintenance, and support.

Growing adoption of remote and hybrid work models, requiring organizations to efficiently provision and manage devices for a distributed workforce.

Ensuring seamless integration of DaaS solutions with existing IT infrastructure and management systems within organizations.

Device-As-A-Service Market Segmentation

By Device Type

Desktops

Laptops

Notebooks

Tablets

Smartphones And Peripherals

By Offering

Hardware

Software

Service

By Enterprise Size

Small And Medium Enterprise

Large Enterprise

By Industry Vertical

Banking

Financial Services And Insurance (BFSI)

Educational Institutions

Healthcare And Life Sciences

IT And Telecommunication

Public Sector And Government Offices

Other Industry Verticals

Key Companies Analysed

Apple Inc.

Acer Inc.

Samsung

Microsoft Corporation

Dell Inc.

Lenovo Group Limited

Intel Corporation

SYNNEX Corporation

Accenture plc

Cisco Systems Inc.

Hewlett Packard Development Company L.P.

Capgemini

Cognizant

DXC Technology

Vmware Inc.

Swisscom AG

Telia Company AB

Computacenter plc.

Atea Global Services Ltd.

Citrix Systems Inc.

CompuCom Systems Inc.

Yorktel

EMPIST

Portsmouth Computer Group

Sunstate Technology Group

Trust Technology Solutions

Insight Enterprises Inc.

Device-As-A-Service Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector

influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

Device-As-A-Service Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

Countries Covered

North America — Device-As-A-Service market data and outlook to 2034

United States

Canada

Mexico

Europe — Device-As-A-Service market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Device-As-A-Service market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Device-As-A-Service market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Device-As-A-Service market data and outlook to 2034

Brazil

Argentina

Chile

Peru

** We can include data and analysis of additional countries on demand.*

Research Methodology

This study combines primary inputs from industry experts across the Device-As-A-Service value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

Key Questions Addressed

What is the current and forecast market size of the Device-As-A-Service industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

Your Key Takeaways from the Device-As-A-Service Market Report

Global Device-As-A-Service market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Device-As-A-Service trade, costs, and supply chains

Device-As-A-Service market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Device-As-A-Service market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Device-As-A-Service market trends, drivers, restraints, and opportunities

Porter’s Five Forces analysis, technological developments, and Device-As-A-Service supply chain analysis

Device-As-A-Service trade analysis, Device-As-A-Service market price analysis, and Device-As-A-Service supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Device-As-A-Service market news and developments

Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

** The updated report will be delivered within 3 working days*

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