

It Service Management (Itsm) Market Outlook 2025-2034: Market Share, and Growth Analysis By Component (Solution, Services), By Technology (Performance Management, Configuration Management, Network Management, Database Management System, Other Technologies), By Deployment, By Enterprise Size, By End-User

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Abstracts

The It Service Management (Itsm) Market is valued at USD 12.8 billion in 2025 and is projected to grow at a CAGR of 14.3% to reach USD 42.5 billion by 2034. The IT Service Management (ITSM) Market centers around the platforms, tools, and services that enable organizations to design, deliver, manage, and improve their IT services. ITSM encompasses key functions such as incident management, problem resolution, change control, asset management, and service request handling. These practices are often governed by frameworks like ITIL and are essential for ensuring reliable IT performance, governance, and alignment with business objectives. With digital transformation accelerating across industries, ITSM has evolved beyond ticketing to include automation, analytics, self-service portals, and AI-driven virtual agents. Both enterprises and mid-market firms are adopting ITSM solutions to streamline operations and enhance employee and customer experience. The ITSM market witnessed increased investment as companies modernized their IT support functions to meet hybrid work demands. Vendors such as ServiceNow, BMC, Atlassian, and Ivanti introduced AI-driven upgrades, enabling faster incident resolution and more intuitive self-service experiences. Integration with DevOps, SecOps, and observability tools became a key focus, reflecting the need for holistic IT management. Organizations also implemented advanced service catalogs and configuration management databases (CMDBs) to improve visibility and control. Small and medium businesses began

adopting cloud-native ITSM platforms to avoid infrastructure overhead. At the same time, ITSM's role in enterprise ESG strategies expanded, supporting compliance, energy tracking, and IT resource optimization. The ITSM market is expected to transition toward autonomous service management, where AI and automation minimize manual intervention across IT workflows. Predictive incident management, sentiment analysis, and proactive change management will become standard. ITSM will increasingly support non-IT departments like HR and Facilities, creating enterprise service management platforms. Real-time service health dashboards will integrate with business KPIs to align IT performance with user outcomes. As cyber threats increase, ITSM platforms will also embed risk scoring and incident response coordination tools. The future of ITSM lies in its ability to orchestrate resilient, efficient, and user-centric digital operations at scale.

Key Insights It Service Management (Itsm) Market

OG Analysis highlights the integration of AI-driven virtual agents and chatbots into ITSM platforms, allowing faster service delivery and improved user experience across digital support channels.

Expansion of ITSM into enterprise service management (ESM) is trending, with HR, finance, and facilities teams adopting ITSM tools to manage workflows and requests beyond IT.

According to OG Analysis, predictive analytics and anomaly detection are trending features that allow IT teams to prevent service disruptions and automate root cause analysis.

Low-code/no-code configuration tools are gaining popularity, enabling non-technical users to design workflows, automate approvals, and tailor ITSM portals without deep coding expertise.

Sustainability dashboards within ITSM platforms are trending, helping organizations track and report on IT energy usage, hardware lifecycle, and digital resource impact.

OG Analysis identifies the shift to hybrid work as a major driver, with organizations needing scalable, remote-friendly ITSM solutions to support geographically distributed teams and devices.

Rising user expectations for consumer-grade digital experiences are pushing IT teams to adopt ITSM platforms with intuitive UIs, self-service, and multichannel support, says OG Analysis.

OG Analysis notes that increased complexity in IT environments—due to cloud adoption, microservices, and DevOps—requires integrated service management to ensure continuity and control.

Regulatory compliance, especially in data governance and security, is driving adoption of ITSM frameworks that provide traceability, access control, and audit-ready documentation.

OG Analysis highlights difficulties in CMDB accuracy and maintenance as a persistent challenge, which undermines effective incident resolution, change tracking, and asset visibility in complex environments.

According to OG Analysis, cultural resistance to ITSM best practices—such as change control and process standardization—can limit adoption success, especially in fast-paced, decentralized organizations.

IT Service Management (ITSM) Market Segmentation

By Component

Solution

Services

By Technology

Performance Management

Configuration Management

Network Management

Database Management System

Other Technologies

By Deployment

Cloud

On-Premise

By Enterprise Size

Small And Medium Enterprises

Large Enterprises

By End-User

Banking

Financial Services

And Insurance (BFSI)

Manufacturing

Government And Education

Information Technology And Telecommunication

Retail

Travel And Hospitality

Healthcare

Other End-Users

Key Companies Analysed

Microsoft Corporation

IBM Corporation

Broadcom Inc.

Hewlett Packard Enterprise Co.

ServiceNow Inc.

Open Text Corporation

Atlassian Corporation Plc

Micro Focus International Plc

BMC Software Inc.

Epicor Software Corporation

ManageEngine

SolarWinds Worldwide LLC

Ivanti Inc.

Freshworks Inc.

ASG Technologies Group Inc.

TOPdesk Nederland B.V.

EasyVista Inc.

Matrix42 AG

Spiceworks Ziff Davis Inc

Axios Systems Plc

SysAid Technologies Ltd

SunView Software Inc.

InvGate Inc.

Cherwell Software LLC

CA Technologies Inc.

It Service Management (Itsm) 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.

It Service Management (Itsm) 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 — It Service Management (Itsm) market data and outlook to 2034

United States

Canada

Mexico

Europe — It Service Management (Itsm) market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — It Service Management (Itsm) market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — It Service Management (Itsm) market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — It Service Management (Itsm) 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 It Service

It Service Management (Itsm) Market Outlook 2025-2034: Market Share, and Growth Analysis By Component (Solutio...

Management (Itsm) 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 It Service Management (Itsm) 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 It Service Management (Itsm) Market Report

Global It Service Management (Itsm) market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on It Service Management (Itsm) trade, costs, and supply chains

It Service Management (Itsm) market size, share, and outlook across 5 regions and 27 countries, 2023-2034

It Service Management (Itsm) market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term It Service Management (Itsm) market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and It Service Management (Itsm) supply chain analysis

It Service Management (Itsm) trade analysis, It Service Management (Itsm) market price analysis, and It Service Management (Itsm) supply/demand dynamics

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

Latest It Service Management (Itsm) 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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