

# Global Software as a Service (SaaS) Market: Size, Trend, Share, Opportunity Analysis & Forecast, 2014–2025

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## Abstracts

Software as a Service (SaaS) is a distribution model for software in which applications are hosted by a third-party provider and made available to the end-user via the internet. SaaS is one of the three prime classifications of cloud computing; the other two are Infrastructure as a Service (IaaS) and Platform as a Service (PaaS). Constant changes in business requirements in accordance with the IT trends have increased the focus on SaaS solutions. The global software as a service market is expected to grow at a CAGR of over 28% from 2017 to 2025.

The global SaaS market is segmented on the basis of deployment model, application, end users, and geography. Public, private, and hybrid cloud are the deployment models of SaaS. Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Human Resource Management (HRM), Supply Chain Management (SCM), and others (business intelligence, messaging & collaboration, compliance, web conferencing platforms) are categorized under applications. Further, SMEs and large enterprises are the end-users in the SaaS market. Geographically, the market is segmented into North America, Europe, Asia-Pacific, and LAMEA (Brazil, Saudi Arabia, South Africa, and Rest of LAMEA), followed by country-level analysis.

## MARKET DYNAMICS:

Drivers:

Rising business outsourcing for software & services

Increasing number of specialized SaaS applications

## Increased mobile access to SaaS

### Restraints:

Concerns regarding data security

Lack of integration

Requirement for continual internet connectivity & high speed

### **MARKET PLAYERS:**

The top players in the global SaaS market include Amazon.com, Inc., ADP, LLC, Google, Inc., Microsoft Corporation, IBM Corporation, Oracle Corporation, Salesforce.com, Inc., SAP SE, Fujitsu Limited, and Workday, Inc.

### **KEY TAKEAWAYS**

### **MARKET LANDSCAPE**

#### By Deployment Model

Public Cloud

Private Cloud

Hybrid Cloud

#### By Application

Enterprise Resource Planning (ERP)

Customer Relationship Management (CRM)

Human Resource Management (HRM)

Supply Chain Management (SCM)

Others (business intelligence, messaging & collaboration, compliance, web conferencing platforms)

By End Users

Small & Medium Enterprises (SMEs)

Large Enterprise

By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

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