

Cloud IT Service Management (ITSM) Market Forecasts to 2032 – Global Analysis By Offering (Solutions and Services), Deployment Mode, Organization Size, Vendor Type, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Cloud IT Service Management (ITSM) Market is accounted for \$11.53 billion in 2025 and is expected to reach \$29.76 billion by 2032 growing at a CAGR of 14.5% during the forecast period. Cloud IT Service Management (ITSM) refers to the delivery and management of IT services through cloud-based platforms, enabling organizations to streamline operations, enhance service delivery, and improve user experiences. It leverages cloud technology to provide scalable, flexible, and cost-effective solutions for managing incidents, service requests, changes, and assets. Cloud ITSM supports automation, self-service portals, and real-time analytics, helping IT teams align with business goals while reducing downtime and operational complexity. It is essential for modern, agile, and digital-first enterprises.

According to a report by Cisco System, Inc., the overall cloud index (2013-2018) in the Middle East and Africa is predictable to illustrate a determined traffic growth rate of about 54%.

Market Dynamics:

Driver:

Increasing demand for automation in IT operations

The growing complexity of IT infrastructure is driving the need for automated solutions

in IT service management. Cloud ITSM enables organizations to streamline workflows, reduce manual errors, and enhance operational efficiency. Businesses are increasingly adopting AI-driven automation to improve incident management and service desk operations. The shift towards digital transformation further accelerates the demand for cloud-based ITSM solutions. As a result, automation is becoming a significant factor in the expansion of the Cloud ITSM market.

Restraint:

Concerns over data security and privacy

Many organizations hesitate to adopt cloud ITSM due to fears of data breaches and unauthorized access. Compliance with stringent regulations like GDPR and HIPAA adds complexity to cloud service deployment. Sensitive business data stored in third-party cloud environments raises concerns about vendor reliability. Cyber-security threats, such as ransomware and phishing attacks, further amplify these worries. These security challenges act as a significant barrier to the widespread adoption of cloud ITSM solutions.

Opportunity:

Growing need for real-time visibility and monitoring

The increasing reliance on cloud services has heightened the demand for real-time monitoring and analytics. Organizations seek comprehensive visibility into their IT operations to proactively address issues. Cloud ITSM platforms with advanced analytics help businesses optimize performance and reduce downtime. The integration of AI and machine learning enhances predictive maintenance capabilities. This trend presents a major growth for cloud ITSM providers offering robust monitoring solutions.

Threat:

Lack of skilled professionals

The rapid evolution of cloud technologies has created a shortage of skilled IT professionals proficient in cloud ITSM. Many organizations struggle to find experts capable of managing complex cloud-based service environments. The lack of training programs and certifications further exacerbates this talent gap. Without skilled personnel, businesses may face challenges in implementing and maintaining cloud

ITSM solutions. This shortage poses a significant threat to market growth and adoption rates.

Covid-19 Impact

The COVID-19 pandemic accelerated the adoption of cloud ITSM as businesses shifted to remote work models. Organizations prioritized cloud-based solutions to ensure seamless IT service delivery during disruptions. However, economic uncertainties led some companies to delay IT investments, temporarily slowing market growth. Post-pandemic, the emphasis on digital resilience has reinforced the demand for cloud ITSM. Overall, the crisis highlighted the importance of scalable and flexible IT service management solutions.

The services segment is expected to be the largest during the forecast period

The services segment is expected to account for the largest market share during the forecast period, due to the rising demand for consulting, implementation, and support services. Businesses require expert assistance to integrate cloud ITSM solutions with existing IT ecosystems. Managed services are gaining traction as organizations outsource ITSM operations to third-party providers. The increasing complexity of cloud environments further drives the need for specialized service offerings.

The healthcare segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the healthcare segment is predicted to witness the highest growth rate, due to its rapid digital transformation. Hospitals and clinics are adopting cloud ITSM to manage electronic health records (EHR) and IT infrastructure efficiently. Regulatory requirements and the need for secure data handling are accelerating cloud ITSM adoption in healthcare. The pandemic underscored the importance of resilient IT systems for patient care and telemedicine.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share driven by rapid digitalization and IT infrastructure development. Countries like China, India, and Japan are investing heavily in cloud technologies to support business growth. The increasing adoption of AI and IoT in enterprises further fuels demand for cloud ITSM solutions. Government initiatives promoting digital transformation also play

a key role in market expansion.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to its advanced IT ecosystem and early adoption of cloud technologies. The U.S. and Canada are leading in cloud ITSM deployment across industries like BFSI, healthcare, and retail. Strong investments in AI-driven automation and cybersecurity enhance market growth. The presence of major cloud vendors and tech innovators further accelerates adoption.

Key players in the market

Some of the key players profiled in the Cloud IT Service Management (ITSM) Market include ServiceNow, BMC Software, Broadcom, ManageEngine, Ivanti, Zendesk, Freshworks, Atlassian, IBM, Microsoft, SolarWinds, OpenText, GoTo, Efecte, and EasyVista.

Key Developments:

In April 2025, IBM announced it has acquired Hakkoda Inc., a leading global data and AI consultancy. Hakkoda will expand IBM Consulting's data transformation services portfolio, adding specialized data platform expertise to help clients get their data ready to fuel AI-powered business operations.

In February 2025, BMC announced that it is working with Dicker Data to bring solutions to market that leverage AI, solving today's data challenges for customers across Australia and New Zealand. Customers using BMC solutions through Dicker Data can choose between SaaS and on-premises (including mainframe) to fit into their hybrid and multi-cloud environments.

Offerings Covered:

Solutions

Services

Deployment Modes Covered:

Public Cloud

Private Cloud

Hybrid Cloud

Organization Sizes Covered:

Small and Medium Enterprises (SMEs)

Large Enterprises

Vendor Types Covered:

Pure-play

Traditional

Managed Service Providers (MSPs)

Applications Covered:

Configuration Management

Performance Management

Network Management

Database Management System

Incident Management

Problem Management

Change Management

Service Request Management

Other Applications

End Users Covered:

Banking, Financial Services, and Insurance (BFSI)

Information Technology and Telecommunication (IT & ITeS)

Retail

Healthcare

Government and Public Sector

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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