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# Security Assertion Markup Language (SAML) Authentication-Global Market Outlook (2020-2028)

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## Abstracts

According to Stratistics MRC, the Global Security Assertion Markup Language (SAML) Authentication Market is accounted for $1.71 billion in 2020 and is expected to reach $5.69 billion by 2028 growing at a CAGR of 16.2% during the forecast period. The organizations need to provide enhanced, consistent, and unified identity security to customers and employees and enhance the operational efficiency, effective management of stringent regulatory compliances and organizations need to effectively manage large volumes of identities are the major factors driving the market growth. However, lack of awareness about identity standardization is restraining the market growth.

Security assertion markup language authentication is a single sign-on (SSO) or login standard to log users into applications based on their sessions. Without using credentials security assertion markup language is another way of logging into any application. It is highly flexible and powerful platform. It allows identity providers (IDP) to pass authorization credentials to service providers (SP) as it is an open platform. To establish communicate between identity providers and service providers it uses extensive markup language (XML).

Based on organization size, the small and medium-sized enterprises (SMEs) segment is estimated to have a lucrative growth owing to the increasing incidence of cyber-attacks on these enterprises. In terms of size SME’s are small but serves to a large number of customers globally. Robust and comprehensive security solutions are not implemented in SMEs, due to financial constraints in these organizations.

By geography, North America is going to have high growth during forecast period. The increase in the number of connected devices and Internet of Things (IoT) and

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destructibility associated with them are some of the factors driving the adoption of SAML authentication solutions and services in North America. The widespread consciousness about these solutions and the presence of many SAML authentication vendors would continue to account for the region’s highest market share during the forecast period.

Some of the key players profiled in the Security Assertion Markup Language (SAML) Authentication Market include Ariel Software Solutions, Auth0, AWS, Gemalto, ManageEngine, Microsoft, MiniOrange, Okta, Onelogin, Oracle, Ping Identity, PortalGuard, RCDevs, SASAASPASS, SSO Easy Company.

Product Types Covered:

Enterprise Feedback Management (EFM)

Web Analytics

Text Analytics

Speech Analytics

Provider Types Covered:

Internet Service Providers (ISP)

Telecom Service Providers (TSP)

Managed Service Providers (MSP)

Channels Covered:

Company Website

Branch/Store

Web

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Call Center

Mobile

Social Media

Components Covered:

Solution

Services

Organization Sizes Covered:

Small and Medium-sized Enterprises (SMEs)

Large enterprises

Support Systems Covered:

Operations Support System (OSS)

Business Support System (BSS)

Deployment Modes Covered:

Cloud Based

On-Premises

End Users Covered:

Banking, Financial Services, and Insurance (BFSI)

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- Government and Defence
- IT and Telecommunications
- Manufacturing
- Retail & E-commerce
- Healthcare
- Energy and Utilities
- Public Sectors
- Business Use
- Oil & Gas
- Transportation & Logistics
- Other End Users

Regions Covered:

- North America
  - US
  - Canada
  - Mexico
- Europe
  - Germany
  - UK

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- Rest of Europe

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