

# **Application Management Services Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Services (Vertical Portfolio Assessment, Vertical Security, Vertical Modernization, Vertical Managed Services and Others), By Organization Size (Small and Medium-Sized Enterprises and Large Enterprises), By Vertical (Banking, Financial Services, and Insurance, Healthcare and Life Sciences, Government, Energy and Utilities, Telecom and IT and Others), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Application Management Services Market is projected to expand significantly, growing from USD 44.42 Billion in 2025 to USD 138.86 Billion by 2031 at a CAGR of 20.92%. Application Management Services (AMS) entail the outsourcing of maintenance, support, and enhancement processes for enterprise software to external vendors. This model ensures that business-critical applications remain secure and operational, allowing internal teams to dedicate their efforts to strategic core objectives. The primary drivers behind this market growth include the urgent need for operational cost reduction and the rising complexity associated with managing hybrid cloud environments. Additionally, continuous digital transformation efforts require specialized external expertise to modernize legacy systems, fostering a lasting demand for scalable support that transcends temporary technological trends.

However, a major obstacle hindering broader market expansion is the global shortage

of skilled talent necessary to manage diverse and evolving IT architectures. The growing disparity between the demand for specialized maintenance and the availability of qualified professionals can result in service delivery delays and heightened operational risks. Despite these workforce constraints, the sector retains a massive economic presence. According to NASSCOM, technology industry revenue was estimated to reach 254 billion dollars in 2024. This figure highlights the substantial scale of the services market even as providers struggle with the challenges of recruiting and retaining adequate technical expertise.

## **Market Driver**

Accelerated Digital Transformation and IT Modernization Initiatives are fundamentally reshaping the sector as enterprises embed advanced technologies into their core operations. Organizations are increasingly depending on external providers to manage the complexities of adopting generative AI and upgrading legacy infrastructure, tasks that require specialized skill sets often unavailable internally. This pressure to modernize is highlighted by the rapid prioritization of intelligence technologies; according to Rackspace Technology's '2024 IT Outlook Report' from January 2024, 65% of global IT professionals identified pervasive artificial intelligence as the technology expected to have the most significant positive impact on their organization in the coming year. Consequently, service providers have become essential partners in executing these critical digital pivots while ensuring system stability.

The strategic imperative to reduce operational costs and total cost of ownership further solidifies reliance on managed services. As cloud environments expand, the financial burden of managing disparate systems has increased, prompting leaders to outsource maintenance to optimize spending and enhance efficiency. This focus on fiscal discipline is currently outpacing other corporate goals. According to Flexera's '2024 State of the Cloud Report' from March 2024, 59% of organizations prioritized cost optimization over sustainability initiatives, emphasizing the urgent focus on budget efficiency. This drive supports high workload mobility, with Nutanix reporting in 2024 that 95% of organizations moved applications between environments over the past year, underscoring the dynamic nature of modern application management.

## **Market Challenge**

The global shortage of skilled talent acts as a formidable barrier directly impeding the growth of the Global Application Management Services Market. As enterprise IT environments become increasingly intricate by integrating legacy systems with modern

hybrid cloud architectures, the demand for highly specialized technical expertise has surged. Although AMS providers rely heavily on human capital to deliver maintenance and modernization services, the scarcity of qualified professionals capable of navigating these complex ecosystems creates severe operational bottlenecks. This lack of available expertise restricts the ability of service providers to scale their operations efficiently or onboard new clients at the desired pace, effectively placing a hard limit on potential market expansion.

This workforce imbalance results in tangible operational risks and inflated service costs. When demand exceeds the supply of capable engineers, providers face higher wage bills and longer recruitment cycles, which erode profit margins and delay service delivery. According to ISC2, in 2024, the global workforce gap for skilled cybersecurity professionals reached approximately 4.8 million. Since security is a foundational element of application management, this specific shortfall significantly hampers the ability of providers to guarantee secure, consistent support, thereby limiting the overall capacity of the market to grow in response to rising demand.

## **Market Trends**

The accelerated adoption of AIOps and intelligent automation is fundamentally redefining the operational baseline of the Global Application Management Services Market. As enterprise IT ecosystems fracture into increasingly complex multi-cloud environments, traditional manual oversight is proving insufficient to maintain system reliability. Service providers are consequently integrating Artificial Intelligence for IT Operations (AIOps) to enable predictive maintenance, automated root cause analysis, and self-healing capabilities that preemptively resolve incidents before they impact end-users. This shift is driven by the necessity to handle the exponential volume of telemetry data generated by modern stacks, moving the industry away from reactive support models. According to Dynatrace's '2024 State of Observability' report from March 2024, 72% of organizations have adopted AIOps specifically to reduce the complexity of managing their multi-cloud environments.

Concurrently, the shift toward cloud-native and microservices architectures is forcing AMS providers to re-engineer their service delivery frameworks. The monolithic application structures of the past are being rapidly dismantled in favor of distributed, containerized systems orchestrated by Kubernetes, which offer greater agility but demand significantly higher technical proficiency to manage. This transition requires support teams to possess deep expertise in container orchestration and immutable infrastructure, moving beyond simple server maintenance to managing dynamic,

ephemeral workloads. The scale of this architectural transformation is evident; according to the Cloud Native Computing Foundation's (CNCF) 'Annual Survey 2023' published in April 2024, 66% of cloud consumers were using Kubernetes in production, underscoring the urgent market requirement for managed services capable of navigating these sophisticated landscapes.

## **Key Market Players**

Wipro Limited

Tech Mahindra Limited

Atos SE

Capgemini SE

DXC Technology Company

Cognizant Technology Solutions Corporation

International Business Machines Corporation

HCL Technologies Limited

Fujitsu Limited

Accenture plc

## **Report Scope**

In this report, the Global Application Management Services Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Application Management Services Market, By Services

Vertical Portfolio Assessment

Vertical Security

Vertical Modernization

Vertical Managed Services and Others

Application Management Services Market, By Organization Size

Small and Medium-Sized Enterprises and Large Enterprises

Application Management Services Market, By Vertical

Banking

Financial Services

and Insurance

Healthcare and Life Sciences

Government

Energy and Utilities

Telecom and IT and Others

Application Management Services Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

## **Competitive Landscape**

*Application Management Services Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segme...*

Company Profiles: Detailed analysis of the major companies present in the Global Application Management Services Market.

**Available Customizations:**

Global Application Management Services Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

**Company Information**

Detailed analysis and profiling of additional market players (up to five).

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