

# **Mobile Identity Management Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Solution (Software, Service), By Service (Professional Services, Managed Services), By Deployment (Cloud, On-premises), By Enterprise Size (Small and medium-sized enterprises, Large enterprises), By Vertical (BFSI, IT and Telecom, Retail, Healthcare, Transportation and Logistics, Manufacturing, Government, Others), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Mobile Identity Management Market is projected to expand from USD 4.32 Billion in 2025 to USD 8.38 Billion by 2031, achieving a compound annual growth rate of 11.68%. This sector encompasses the technologies and policies required to authenticate, provision, and maintain user identities on mobile devices, thereby ensuring secure access to applications and data. Key drivers of this market include the rapid adoption of mobile-centric business workflows, the essential need for robust security in remote work environments, and the growing demand for seamless, passwordless authentication. Organizations are prioritizing these solutions to comply with strict data privacy regulations and mitigate risks associated with data breaches. The urgency for advanced identity management frameworks is highlighted by the Identity Defined Security Alliance, which reported in 2024 that 90% of organizations faced at least one identity-related incident in the preceding year.

Despite this strong momentum, the market encounters a significant hurdle in balancing

enhanced security measures with user convenience. The implementation of rigorous authentication protocols frequently introduces friction into the user experience, causing frustration and potentially leading to service abandonment. Furthermore, integrating mobile identity solutions across a fragmented landscape of diverse operating systems and device ecosystems presents substantial technical complexities. The challenge of achieving interoperability without sacrificing speed or usability hampers widespread adoption, particularly for enterprises seeking to scale these systems across a global, heterogeneous mobile workforce.

## **Market Driver**

The rising frequency of cyberattacks targeting mobile devices serves as a primary catalyst for the adoption of mobile identity management solutions. As threat actors pivot from traditional endpoints to mobile platforms, enterprises are compelled to implement advanced identity verification measures to safeguard sensitive corporate data accessed via smartphones and tablets. This threat landscape is defined by sophisticated phishing campaigns that exploit small screen sizes to make URL verification difficult; Zimperium's August 2024 "2024 Global Mobile Threat Report" noted that 82% of phishing sites specifically targeted mobile devices to deceive users. Consequently, organizations are deploying robust mobile identity frameworks to detect anomalies and enforce real-time access controls, ensuring only authorized users can access enterprise resources.

Simultaneously, the market is being reshaped by the proliferation of advanced biometric authentication technologies, which are facilitating a transition toward passwordless security environments. Businesses are replacing vulnerable alphanumeric passwords with hardware-backed biometric markers, such as facial recognition and fingerprints, to improve both security posture and user experience. Major technology providers are supporting this shift by scaling cryptographic standards like passkeys; Google announced in May 2024, in its "Passkeys: A year in review," that over 400 million accounts have used passkeys since their widespread launch. The financial risks of inadequate security further drive investment, with IBM reporting in 2024 that the global average cost of a data breach reached USD 4.88 million, incentivizing firms to adopt these mobile-first defenses.

## **Market Challenge**

A primary factor impeding the growth of the Global Mobile Identity Management Market is the difficulty of balancing rigorous security measures with user convenience. As

enterprises adopt stringent authentication protocols to secure remote access, they often inadvertently create friction within the user experience. This complexity can result in user frustration, reduced employee productivity, and service abandonment by customers. Consequently, organizations frequently hesitate to scale these identity frameworks across their operations, fearing that the implementation of complex security layers will disrupt critical business workflows or diminish customer engagement rates.

This friction creates a tangible barrier to market adoption, as the cost of lost engagement often outweighs the perceived benefits of tighter security. When authentication processes become overly burdensome, users frequently terminate their interactions rather than navigating complex verification steps. According to the FIDO Alliance in 2024, 56% of consumers abandoned an online service because they could not remember their password or found the authentication process too difficult. This high rate of abandonment demonstrates how security-induced friction directly limits the effectiveness and acceptance of mobile identity solutions, causing businesses to delay necessary upgrades to avoid operational bottlenecks.

## **Market Trends**

The proliferation of government-issued mobile digital identity wallets is restructuring the market by shifting reliance from private identity providers to state-backed digital credentials. These interoperable wallets enable users to assert verified attributes, such as national IDs, directly from their smartphones, compelling vendors to re-engineer platforms to accept government-verified assertions rather than managing proprietary credentials. This transition reduces the burden on enterprises to independently validate identities while ensuring higher trust levels through sovereign backing. The dominance of the public sector is evident in Thales Group's June 2024 report, "Digital identity adoption: the ecosystem underpinning it in 2024 and beyond," which notes that 70% of digital IDs currently in circulation are government-issued, signaling a decisive move toward state-guaranteed frameworks.

At the same time, the integration of behavioral biometrics for continuous user verification is moving security beyond static entry-point checks to dynamic, session-long monitoring. Unlike standard biometrics used only at login, behavioral solutions analyze unique interaction patterns—such as swipe speed and typing rhythm—to detect account takeovers in real time. This approach addresses gaps where authorized sessions are hijacked by fraudsters, ensuring the user remains the legitimate owner throughout the interaction. The efficacy of these controls is driving rapid uptake among financial and enterprise institutions; BioCatch reported in November 2024, in the "2024 Digital

Banking Fraud Trends in North America," that account-opening fraud declined by nearly 60% over the last year as institutions implemented controls including behavioral biometric intelligence.

## **Key Market Players**

SOTI

AppTec360

Baramundi

Broadcom, Inc.

Cisco Systems

Citrix Systems

Google

International Business Machines Corporation

Ivanti

Kaspersky Labs

ManageEngine

Micro Focus

Microsoft Corporation

## **Report Scope**

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

## Mobile Identity Management Market, By Solution

Software

Service

## Mobile Identity Management Market, By Service

Professional Services

Managed Services

## Mobile Identity Management Market, By Deployment

Cloud

On-premises

## Mobile Identity Management Market, By Enterprise Size

Small and medium-sized enterprises

Large enterprises

## Mobile Identity Management Market, By Vertical

BFSI

IT and Telecom

Retail

Healthcare

Transportation and Logistics

Manufacturing

Government

Others

## Mobile Identity Management 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**

Company Profiles: Detailed analysis of the major companies present in the Global Mobile Identity Management Market.

## **Available Customizations:**

Global Mobile Identity Management 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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