

Cloud Discovery Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, By Component (Solution, Services), By Organization Size (Large Enterprise, SMEs), By End Use (BFSI, IT & Telecom, Government, Retail & Ecommerce, Healthcare, Education, Others), By Region & Competition, 2020-2030F

<https://marketpublishers.com/r/C680BBE81AE2EN.html>

Date: July 2025

Pages: 185

Price: US\$ 4,500.00 (Single User License)

ID: C680BBE81AE2EN

Abstracts

Market Overview

The Global Cloud Discovery Market was valued at USD 1.21 billion in 2024 and is projected to reach USD 3.08 billion by 2030, growing at a CAGR of 16.85% during the forecast period. Cloud discovery involves the use of tools and processes that help organizations identify, map, and monitor cloud-based applications, services, and assets across their IT environments. This includes detecting unauthorized or “shadow IT” activities and gaining visibility into both public and private cloud usage. These solutions enable real-time monitoring, automated scanning, and reporting to ensure compliance, improve security, and manage cloud resources efficiently. As enterprises adopt multi-cloud and hybrid cloud models, the complexity of managing distributed assets intensifies, creating strong demand for robust cloud discovery tools. With regulatory frameworks such as GDPR and HIPAA placing greater emphasis on transparency and governance, cloud discovery platforms are becoming essential for businesses seeking to secure operations, reduce risks, and optimize cloud investments.

Key Market Drivers

Surge in Multi-Cloud and Hybrid Cloud Deployments

Enterprises are increasingly embracing multi-cloud and hybrid cloud strategies to enhance agility, reduce vendor lock-in, and manage workloads more effectively. However, this diversification introduces complex environments that require comprehensive visibility and centralized control. Cloud discovery platforms fulfill this need by providing real-time monitoring and mapping of assets across public, private, and on-premises infrastructures. These tools help detect unauthorized usage, misconfigurations, and vulnerabilities that may otherwise go unnoticed. As organizations integrate workloads across platforms such as AWS, Azure, Google Cloud, and private cloud environments, visibility gaps can result in security threats, compliance violations, and inefficiencies. Cloud discovery platforms enable organizations to continuously track services, enforce internal policies, and respond to changes proactively. A 2024 Flexera survey revealed that 89% of global enterprises utilize multi-cloud strategies, with 80% operating in hybrid environments—further underscoring the critical role of cloud discovery in securing and managing these complex infrastructures.

Key Market Challenges

Complexity and Fragmentation of Modern Cloud Environments

The increasingly diverse and fragmented nature of enterprise cloud infrastructure presents significant challenges for cloud discovery. Organizations operate across a variety of platforms, each with unique architectures, tagging conventions, access protocols, and visibility mechanisms. This inconsistency complicates the process of gaining a unified view of cloud assets and requires discovery tools to be highly adaptable and interoperable. Ensuring compatibility across multiple vendor ecosystems—while managing different metadata structures, security policies, and application interfaces—adds to the technical burden. Developing seamless integration and maintaining comprehensive visibility across these environments is difficult, often limiting the effectiveness of discovery efforts. As cloud infrastructures continue to evolve, the complexity of achieving accurate and timely discovery remains a key obstacle to full-scale market adoption.

Key Market Trends

Integration of Artificial Intelligence and Machine Learning in Cloud Discovery

A transformative trend in the cloud discovery market is the integration of artificial intelligence (AI) and machine learning (ML) technologies. Traditional discovery methods

struggle to keep pace with the growing dynamism and scale of modern cloud environments. AI-driven platforms overcome this limitation by leveraging pattern recognition, anomaly detection, and predictive analytics to uncover hidden or non-compliant cloud assets in real time. These systems enhance discovery accuracy, reduce manual workloads, and proactively highlight security gaps or misconfigurations. By learning from historical data, AI can classify workloads, flag unusual activity, and recommend corrective actions. This capability is particularly valuable for large organizations managing thousands of cloud services across regions and departments. Intelligent discovery tools support continuous optimization and compliance while contributing to more efficient governance and cost control. As enterprises face evolving regulatory landscapes, AI and ML integration will be key to enabling adaptive and scalable cloud visibility solutions.

Key Market Players

Amazon.com, Inc.

Google LLC

McAfee, LLC

ServiceNow, Inc.

Cisco Systems, Inc.

IBM Corporation

Microsoft Corporation

BMC Software, Inc.

Report Scope:

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

Cloud Discovery Market, By Component:

Solution

Services

Cloud Discovery Market, By Organization Size:

Large Enterprise

SMEs

Cloud Discovery Market, By End Use:

BFSI

IT & Telecom

Government

Retail & Ecommerce

Healthcare

Education

Others

Cloud Discovery Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

France

United Kingdom

Italy

Spain

Asia Pacific

China

India

Japan

South Korea

Australia

Middle East & Africa

Saudi Arabia

UAE

South Africa

South America

Brazil

Colombia

Argentina

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Cloud Discovery Market.

Available Customizations:

Global Cloud Discovery 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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