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Global Application Virtualization Market By Component (Solution & Services), By Technology (Object Isolation, Driver Insolation & Others), By Deployment Model (Public Cloud & Others), By Organization Size, By End User Component, By Region, Competition, Forecast & Opportunities, 2024

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Abstracts

Global application virtualization market was valued at $ 2 billion and is projected to grow at a CAGR of around 13% to reach $ 4 billion by 2024 owing to huge demand for alternative application installation processes. Application virtualization uses virtual resources to run applications in a runtime environment without requiring installation at the end user terminal. Several enterprises have started implementing application virtualization as it offers better speed, efficiency and operational cost improvement. Features, such as security enhancement, reduction in administration costs, easy migration of operating systems and eliminating compatibility issues, are further supporting the growth of global application virtualization market.

Global application virtualization market can be segmented based on component, technology, deployment model, organization size, end user Component and region. Based on components, the market can be bifurcated into solution and services. Services segment is anticipated to witness the fastest growth in global application virtualization market, as the number of applications in various Components is increasing, thereby contributing to the growing demand for services segment. Application virtualization caters to various end user Components such as BFSI, healthcare, IT & Telecom, government, education and others. Owing to increasing number of digital services, such as net banking, phone banking, UPI payment applications, among others, Banking, Financial Services and Insurance (BFSI)

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Component holds the majority share in the market. In terms of deployment model, the market can be segmented into public cloud, private cloud and hybrid cloud, of which private cloud segment is likely to witness the fastest growth owing to growing need for highly secured data with centralized storage infrastructure.

Regionally, the market for application virtualization is gaining traction and expanding to various regions including Asia-Pacific, North America, Europe, South America and Middle East & Africa. In 2018, North America dominated global application virtualization market and is likely to continue its dominance during forecast period as well on account of presence of major IT players in the region and growing number of small and medium enterprises (SMEs) in the US and Canada.

Major players operating in the application virtualization market include VMware, Inc., Citrix Systems Inc., Microsoft Corp., Oracle Corp., Symantec Corporation, Red Hat, Inc., Parallels International GmbH, Google Inc., SAP SE, Dell Inc., etc. Major companies are developing advanced technologies and launching new products in order to stay competitive in the market. Other competitive strategies include mergers & acquisitions and new product developments. In 2018, Microsoft acquired FSlogix in order to extend its virtualization capabilities and offer an improved experience to the Microsoft 365 customers.

Years considered for this report:

Historical Years: 2014-2017

Base Year: 2018

Estimated Year: 2019

Forecast Period: 2020–2024

Objective of the Study:

To analyze and forecast the market size of global application virtualization market.

To classify and forecast global application virtualization market based on component, technology, deployment model, organization size, end-user

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Component and regional distribution.

To identify drivers and challenges for global application virtualization market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in global application virtualization market.

To conduct pricing analysis for global application virtualization market.

To identify and analyze the profile of leading players operating in global application virtualization market.

Some of the leading players in the global application virtualization market include VMware, Inc., Citrix Systems Inc., Microsoft Corp., Oracle Corp., Symantec Corporation, Red Hat, Inc., Parallels International GmbH, Google Inc., SAP SE, Dell Inc., etc.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of service providers across the globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the service providers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the service offerings, distribution channels and presence of all major service providers across the globe.

TechSci Research calculated the market size of global application virtualization market using a bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Application virtualization service providers and other stakeholders

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Government bodies such as regulating authorities and policy makers

Organizations, forums and alliances related to application virtualization

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as service providers and partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, global application virtualization market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Market, By Component:

Solution

Services

Market, By Technology:

Object Isolation

Driver Isolation

File I/O Redirection

Service Isolation

Component Object Isolation

Others

Market, By Organization Size:

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Large Enterprises

Small & Medium Sized Enterprises

Market, By Deployment Model:

Public Cloud

Private Cloud

Hybrid Cloud

Market, By End User Component:

BFSI

IT & Telecom

Healthcare

Government

Education

Others

Market, By Region:

North America

United States

Mexico

Canada

Europe

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United Kingdom

Germany

France

Spain

Italy

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of APAC

South America

Brazil

Argentina

Colombia

Rest of South America

Middle East & Africa

South Africa

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Saudi Arabia

UAE

Qatar

Rest of MEA

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in global application virtualization market.

Available Customizations:

With the given market data, TechSci Research offers customizations according the 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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