

# **IDaaS Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Component (Provisioning, Single Sign-On, Advance Authentication, Audit, Compliance, & Governance, Directory Services, Password Management), By Deployment (Public Cloud, Private Cloud, Hybrid Cloud), By Vertical (BFSI, IT & ITES, Energy & Utilities, Government, Healthcare, Manufacturing, Telecom, Others), By Region & Competition, 2020-2030F**

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## **Abstracts**

### **Market Overview**

The Global IDaaS Market was valued at USD 8.64 Billion in 2024 and is expected to reach USD 32.06 Billion by 2030 with a CAGR of 24.43% through 2030. The Global IDaaS Market refers to a cloud-based authentication and identity management framework that enables organizations to securely manage user identities and access across various digital platforms.

IDaaS solutions provide a range of features, including single sign-on, multi-factor authentication, identity governance, and access analytics. These services are crucial in an era where digital transformation and decentralized work environments have increased the risk of data breaches and unauthorized access.

### **Key Market Drivers**

Rising Threat Landscape and Demand for Zero Trust Architectures

The growing sophistication of cyberattacks is a significant driver of the IDaaS Market. As threat actors increasingly target credentials and access controls, organizations are under pressure to implement robust identity and access management frameworks. IDaaS platforms, with real-time threat analytics, enable organizations to detect anomalies and respond quickly to unauthorized access attempts. This is particularly vital in sectors such as finance, government, and healthcare, where data sensitivity is extremely high.

The shift toward Zero Trust security models is further fueling the demand for IDaaS solutions. In a Zero Trust environment, no user or device is inherently trusted, making centralized and continuous identity verification essential. IDaaS solutions align perfectly with these models, offering risk-based authentication, continuous access evaluation, and seamless integration with endpoint security tools. As enterprises expand their digital ecosystems, the role of IDaaS in securing access at scale has become indispensable. In 2024, over 80% of global data breaches were linked to compromised credentials, demonstrating the urgent need for organizations to rethink their identity frameworks. This trend has intensified the shift toward platforms like IDaaS that offer strong authentication, real-time threat detection, and policy enforcement to reduce exposure to identity-driven attacks and safeguard enterprise assets.

## **Key Market Challenges**

### Integration Complexities with Legacy Systems

One of the most significant challenges facing the Global IDaaS Market is the integration of cloud-native identity systems with legacy infrastructure still widely in use by large enterprises. Many organizations, particularly those in regulated or traditional sectors such as manufacturing, healthcare, and government, continue to operate with decades-old authentication architectures that were not designed to interact with modern, scalable IDaaS platforms. These legacy systems often lack standardized interfaces or compatibility layers, requiring extensive customization, middleware, or even a complete overhaul of back-end infrastructure to ensure successful deployment. As a result, businesses may encounter delays in rollout, increased implementation costs, and operational downtime, which weakens the value proposition of adopting IDaaS solutions.

The fragmented nature of enterprise environments, which include hybrid cloud deployments, on-premise assets, and third-party software, adds an extra layer of

complexity. Achieving seamless integration across these varied systems is not only technically demanding but also requires specialized talent—resources that many organizations find in short supply. The lack of interoperability standards and vendor-neutral protocols further exacerbates the problem, forcing companies to rely on proprietary connectors or multi-vendor orchestration, which increases both risk and cost. Despite the scalability and efficiency benefits of IDaaS solutions, the challenge of harmonizing these platforms with deeply entrenched legacy ecosystems presents a major obstacle that vendors and enterprises must strategically overcome.

## **Key Market Trends**

### **Rise of Zero Trust Frameworks Driving Adoption of IDaaS Solutions**

The shift toward zero trust security architectures is significantly accelerating the demand for IDaaS platforms. As organizations move away from perimeter-based security models, identity becomes the central point of control for network access. IDaaS platforms are uniquely positioned to serve this need by offering centralized authentication, risk-based access, and continuous identity verification. These capabilities are essential in environments where every user, device, and application must be authenticated and authorized before being granted access, regardless of their network location.

The trend is particularly pronounced among enterprises managing distributed workforces and cloud-native environments. By integrating IDaaS platforms into a zero trust model, organizations can implement adaptive access policies, prevent lateral movement by attackers, and ensure compliance with modern cybersecurity standards. This alignment between identity-centric controls and zero trust principles is expected to remain a key driver of investment in the Global IDaaS Market, especially among financial, healthcare, and government sectors.

## **Key Market Players**

Microsoft Corporation

IBM Corporation

Google LLC

Oracle Corporation

Okta, Inc.

Ping Identity Holding Corp.

SailPoint Technologies Holdings, Inc.

OneLogin, Inc.

### **Report Scope:**

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

#### **IDaaS Market, By Component:**

Provisioning

Single Sign-On

Advance Authentication

Audit, Compliance, & Governance

Directory Services

Password Management

#### **IDaaS Market, By Deployment:**

Public Cloud

Private Cloud

Hybrid Cloud

#### **IDaaS Market, By Vertical:**

BFSI

IT & ITES

Energy & Utilities

Government

Healthcare

Manufacturing

Telecom

Others

IDaaS 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 IDaaS Market.

**Available Customizations:**

Global IDaaS 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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