

# **Help Desk and Ticketing Software Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Component (Software and Services), Industry Vertical (Retail, Government, Manufacturing, Healthcare, Hospitality, IT and Telecom, and Others), Deployment (Cloud-Based and On-Premise), Organization Size (Small and Medium Enterprises, and Large Enterprises), and Geography**

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## **Abstracts**

The help desk and ticketing software market size was valued at US\$ 3.64 billion in 2023 and is expected to reach US\$ 7.51 billion by 2031; it is estimated to record a CAGR of 9.5% from 2023 to 2031.

The help desk and ticketing software market is segmented into five major regions-North America, Europe, Asia Pacific (APAC), the Middle East & Africa (MEA), and South & Central America. North America dominated the market in 2023, followed by Europe and APAC, respectively. The help desk and ticketing software market in Asia Pacific is segmented into Australia, India, China, Japan, South Korea, and the Rest of Asia Pacific. Market growth in this region is attributed to the increasing number of retailers, surge in digital transformation, and burgeoning focus on customer satisfaction. The Australian Government is committed to the Data and Digital Government Strategy, which sets a vision for 2030. The reinforcement of digital capabilities helps businesses to easily integrate digital solutions into their business models.

The help desk and ticketing software market in Europe is further segmented into

Germany, France, Italy, the UK, Russia, and the Rest of Europe. Many technologically advanced industries in these countries are proactively adopting digitalization. The Digital Strategy 2025 Program by the German government aims to boost the country's digitalization processes by developing digital capabilities and promoting the use of solutions supporting digitalization. Surging digitalization in the country drives the focus of various enterprises toward executing better service delivery to customers. The e-commerce industry in France has grown steadily in recent years, especially after the onset of the COVID-19 pandemic. According to Nord France Invest, annual sales of e-commerce pure players increased by an average of 12% from 2018 to 2022. Businesses adopted various software to ensure efficiency in their workflow; they also employed help desk and ticketing software to enhance their customer experience and effectively address their issue.

Based on component the market is divided into software and services. The software segment held the largest share in the help desk and ticketing software market in 2023. Help desk and ticketing software solutions act as central command centers for managing all IT operations. These cost-effective solutions provide a flexible support system. The pay-per-agent model can be customized anytime to change the number of users. Help desk and ticketing software can be seamlessly integrated with other native IT management tools to build an IT service management (ITSM) suite. Various players offering help desk and ticketing software solutions across the world include Freshservice, Spiceworks, SolarWinds Service Desk, SysAid, Zendesk, and HappyFox Help Desk.

Zendesk Inc, Genesys, Zoho Corp Pvt Ltd, Freshworks Inc, TEXT S.A., SolarWinds Worldwiden LLC, Atlassian Corp, ServiceNow Inc, SysAid, Exotel Techcom Pvt Ltd, clickdesk.com, ProProfs, InvGate, Desku Inc, Hiver, Intercom, Atera Networks Ltd., JPK Software Solutions Pvt. Ltd., OTRS AG, Rother OSS GmbH, and Help Scout PBC are among the key help desk and ticketing software market players that are profiled in this market study.

The overall help desk and ticketing software market size has been derived using both primary and secondary sources. Exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the help desk and ticketing software market size. The process also helps obtain an overview and forecast of the market with respect to all the market segments. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights. This process includes industry experts such as VPs, business development managers, market intelligence managers, and

national sales managers, along with external consultants such as valuation experts, research analysts, and key opinion leaders, specializing in the help desk and ticketing software market.

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