

# **Middle East & Africa Consent Management Market Forecast to 2030 – Regional Analysis – by Component (Solution and Services), Deployment (On-premises and Cloud-based), and End-use Industry (Retail, Government, IT & Telecom, BFSI, Healthcare, Education, Media & Entertainment, and Others)**

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## **Abstracts**

The Middle East & Africa consent management market was valued at US\$ 21.10 million in 2022 and is expected to reach US\$ 66.69 million by 2030; it is estimated to grow at a CAGR of 15.5% from 2022 to 2030.

**Integration of Blockchain Technology Fuels the Middle East & Africa Consent Management Market**

Despite the GDPR guidelines that have been in effect since May 2018, the level of compliance differs from one organization to another. The stress toward full compliance has increased, driving organizations to evaluate their data collection processes further. However, many are struggling with the cost of integration and technology. Many GDPR implementations of proof-of-consent are projected to involve Blockchain technology in the coming years. The integration of Blockchain into consent management solutions will augment user control and privacy.

Trust improvement, immutability because of the unfeasibility of ledger falsification, and transparency are some of the exhibiting features of Blockchain-based solutions.

Orange, one of the prominent players in telecommunications networks globally, also provides consent management solutions. The company uses Blockchain technology in its orange consent management service solution. Additionally, the company has made it possible to share consent management functions in different applications. The use of Blockchain technology in consent management overcomes the issues present in traditional consent management solutions. Earlier in the solution, dedicated records

were used, and thus, the user had to describe his consent for each application. The integration of the technology will help the consent management providers to resolve issues present in traditional consent management solutions. Thus, the growing need for the integration of blockchain technology in consent management solutions is anticipated to further propel the growth of the market during the forecast period.

#### Middle East & Africa Consent Management Market Overview

At present, the whole world is experiencing strict data privacy legislation. Globally operating organizations have no options left but to adopt cross-border and cross-regulatory compliance strategies to operate efficiently. One of the major factors that have drastically impacted the way companies interact with customers and use their data is the growing data protection regulations by the governments of different countries. As per the GDPR, an organization must take consent from the citizen whose personal data it wants to process. Consent management platforms and solutions help the website meet the GDPR and compliance by gaining user consent for collecting their data for further use during website visits via cookies. They also help the websites automate and simplify the consent management process. Some of the other drivers fuelling the growth of Middle East & Africa consent management market include stricter data privacy regulations, proliferation of data-driven technologies, increasing awareness and concerns for data privacy, and increasing demand for improved the customer experience. On the other hand, some of the restraining factors of the Middle East & Africa consent management market include diverse regional regulations, user resistance and consent fatigue, cost of compliance, and implementation challenges.

#### Middle East & Africa Consent Management Market Revenue and Forecast to 2030 (US\$ Million)

##### Middle East & Africa Consent Management Market Segmentation

The Middle East & Africa consent management market is segmented based on component, deployment, end use industry.

Based on component, the Middle East & Africa consent management market is bifurcated into solution and services. The solution segment held a larger share in 2022. By deployment, the Middle East & Africa consent management market is bifurcated into on-premises and cloud-based. The cloud-based segment held a larger share in 2022. In terms of end-use industry, the Middle East & Africa consent management market is categorized into retail, government, IT & telecom, BFSI, healthcare, education, media & entertainment, and others. The BFSI segment held the largest share in 2022.

Based on country, the Middle East & Africa consent management market is segmented into the UAE, South Africa, Saudi Arabia, and the Rest of Middle East & Africa. The UAE dominated the Middle East & Africa consent management market in 2022. IBM, PIWIK PRO LLC, Rauten Marketing LLC, and CASSIE are among the leading companies operating in the Middle East & Africa consent management market.

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